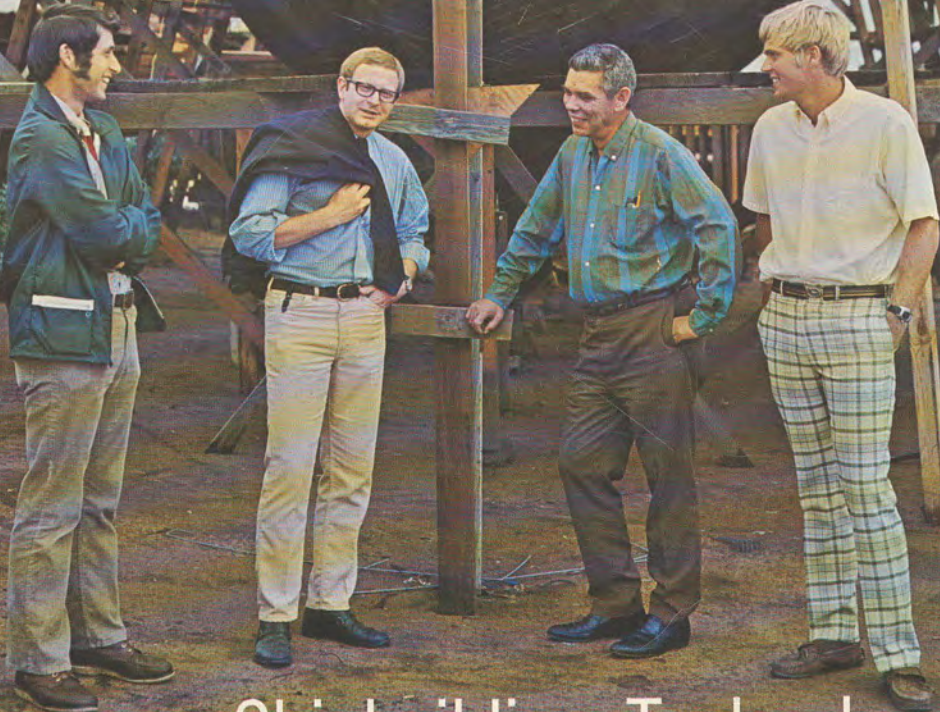


North County  
and Rancho Santa Fe

MAY 1971 / 75c

# Living



RCD Shipbuilding Technology  
Makes a Dramatic Advance



Ann Trepte's mint-fresh room is the result of recent renovations designed and directed by William L. Frank, A.I.D., of Walter Broderick & Associates, Interiors.

Pictured with her daughter is Mrs. Gene Trepte, General Chairman of the Sixth Annual Fashion Show "Strawberry Festival" being held May 8th in the Convent of the Sacred Heart gardens, El Cajon.

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Bare-it-all boldness . . . comes on strong in a fireside floor show guaranteed to win hands all around. The walnut-grain Sears Ready-Stick vinyl asbestos tiles simulate the beauty of a real parquet wood floor, but offer easy-care advantages. Twin transparent plexiglas cube tables let the bare floor shine through and provide plenty of show-off space for assorted bric-a-brac. The cubes, like the luxurious marshmallow-tufted, vinyl-covered sofa, can be kept clean with mild soap and water. A free-standing fireplace adds the final homey touch. All furnishings are from Sears.

## The Home Fashion Scene . . . from Sears, Escondido



A turned-on listening corner . . . ranks number-one on the decorating hit parade. Ingenious, do-it-yourself supergraphics set the room's theme, and Sears "put-down" carpet tiles are used to create the mod look. "Vagabond Shag" squares bordered by Ready-Stick carpet tiles in two contrasting colors brighten the floor. Carpet tiles also cover the window ledge and the side bench, creating extra, comfortable seating space. Paint picks up where the carpet tiles leave off, repeating the supergraphic action on the walls and ceiling. Wide shelves offer storage space for a personal music library and audio-visual equipment. Window beads, a cube table, globe lamps and bean bag chairs, all from Sears, complete the casual look.



### THE PUT DOWN SHOP

Put-downs are revolutionizing home decor and liberating the do-it-yourselfer to create some of the kickiest supergraphic action to take to the floor in years.

The medium is tile — both carpet tile and vinyl asbestos tile. Like paints on a palette, new self-adhesive tiles can be matched, mixed, blended and arranged to add decorating excitement to any part of the house. The resultant effects range from a carpeted shag strip to individually designed floors of vinyl asbestos. The color scale spans the earth's hues.

Carpet tile choices run from shaggy "Vagabond" to low pile "Wear-Devil" at Sears, Roebuck and Co. Their hard surface sister — Super Ready-Stick vinyl asbestos tile — features a variety of looks and textures from rough hewn mock brick to sophisticated mosaic patterns.

Tile art doesn't have to stop at the floor. It can be wall-to-wall and still extend up a wall to form a novel geometric mural. Two or three different carpet tile colors, for example, could be stretched floor-to-ceiling in alternating stripes to form an eye-catching wall with both texture and color. Or a tic-tac-toe or checkerboard tile formation could give a whimsical boost to a lackluster floor area.

More ambitious art aficionados might gear a fun project to a geo-

metric design or even copy a Mondrian original. In an entry foyer, for example, a three color tile graphic could unite wall and floor into one large work of art.

An afternoon's time and a little teamwork could convert a no-nests room into a real headliner. Low cost cover-up jobs on old chests, benches, pedestals and window-seats with bad cases of the "uglies" are also a cinch with self-adhesive tile.

The starting point for any tile project is a clean, dry, smooth surface. A floor of concrete, wood, linoleum or resilient tile makes an excellent base. Carefully planned first on graph paper, proper tile technique doesn't have to be a jigsaw puzzle. Even the most difficult angles yield easily to measuring followed by careful cuts with an artist's mat knife. Hard surface tile needs no extra adhesive, but carpet tile requires spray adhesive to stay on vertical surfaces.

Tile projects can give a big look for a little price tag. A 9-by-12 foot area, for example, can be covered with vinyl asbestos tile for under \$50. If carpet tile is used, the price is as low as \$65.

Tile is easy to keep clean, too. The vinyl asbestos squares can be wiped free of dirt. Carpet tile can be cleaned with regular nylon rug shampoo. Badly stained tiles can be simply replaced with new tiles.

All in all, put-downs make eye-catching interiors a put-up job at put-on prices.

## BIGGEST EVER '71 EXPOSITION STARTS ON NEW DAY WITH NEW MANAGER

Starting on a new day this year, headed by a new manager and promising a bigger show than any of the 81 fairs that preceded it, the Southern California Exposition will be held from June 24 through July 5 at the Fairgrounds here.

The Expo will begin this year on a Thursday, running through a Monday holiday celebrating Independence Day. It will be headed by William Dumond, who took over management this year from R. J. O'Connor. Sponsor of the Exposition is the 22nd District Agricultural Association whose new president is William D. Evans.

A total of \$142,444 in premiums will be offered for exhibitors this year in categories ranging from livestock, horse show, feature exhibits, floriculture, horticulture and agriculture to home economics, gems and minerals, arts and crafts, industrial education and entomology.

This compares with \$137,866 in total premiums last year and is considerably more than was offered at the initial Exposition, the Agricultural and Horticultural Fair for the County of San Diego in 1880 in National City.

The vast array of displays and number of competitions, combined with such attractions as the daily grandstand stage shows, the nation's largest horse show, the famous flower show, and the popular carnival are expected to lure a 12-day crowd in excess of the all-time record 436,228 set last year.

Evening grandstand shows at the Exposition from June 24-29 will feature Lou Rawls, jazz, pop, gospel and folk singer of TV, radio, motion picture, night club and hit record fame. Afternoon programs during that period will offer the Wenatchee Youth Circus, a group of 90 performers between five and 17 years of age who have appeared before audiences totaling half a million from California to Alaska.

Featured during the June 30-July 5 period in the evening grandstand shows will be Ken Curtis (Festus on "Gunsmoke"), a popular TV-motion picture actor who at one time replaced Frank Sinatra as singer for the Tommy Dorsey band. A championship rodeo will be presented during this time as the afternoon show.

Other entertainment will include the Bob Baker Marionettes, the Don Diego Varieties, and a continuous offering of shows at either the Don Diego and Community stages, or the Crosby Plaza dance pavilion.

Flower Show Superintendent Bob Lamp has indicated that the over 3 1/2

shaded acres accommodating plants and flowers from all over the nation will be dedicated this year to "Preservation of America's environment and the beauty of its landscape." The ecology theme calls for incorporation of massive fountains and waterfalls into displays "to represent our precious rivers, streams and lakes."

The National Horse Show, offering \$24,000 in premiums and some of the finest show horses in the nation, will be headed this year by Alan Balch, who takes over from the late superintendent Eric Atterbury.

The horse show reflects the largest premium increase over last year of any department, one of over \$5,000.

Entries for all departments except rabbits, photo show and art show will close on June 1. Rabbit entries are due June 15, photo entries May 18. No deadline has been announced by the art show. Entry blanks are available by calling or writing the Exposition.

Dates of the junior and senior livestock shows have been announced by Mrs. Bohn as June 24-29 and June 30-July 5 respectively.

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

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Classic style is offered by Billy Chapel as he displays his powerful skills in the "Circus" production, just one of many great numbers in the all-new Ice Capades.



The "Tyrolian Terror," Terry Head, is at it again with his icy antics.

## ICE CAPADES OPENS IN SAN DIEGO MAY 18

A line-up of young champions headlines the 31st edition of Ice Capades, the ice spectacular which has its San Diego premiere May 18.

The show continues through May 23 at the San Diego International Sports Arena.

Star of the show is 21-year-old Tim Wood, three-time United States National Skating Champion and twice winner of the World Championship. He is the first American to hold the World Title in ten years.

His skating success is matched by academic achievement — he attended John Carroll University in Cleveland, where he became the first letterman in skating in an American college. A pre-law student, he is finishing his undergraduate degree with correspondence study from Colorado College, where he is a senior.

Ice Capades also features the skating skills of World Free Style Champion Tommy Litz, a show veteran, and 1969 Canadian Champion Linda Carbonetto, a pert blonde who began skating at the age of six as therapy for weak ankles. She began serious competition just four years ago and was an immediate success.

Performances are scheduled at 8 p.m. May 18, 19, 20 and 21; at 11 a.m., 3:30 p.m. and 8:30 p.m. on May 22 and at 1 and 6 p.m. on May 23.

Tickets are priced at \$5.50, \$5, \$4 and \$3, and are available at all Bill Gamble's Mens Stores, all Sneaker Inns, all Central Ticket Agencies and the Sports Arena Ticket Office.



Ice Capet "Snow Girls" glide through the Kingdom of Ice, a land of stillness and beauty where time stands still for anyone who enters, in an original fairytale "Legend of Frozen Time"

# North County and Rancho Santa Fe Living



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MAY 1971

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### ABOUT THE COVER:

RCD founders with their 50-ft. ferro-cement auxiliary cruising ketch. Left to right: Vance E. McClure, director of research and development; Lincoln Foster, general director and administrator; Homer W. Austin, technical director and master shipbuilder; Walter C. Babcock, yard boss and seasoned sailor.

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It means you get things like fully reclining bucket seats, tinted glass, front disc brakes, without paying more money. Even luxury touches like a tach, radio and electric antenna in our 240-Z.

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THIS IS LIVING  
by Don Dederer

## A FEW ITEMS FOR POSTERITY

No offense, but I think the City Fathers of a neighboring town up the coast goofed in stocking their time capsule the other day.

In a vault in their new municipal building they sealed some things supposed to represent our people, our culture, our era.

The treasures included a copy of the mayor's speech, a key to the city, a municipal annual report, a photograph of the City Council, and a few journals. Instructions were left for generations unborn to break open the time capsule in 2071 and learn what kind of world it was, today.

Hah! Future Californians are certain to be misled by that Establishment collection of artifacts and documents. The lowliest janitor in city hall could have scraped together a more revealing pile of loot.

For instance:

A stuck zipper.

One plastic, gilded cocktail toothpick shaped like a sword.

Notice of tax increase.

A telephone push button labeled, HOLD.

Three hundred, sixty-two fragments of a no-deposit, no-return beer bottle.

Various opinions of motorists, police, traffic engineers, pedestrians and judges on the best design of left-turn channels.

Notice of increased improvement district assessment.

One dozen Polaroid film negatives.

A wet suit.

A food carton labeled PRESS HERE TO OPEN which when pressed there, bursts at the bottom.

Rubber stamp: URGENT.

A complete set of orthodonty braces.

Bumper sticker reading THIS IS A BUMPER STICKER.

One transistor radio, surgically removed from a teenager's hand.

A coupon good for a cherry pie on Washington's Birthday with the purchase of a bucket of Kentucky fried chicken.

A PSA stewardess costume.

Notice of water rate increase.

One charcoal briquet, with absolutely no instructions as to its use.

A random sampling of junk mail including at least one lurid invitation to buy a sexy book.

A package of low-calorie imitation margarine.

A smog emission control device.

One mod necktie.

A civil defense shelter sign removed from a public library, a recruiting poster THE ARMY WANTS TO JOIN YOU removed from a registrar's office, and a peace sign removed from the rear window of a Volkswagen bus.

One mentholated, aereated, micromonitored small cigar shaped like a cigarette, with a recessed filter.

A paper diaper.

Street repair blinker light.

A carnation, made in Hong Kong, of plastic.

Brochure describing \$10 down, \$10-per-month ranches available someplace out past Borrego Springs.

An elevator button marked ALARM.

A toilet kit containing five-day de-odorant pads, false eyelashes and electric toothbrush.

Notice of health insurance premium increase.

A chemistry set for testing a backyard swimming pool.

A stolen motel towel.

A classified ad describing a garage sale.

Two contrasting documents submitted by the same person: a Master Charge application form, and an income tax return.

Some love beads.

An instant replay of a roller derby.

A handle from an airliner door marked EMERGENCY EXIT.

Two phonograph records: Lawrence Welk's THERE'S A STAR IN THE MIDDLE OF TEXAS and Three Dog Night's ONE MAN BAND.

A signal from a cross walk, stuck on WAIT.

Detailed outline of physical fitness program for children who ride to school.

Notice of utilities rate hike.

And by no means, of course, is this list meant to be complete.

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608	10:35a	11:00a	Su	603	7:00a	7:25a	Sa
610	10:50a	11:15a	Ex Sa Su	203	7:25a	7:50a	Ex Sa Su
612	11:05a	11:30a	Sa	607	9:05a	9:30a	Su
624	1:35p	2:00p	Daily	611	9:25a	9:50a	Ex Su
638	4:05p	4:30p	Ex Sa Su	623	12:20p	12:45p	Daily
244	4:45p	5:10p	Fr	635	2:30p	2:55p	Ex Fr Sa
250	5:40p	6:05p	Fr	641	4:00p	4:25p	Sa
648	6:05p	6:30p	Ex Fr Su	651	5:05p	5:30p	Ex Sa Su
652	6:35p	7:00p	Fr Su	261	5:35p	6:00p	Fr
254	6:45p	7:10p	Ex Fr Sa Su	267	6:35p	7:00p	Fr
666	8:45p	9:10p	Su	661	7:00p	7:25p	Ex Fr Sa Su
668	9:00p	9:25p	Ex Fr Su	667	7:25p	7:50p	Sa Su
274	9:15p	9:40p	Su	669	7:35p	8:00p	Fr

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**AIR CALIFORNIA**  
with something *new* under the sun

## FINE ARTS GALLERY EXHIBITIONS

CALIFORNIA  
HAWAII  
REGIONAL

(April 17-June 6). Juried exhibition of 84 paintings, graphics and sculpture by practicing artists of California and Hawaii. This is the first exhibition by a West Coast museum to include Hawaii and the entire state of California. It is sponsored by the San Diego Art Guild. \$2,000 in cash awards were presented.

ALF  
CHILDRESS  
TURNER

(May 14-June 13). A three man show of works by local artists, Martha Alf, Marianne Childress and Herbert B. Turner. These three artists were awarded a group show in the Annual Fall Exhibition of the San Diego Art Guild. A reception is scheduled for May 14, at 5:30 p.m.

PERCEPTION

(May 21-June 20). An exhibition of sculpture for the sighted and the blind. 23 works of art have been lent by 15 California museums and collections. The theme of the exhibition is *The Human Form*, and sculpture, Eastern, Western and Primitive, reflects man's changing image of himself over a period of 2,500 years. Organized and sponsored by the California Arts Commission.

## EVENTS

**CIVILISATION:** The highly acclaimed TV series showing the development of Modern Western Man. Narrated by Sir Kenneth Clark, the showings at the Gallery are expanded versions of the TV presentations. Tickets for the series are being made available to members at \$10.00 per person for the full series. Life members, patrons, benefactors, donors, fellows and friends will be admitted free. \$25.00 for non-members. Tickets are available for the full series only. Showings are at 2:00 and 8:00 p.m. each Wednesday. James S. Copley Auditorium.

TOURS

Free tours by Senior Docents, 10:00 a.m. and 11:00 a.m. Tuesday, Wednesday and Thursday: 2:00 p.m., Sunday. Special group tours by appointment.

HOURS

Balboa Park, Gallery hours: Tuesday-Saturday 10:00 a.m. to 5:00 p.m., Monday closed. Telephone 232-7931. Gallery Store, 233-0044.

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## SAN DIEGO padres

### PADRE CLOSE-UP

It is a song sung by countless troubadours and set to the tune of hope. It is a sweet-soft lyric and no metallic larynx can capture the feeling of its lingering refrain. The melody is for the daytime and for the nighttime, too. It figures for the guy-in-the-street as well as for the woman-in-the-kitchen. Boys and girls, they're tuned in also to a beat that plays for anybody who cares. WHAT DID THE PADRES DO LAST NIGHT?

It makes neighbors out of us all. The banker downtown and the barber in Old Town are in this thing together. So is the La Jolla stockbroker and the surfer in Carlsbad. The people in Escondido want to know and so do the folks in El Cajon. Tell someone in Pacific Beach and you'll be sure to get the question from someone in National City. WHAT DID THE PADRES DO LAST NIGHT?

It won't cure the sick or heal the maimed. It won't halt the crying of babies or placate the loneliness of those bereaved. Nor will it solve the great mysteries and challenges of a troubled society. But it can mate strangers in a brief but longing embrace, as if one were searching the other for a scrap of conversation that both might enjoy. AND WHAT DID THE PADRES DO LAST NIGHT?

The tournament is caressed both by the breezes of April and the lingering shadows of September. It survives the heat and the cold and delivers a fresh start every day. It breaks up the monotony of a daily routine like a benevolent stimulant that makes the time seem a little brighter. WHAT DID THE PADRES DO LAST NIGHT?

It is a game designed for children and played by adults nine men to a side. Much of its action is a rehearsed ritual but its routines appear designed by a crafty choreographer who employs a manicured meadow as his stage. It's a cerebral exercise, also, testing the imagination, probing the intuition, provoking the percentages. And it all is recorded, sometimes bombastically but always excessively, and stored in the society of numbers, records, statistics.

The promise of the season is everywhere you want it and look for it. It begins with a pitching staff whose posture is extremely professional. The skills are plentiful in youthful, sturdy arms and the experience is spread a lot thicker than you would expect from a

congregation so young in years. There's Clay Kirby and Tom Phoebus and Steve Arlin and Dave Roberts for starters along with Danny Coombs, Al Severinsen, Dick Kelley and Gary Ross. You look it over and you have to like what you see. WHAT DID THE PADRES DO LAST NIGHT?

The man on first hit a ton of homers last year and the ball jumps off Nate Colbert's bat like a marble bouncing off cement. The kid Enzo Hernandez on short has the range and the hands to make the plays that eluded the team before. There are two good men seeking to play second, Dave Campbell and Don Mason, and another pair handle third.

The center fielder is an All-Star and the right fielder will be. Clarence Gaston and Ollie Brown belong in the majors for all the seasons ordered by their desire. Their talent, pure and poetic, transcends the demands of the game. They hit, field, run and throw with classical perfection. And where another club considers itself fortunate to have one skilled catcher the Padres own two in Chris Cannizzaro and Bob Barton. It's a lineup now that is brewed to win and WHAT DID THE PADRES DO LAST NIGHT?

The manager says he would rather not predict how many victories will arrive this tournament. But he is adamant in his belief the club will surpass last year's figure.

Maybe, just maybe, there's some fluffy, lovely, pink cloud hanging over the Padres this season that none of us sees. Maybe it's there, ordered by some celestial blessing, to turn one-run defeats into one-run victories, have fly ball outs fall for fly ball hits, send opponents line-drives into perfectly positioned Padre fielders. Who knows, maybe there's a miracle waiting inside San Diego Stadium for those who ask for one. A pennant? Heck, why not. More implausible dreams have been born out of far less. WHAT DID THE PADRES DO LAST NIGHT?

### PADRES' JUNE SCHEDULE

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

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DANCING & entertainment



# RESEARCH, CONSULTING & DESIGN COMPANY

## Shipbuilding Technology Makes a Dramatic Advance

BY HELEN ISELY



Research, Consulting and Design, a young La Jolla, California-based company, is building boats that are the dream of every yachtsman. They combine maximum hydrodynamic efficiency without compromising aesthetics. These Cadillacs of the boating world are the result of a rare blend of talents assembled by RCD, including unique theoretical insights and unparalleled practical experience.

PHOTOGRAPHY BY  
E. P. JAFFARIAN

### Common Goals and Uncommon Talents

RCD was formed by four men sharing a common goal and uncommon talent and experience. They saw a need for new hull designs, new marine engines, and modern composite material development and application. They are building a company in which people can work creatively and share in the profits. The marine field is wide open.

Each partner has his specialty and each has capabilities that partially overlap the others. All four share in every business decision that is made and every major construction and design detail. They have an immense respect for each other's abilities.

This amalgam of talent is enabling RCD to build ferro-cement boats of a quality never before offered.

Boat people have always demanded the best, but have often had to compromise. Using ferro-cement and other composite materials, RCD is producing boats of superior structural integrity and performance.

### Ferro-cement Advantages

Ferro-cement hulls offer overwhelming advantages over wood and fiberglass hulls. They are stronger than wood or fiberglass, completely fire-proof and rot-proof, thermally self-insulating, cost less to insure, and require minimum maintenance.

The material is inherently stronger than any material used in boats except steel. But steel is very expensive, and the labor in manufacturing a steel boat is extensive. One important advantage of building in ferro-cement rather than steel is the capability of constructing boats with the greatest hydrodynamic efficiency. Ferro-cement can be contoured to any shape which is not true of unforged steel. Consequently, efficiency is frequently sacrificed in steel hulls.

Repair of a ferro-cement boat in the event of damage is simple and inexpensive. Since cement actually cures in water, even a hole below the water line can be patched at sea with a little mix from a bag of cement.

As with any cement construction, these cement boats actually continue to gain strength with age though they achieve about 98 percent of their final strength thirty days after the cement has been applied.

The process of construction requires no costly mold and so lends itself to the custom built boat. One-of-a-kind is no greater or lesser task than thirty-of-a-kind.

RCD's major interest at the present time is the production of ferro-cement sailing cruisers, and power cruising and fishing boats in the 30 to 70 foot range.

The production of ferro-cement sailing and power boats is just part of the scope of RCD's endeavors.

### Shipbuilding: Superior Construction and Performance

Light displacement mono-hulls employing unique rudder and fin design based on hydrodynamic principles will be in production shortly. RCD will also be designing and producing boats for major sailing competition.

Perhaps the most exciting project of this new company is the development and construction of a heavily loaded planing hull with box keel. A similar craft originally designed by one of RCD's partners for the Navy, passed tests with exciting results at the internationally known David Taylor Model Basin testing facility in Washington, D.C. The design provides for superior seakeeping and propulsion efficiency suitable for high speed cruising. Both seaworthiness and speed are integrated into the design of this boat which make it virtually unique.

RCD will also build crew boats for off-shore transport, sport fishing and commercial fishing-cruising boats.

### Propulsion: Steam and Diesel Engines

At present moderately heavy power requirements have necessitated the need for two diesel engines. RCD's development of a 500 hp to 700hp diesel engine of small configuration with a lower weight to horsepower ratio will mean lighter boats. The engine's lower output shaft rpm reduces internal

friction and contributes to considerably longer engine life.

Another project is the adaptation of modern steam engines to marine use. Steam engines afford extremely efficient, lightweight, economical, odorless and relatively quiet power plants for ships with mechanical power requirements.

### Materials: Super-strength Hulls

The fact that three of the partners are chemists makes the firm particularly well suited to develop composite materials for marine use. They intend to improve ferro-cement technology with emphasis on altering the nature of the reinforcement material currently in use and to develop new organic and inorganic materials used as the matrix medium in composite structures. For instance, fiberglass could exceed the strength and impact resistance of ferro-cement if suitably large tensile elements were incorporated successfully and economically into present methods of fiberglass construction.

### Consulting and Research: Horizons Unlimited by the Present

RCD provides consulting services in all aspects of design, lofting and construction. It also provides lofting and frame cutting service for those who want this critical step performed by experienced personnel.

Research is an important part of the RCD picture. Moving forward the frontiers of knowledge in materials for hull construction and engineering for propulsion will provide new ideas which can be exploited and developed into products and design features not even suggested by present-day knowledge. RCD's capability, therefore, is not limited by what is already available.

RCD investigates all of its projects to make sure they can bring a profitable return to the company, for its aim is to be profitable as well as creative and innovative. With its unique blend of talents, RCD is doing both.

### Yardspace for Private Builders

Space in the RCD yard is available to private individuals wishing to build their own boats close to experienced supervision and consultation.

An Unequaled Combination of Talent and Experience that Spells Success



**General Director and Administrator:**  
**LINCOLN FOSTER**

Lincoln Foster is a 28-year-old doctoral candidate in theoretical chemistry at the University of California, San Diego. He is the viable force behind RCD. An "Ivy League Visionary," he combines deft organization with imagination.

Foster considers that marine design and construction technology have been virtually static with little important progress in the past several years. He is actively committed to building a company which will systematically fill this gap and revitalize the scientific advancement of the marine industry.

Although born in New York, he considers himself a Hoosier having lived in Indiana most of his life. He earned his Bachelor of Science degree from Indiana University. "Linc is the 'glue,'" said Bud McClure, one of his partners, "without him we wouldn't be a company. He's our organization man. He does the things today that need to be done today and has the good sense to know what those things are." Another partner further describes him as, "... having the imagination and foresight to suggest what the rest of us would have considered impossible goals and succeeding because of his unique abilities and determination.

Without being the least bit stuffy, he looks as though his Levis come from Brooks Brothers.

Foster feels that one of his best personal investments was flying lessons. He's been a private pilot for eight years and manages to fly a few hours monthly. He is also an accomplished flutist coming from a musical family. His father, Sidney Foster, is an internationally known concert pianist.

With his extraordinary organizational ability and excellent formal background in physics, mathematics and chemistry, Foster is eager to lead RCD in other fields of endeavor as well as deeper into marine technology.



**Director of Research and Development:**  
**VANCE E. McCLURE**

Complementing Foster's organizational abilities are the talents of Vance (Bud) McClure, 29, who is known by his partners as a thinker and practitioner motivated by a compulsive need to develop his ideas and see them put to work.

"Bud has a broad practical and intuitive sense," said Foster, "and his mind is fertile with ideas. I consider myself lucky to be his associate. If we have a construction problem, Bud, after a few minutes thought, provides us several original alternative solu-

tions along with the virtues and disadvantages, if any, of each. How to proceed is then no longer a problem. Bud has made obvious the proper solution." professor.

After graduation from the University of California, Riverside, with a major in chemistry and minor in mathematics and physics, he entered the doctoral program at UCSD and in June of 1970 received his Ph.D. in chemical physics under Linus Pauling. His special interest is in hydrodynamics and materials science.

He is also an experienced boat builder and has several small skiffs and a 21-foot dory to his credit. In addition to these, he has modified and repaired innumerable other boats.

Of the four partners, he is the most reticent. But when he has a point to make, McClure speaks with great conviction and authority and everyone listens.

Bud McClure relaxes by engaging whoever is nearby in discussions of United States foreign policy or history. But when there is no one around he goes surfing, a hobby of his since the age of six.

While attending high school in Imperial Beach, California, Bud met his wife, Priscilla. It was Priscilla's neighbor, Homer Austin, whom Bud got to know well and who was eventually to become an RCD partner.



**Technical Director and Master Shipbuilder:**  
**HOMER W. AUSTIN**

Homer Austin, 50, smokes a succession of Muriels and has a weatherbeaten, powerfully stern look, that might seem to typify the old-time shipbuilder, except he's more dedicated and more knowledgeable than most and practically a walking encyclopedia of ships and military specifications.

"His vast knowledge of the marine field is just part of his value," said Bud McClure. "He deals with concepts and has a profound appreciation of the abstract, and that's just as important as the nuts-and-bolts experience."

Austin has been a shipbuilder and designer

for thirty-five years, building everything from row boats to designing major structural sections for Navy carriers.

"I've seen Homer put together a skiff in his backyard within three days' time. That's a remarkable feat. He's single-handedly manufactured over 200 different boats," said McClure.

Before becoming a full-time RCD partner, he was a Senior Marine Structural Design Engineer with Litton Advanced Marine Technology Division in Culver City, California.

Previously he had worked for Harco Engineering, National City, California, where he designed the first box keel hull contracted for the Navy in 34 years. He has also worked for National Steel and Shipbuilding Company, San Diego, as liaison engineer. At Atlantic Research Corporation, Costa Mesa, California, he designed riverine warfare boats. In Texas, where he was born and educated, he taught boatbuilding in vocational school for the Veterans Administration.

Austin and his wife, Tressie, who have been married 21 years, have a son who is a theology student and a daughter who is studying to be a medical technician.



**Yard Boss and Seasoned Sailor:**  
**WALTER C. BABCOCK**

Walter (Chris) Babcock's knowledge of sailing and rigging makes him invaluable to RCD.

Babcock, 23, has literally been "on the ropes," and this kind of experience is absolutely crucial to the success of boatbuilding. There are a million little ways in which a

boat can fail, and they are not necessarily the ones that are foreseen by engineers.

A versatile and seasoned sailor, he has crewed on Blackfin's 1968 voyage from Germany and Serena's 1967 Transpacific Race to Honolulu. In addition he has crewed on the Ensenada Race and twice sailed the Saint

Francis Perpetual Trophy Cup Race on both Serena and the twelve-meter yacht, Anitra. On Blackfin he was caught in one of the worst North Sea storms in memory. The adventures of the crew members on Blackfin, generally conceded to be the most modern ocean racer built to date, were picked up on the wire services.

While an undergraduate student at UCSD, Babcock, who comes from a San Francisco boating family, met Foster and McClure. When he returned to San Diego from the University of Oregon, having earned his Master's degree in physical chemistry, the association was renewed.

Babcock looks exactly like all competition sailors are supposed to look. His forthright manner and open face crowned by a thatch of blond hair fairly shout "sportsmanship." You'd never know, unless you talked to him, that underneath there lurks a fine chemist.

His partners claim that Babcock is one of the world's greatest impromptu chefs. He especially delights in entering a kitchen vacated in desperation by people who can't find anything to cook, and emerging twenty minutes later with a hot gourmet meal, wine and candles. Besides enjoying any kitchen, Babcock frequently packs-in and heads to the back country for a couple of days' rest... with his own home-made salad dressing packed in as well.



# RESEARCH, CONSULTING & DESIGN COMPANY

"... it makes a good radar image."

To hear the four partners talk about some of their ideas gives an overall picture of the thoughtfulness behind RCD operations.

Homer Austin began the conversation, "You know, most items in the marine industry are built to sell, not to use. We recently had trouble getting a certain kind of casting that we felt was necessary. It wasn't available, so we built our own. We are constantly asking ourselves, is this the best way to do this? Could this piece of equipment be improved?"

"We do the same for procedures and standards. We must think through everything."

"For instance," said Bud McClure, "We have incorporated several new methods of building our 49-foot ketch that make it superior to other boats of similar size. One of the things we are doing is adding enough flotation foam to make sure that it meets military specifications—one percent of the structure will remain above the water in a totally flooded condition."

Chris Babcock amplified this subject, "There aren't any regulations now about the incorporation of foam in non-military boats. When someone buys one of ours, he's also buying life insurance. We think that's important."

Not only is it life insurance, but boat insurance as well. Flotation foam virtually insures that a boat won't be lost at sea," said Foster.

Austin added, "If a hull remains afloat, it makes a good radar image, whereas a man in a liferaft is pretty difficult to find at sea."

"More than any other disaster at sea, fire is the one most to be feared, and ferro-cement hulls won't burn... they can't," said Babcock. "Although a ferro-cement hull might be weakened by a fire inside the boat, the hull is fireproof. After fire, you'd still have a floating hull."

"As with every material, however, cement demands special handling during ferro-cement construction. For instance," said Bud McClure, "the cementing procedure requires a very strict quality control. Time is a critical factor. Water should be added, and then the cement mixture should be applied immediately. You can't let it stand and when it begins to set up, add more water. With only ten percent too much water, the structure will be twenty percent weaker."

"Another part of the quality control is not to re-use any of the cement that has been applied to the hull and scraped off."

Foster commented, "Essentially, cement, its structure, and curing are chemical problems. Three of us are chemists, so we have a profound advantage in understanding the chemistry of cement. This permits our experimenting to develop the best mixes for ferro-cement hulls."

Babcock added, "The whole idea is to get as thin a skin as possible with as much steel content as possible. This insures flexibility within designed structural limits and prevents it from getting out of that ideal region."

That is just about as long a conversation as it would be possible to have at the yard, for a steady stream of visitors, lured by having heard other people talk about the project or by having seen the scaffolding from the highway, stop to ask questions. All questions are graciously answered. After hearing one particularly erudite explanation, someone asked, "Aren't you ever hesitant about giving away all that information?"

"We just don't think like that," replied Lincoln Foster. "You have to remember that we come from an academic atmosphere where all knowledge and access to it is free and open. Our kind of experience can't be transmitted by a few minutes' casual conversation."

"You know, a person who dutifully learns to play all the notes in a Beethoven sonata isn't necessarily making music, or someone reading T. S. Eliot's words may not be reciting poetry. You can't possibly build a fine ship from a how-to-do-it type set of instructions. Shipbuilding is an art and a science requiring years of experience."

Foster also cautions that, "Contrary thoughts have misled several hundred people into thinking that building a thirty-six or fifty-foot ferro-cement is a simple project."

"Many avenues of approach are yet to be explored. We are glad to tell people about them and to explain ferro-cement's potentials and techniques. This is a great process with tremendous possibilities," said Babcock.

Research, Consulting and Design is building hydrodynamically superior, structurally sound, and aesthetically pleasing boats. Their fresh approach to problems, their talent in a variety of disciplines, their long practical experience has enabled them to form a unique company. Ferro-cement boats are just the beginning of their multi-directional efforts, but they typify their promise. Ferro-cement is the material of the future, and RCD promises to be an important and prosperous company of the future.

# The Scope of RCD

## SHIPBUILDING

Cruising sailboats in the thirty to seventy-foot range of ferro-cement and other composite materials.  
Racing sailboats in the thirty to seventy-foot range of ferro-cement and other composite materials.  
Power cruising and high performance planing hulls of new composite materials and ferro-cement.  
Crew boats for off-shore transport.  
Sport fishing and commercial fishing/cruising boats in ferro-cement and other composite materials.

## PROPULSION

Diesel engines in the 500hp. to 700hp. range for fishing, crew, and power cruising boats.  
Adaptation of modern steam engines to boat propulsion.

## MATERIALS

Development of composite materials for marine use.  
Improvement of present ferro-cement technology with emphasis on altering the nature of the reinforcement material currently in use.  
Development of new organic and inorganic materials used as the matrix medium in composite structures.

## PRODUCTION RESEARCH

Studies determining the optimum production methods for each product.  
Studies determining the physical and economic feasibility of prospective products.  
Studies of techniques for minimizing time and labor on all projected projects as well as on current projects.

## CONSULTING

The company provides consulting service on a professional basis. Areas of consultation include all aspects of design, lofting, and construction. In addition, the consultants discuss choice of materials with builders and make the recommendations they see fit.  
RCD also provides lofting and frame cutting service for anyone wishing this critical step performed by experienced personnel.

## YARD SPACE

Space in the RCD yard is available to private individuals wishing to build their own boats close to experienced supervision and consultation.

## Two in a row at Sacramento



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Looking for some tender loving care for your trees? A good tree man is hard to find, but we think we've found a good one. **Bob Adams** offers expert ornamental and therapeutic pruning, trimming, feeding and spraying (for insects) and removal. He is skilled at rose pruning and other landscape services, including lawn installation and rototilling. Because we like to check-out clients before recommending them, we called Lawrence Smith of Poway Nursery, who not only offered high praise, but volunteered that Adams was a reliable, asset to any business. **R. J. "Bob" Adams Poway, CA. 748-4067**

# MEDICAL FORUM

This feature article was edited for the S.D. County Medical Association by the Chairman of the Drug Advisory Committee of the S.D. Board of Supervisors, Chairman of the Drug Abuse Committee of the Comprehensive Health Planning Association of S.D. & Imperial Counties as well as Chairman of the Drug Abuse and Alcoholism Committee of the S.D.C.M.S., Philip Solomon, M.D.

## DRUG ABUSE

What has the physician to say to the parents of S.D. County on the drug abuse problem?

(1) If you think your children have never taken drugs, be glad but not smug. You may be mistaken, or your turn may come. In any event, provide ample opportunities to discuss the subject in the family, as hopefully you do with other vital topics of current interest in the world. You probably would find some authoritative literature helpful. Your doctor can get you well-written, informative pamphlets from the AMA and the S.D. County Medical Society.

(2) If your son or daughter tries "pot" (marihuana) once or twice and you find out about it, don't explode. Maybe you made some mistakes in your day too. Yes, it is against the law and yes, marihuana can be harmful. But in the form that is most widespread in this area and in the manner in which most youngsters have a try at it, substantial harm rarely results. Talk the matter over, perhaps in a serious family pow wow, and see if you can suggest better ways to seek excitement and outlets for curiosity and pent-up energies. Here as in other problem areas, try to lead and inspire rather than fume and punish. If you feel the task is beyond you, enlist your doctor as a counselor, or your minister, priest, or rabbi.

(3) If your youngster is more deeply involved in the drug culture — smoking pot regularly, taking other drugs, "pushing" (selling) drugs, showing signs of physical, or mental deterioration — you both are in trouble. Something has gone seriously wrong in your child's development and you well may have played a part in it. This is a job for a professional.

Drug abuse is a form of abnormal behavior, like drinking, delinquency, gambling, promiscuity, or, for that matter, continual overeating and obesity. Each of these is a symptom, like cough or fever, and not a disease. A symptom requires understanding of its cause before proper treatment can be given.

Your first line of defense in a drug abuse problem, as in any problem of physical or mental health, is your family doctor. His knowledge of your child, your family, and your back-

ground will be of enormous value in coming to grips with the roots of the trouble finding sensible answers. If he needs help he may refer you to a psychiatrist.

Those who have no family doctor or who need help in an emergency when their doctor is unavailable can call the following organizations:

**DEFY 297-3339** Operated by Department of Public Health, S.D. County (Hotline—24 hours a day)

**Community Crisis Center 239-0325**  
**Community Mental Health Services**  
Oceanside 722-1293, Escondido 745-4200, San Diego 262-0841  
**DANE (S.D. City Schools) 233-8951**

**DARE 232-1159** (Hotline for youths)

**ESCONDIDO Mayor's Hot Line Service 747-0833**

**University and Fifth Clinical Services 291-3330, Ext. 1329**

**University Hospital, Emergency Department 291-3330, Ext. 1117**

(4) The clues that should alert a parent to the possibility of a drug problem in his child? They may be

**Physical** (bloodshot eyes; very wide or pinpoint pupils; the characteristic heavy, musty-sweet odor of marijuana smoke which tends to cling to the user and his clothes, also suspicious amount of perfume or incense used as covers; needle "tracks" on the forearms or elsewhere, often infected; persistent lack of appetite, or unusual craving for sweets and liquids; overstimulated state, with insomnia, or grogginess and constant sleepiness; body deterioration—loss of weight, pallor, flabbiness, lack of resistance to infections) or

**Mental** (unusual emotionality—hysterical crying or laughing, irritability, tension, restlessness; loss of interest in former goals, sliding grades in school, dullness and inability to concentrate; personality change, replacement of former values by abnormal ideas and ideals; paranoid behavior—someone "after" him, suspiciousness, imaginary fears or panics).

But please do not panic or jump to conclusions. Many of the above can occur at times in healthy, normal children as they grow up in the difficult and confusing world we adults have fashioned for them to live in!

# Living around town

by Terry Esposito

Photographs by Mr. Paul Oxley, San Diego.



Anne Elizabeth Hicks



Father and daughter, Archie Hicks and Anne



Mr. & Mrs. Archie Hicks, Jr.

## WEDDING SPLENDOR

The recent wedding of Miss Anne Elizabeth Hicks, daughter of Mr. and Mrs. Archie J. Hicks, Jr. of Encinitas to Mr. Lloyd Morgan Jarvis, son of Mr. and Mrs. Eugene C. Jarvis of Thermal, Cal., proved to be one of the most beautiful in the North County . . . the wedding service was performed at the First Presbyterian Church in Oceanside, officiated by Dr. Duane A. Walker. The scent of flowers filled the air, the brides cascading Stephanotis strand bouquet with natural leaves, the Matron of honor, Mrs. Tim Turner of Encinitas carrying a loose bouquet of matching wildflowers and the niece of the groom, Miss Betsy Jarvis, from Costa Mesa added a spring touch carrying a basket of wildflowers . . . the Bride's gown, and attendants were breathtakingly beautiful. Miss Carolyn Roy of Encinitas was in charge of the guest book, the best man, Robert Hicks, brother of the bride was assisted by ushers: Michael Muench, Ralph Jarvis and Wayne Jarvis. The theme of flowers in all their natural beauty was a heavy accent throughout the wedding carried on to the elegant reception at La Costa Country Club, with Casa de las Flores creating the unforgettable background for this festive wedding. The bride is a 1967

please turn to next page



Mr. and Mrs. Lloyd Jarvis



Mr. and Mrs. Archie J. Hicks (Grand parents)



Archie Hicks, Jr., Mrs. A. Hicks, Jr. Bride and Groom and Mr. and Mrs. Eugene Jarvis

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Rev. JAMES C. MURRAY,  
Assistant Minister

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Church School: 10:00 a.m.  
Choir Rehearsal: Thursdays, 7:30 p.m.

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## around town

continued from previous page

### WEDDING SPLENDOR

graduate of San Dieguito High School and Candidate for graduation in June from the University of South. Calif. The bridegroom graduated from Coachella Valley High School, in 1964 then continued at the University of South. Calif., receiving his B.S. in Finance in 1968, adding to this his M.B.A. in Business Administration. He is a Senior Financial Analyst at Tele-dyne in Century City. The young couple plan to reside in Brentwood, Calif.



Bride and proud father, Archie Hicks

### TIDBITS FROM "THE DIVOT"

Rancho Santa Fe  
Gold Club Newsletter  
by Richard Newhafer

It seems that St. Patrick's Day may have slipped by without too much merriment for many of us, but editor Richard Newhafer briefs us on what really happened down at ye old Golf Club on that glorious day of St. Patrick.

We got by St. Patrick's Day all right. There was a small celebration in the clubhouse late in the afternoon that day and when a police officer turned up it almost evolved into a nightmare. The officer wasn't there on business however, as everyone was quiet and decorum was the order of the day. MacHenry O'Isaacs had just proclaimed that he had resigned as Inter-

national Vice-President of B'nai Brith to accept the post as local commander of the Laughing Sons of Erin. Al O'Dutton, wearing orange clothes, was talking with Worth O'Warner who was clad in a bilious green. Their problem was that Worth has been getting stopped by the police for his golf cart on the highway when he goes home. It appears that this is against the law because none of our streets are zoned for 25 MPH and so everyone who drives his golf cart around is breaking the law. This could lead to some serious repercussions to say nothing of wholesale arrests of the local citizenry. Warner was wanting to know what his golf cart license was for if he couldn't drive the cart around. At 1635 a police officer arrived outside to get a cup of coffee. Worth thought the officer was after him. He got greener than his shirt and went out to talk to the officer. Fifteen minutes later he hadn't come back so O'Dutton went out after him. Neither of them came back. In the meanwhile O'Isaacs and Steve O'Toth, the gregarious Hungarian, were singing that famous old Irish ballad, "When the springtime comes to Budapest, I'll be waiting for my heart in Tel Aviv." Anyway, it was a fine broth of an afternoon and when somebody decides what to do about golf carts, please call Worth Warner. He's tired of waiting till after dark and then sneaking home along the horse trails.

### Golfer Of The Month

Jack Shaw is either 21 years old or 71 years old depending on whether you are playing golf for money or not. I was and so he threw a gross 76, net 64, at me and won Golfer of the Month going away. The thing that infuriates me is that he made it look so easy. He does this sort of thing entirely too often and I am going to speak to Ray Ptak, our handicap chairman about it as soon as Ray wakes up.

Golfer of Month for April,  
Wednesday, April 21st

I hope you all notice the nice black line boxing in the above information. My phone rang at 2:30 a.m. last week and Paul Ward shouted at me, "You did not have that box around the golfer of the Month!" At that hour of night I don't think too clearly and for a moment I thought I'd forgotten a coffin for someone who had passed on. I won't forget again.

## around town

continued from previous page

### "THE DIVOT"

#### ODDS AND ENDS

Bob Evans received a postcard from Art Lindbury who was vacationing down in the Virgin Islands: "Dear Bob — We are leaving. I made a mistake. To the padre, who is a great guy and very popular, I announced my handicap as 26. He gave me a stroke a hole on all but the par 3s. My 41-40 beat him without strokes and now he says he is saying special prayers for me. But I can't get a golf game. Everyone says they are too busy." Well, Art, anybody who shoots 81 with a 26 handicap sort of has a need for special prayers.

The new 1971 Rules of Golf booklet was passed out at a recent meeting of the Board. I don't recommend that you study these rules too closely because they will give you a headache and keep you awake at night. For instance, on page 45, Rule 36, we are told that "The Committee shall lay down the conditions under which a competition is to be played." If true, this is an alarming abrogation of responsibility. Suppose Hal Detrick and Laddie Willoughby comprised the Committee for a particular tournament. Granted, that in itself is alarming enough. But further suppose Hal and Laddie decided the competition should be played at night. It is entirely within their right to do this, according to Rule 36. So now we have a hundred people careening around in the dark in golf carts without headlights. This could be more dangerous than Worth Warner trying to drive his golf cart home through a zone that is not 25 MPH. Rule 36 also states that the Committee can authorize people to play in couples, threes or fours. It does not limit them to these figures. Thus Hal and Laddie could easily decree that the tournament would be played in twelves. Now honestly, can any of you think of eleven other people you would care to play eighteen holes of golf with, in the same twelve-some? This is what I mean by these rules giving you a headache.

There is talk of planting rye grass this year in order that the course might look more presentable next year. I am fully in favor of this and I assume most of you are. I am totally ignorant as to what rye grass is but I have to suspect it is some sort of grass made out of rye bread. I can't see how rye bread is going to make the course look greener but if Paul Ward and

Ray Ptak say so, it's good enough for me. Just be sure you don't drink it.

Chuck Wollaston eagled number eight, holing out his third shot. Paul Helms had a 33 on the front nine the other day. He took a measly nine putts for the nine holes. This is rather fair putting.

The Men's Club intends to offer help to the ladies during their upcoming Member-Guest tournament. It is fitting and proper that we do this and Ray Ptak and I have already offered to serve in the Ladies Locker Room.



### NEWS ABOUT "THE PONY LADY"

"Never a dull moment at THE PONY LADY'S." So says "Easel," one of the many ponies which found a good home through The Pony Lady. Located at 556 Marine View Avenue, Solana Beach, the five acre ranch of Dorothea Owen, is bustling with activity centering around ponies of all sizes, shapes and breeds.

A horsewoman all her life, she never dreamed that the purchase of a pony several years ago would culminate into a combination hobby and business such as it is today. Convinced that the pony can be a family hobby and recreation she is distributor and dealer for Surgi Horse & Pony Vehicles and Wilform Buggies. Her pony size tack shop contains pony equipment-English or Western, harnesses and carts. More important to her than selling a pony is finding just the right pony for the family. Consequently, she takes ponies on consignment as well as listings.

Since the arrival of Duke Emerson, trainer and instructor, training facilities are available for horses or ponies to ride or drive, English or Western. Both Mr. Emerson and Mrs. Owen give riding lessons on horses or ponies.

The Pony Lady specializes in the P.O.A. (Appaloosa Pony). Her 13 hand colorful stallion, Sir Studley Davis, stands at stud and will be shown throughout Southern California.

Visitors are always welcome to see the variety of ponies ranging from 15 to 30 head, which includes the backyard type pony to show quality.

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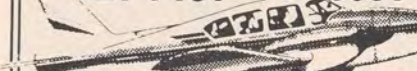
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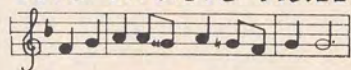


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# around town

Photo by: Mr. Sam Stone, San Diego, Calif.



The winners, John Fry showing J. M. Stables Royal Magician

## RANCHO SANTA FE SITE FOR J.M. TRAINING STABLE EXPANSION!

A new, elegant look is glimmering forth at the former Silver Linings Stable, now that **Arthur E. Meyerhoff** has acquired the Stable for his nationally-known J. M. Laboratories Stable, enabling the J. M. operation to add public training and boarding facilities to their breeding and young stock centered at their Ranchito Allegre Farms, with **Jim Ray** as Trainer.

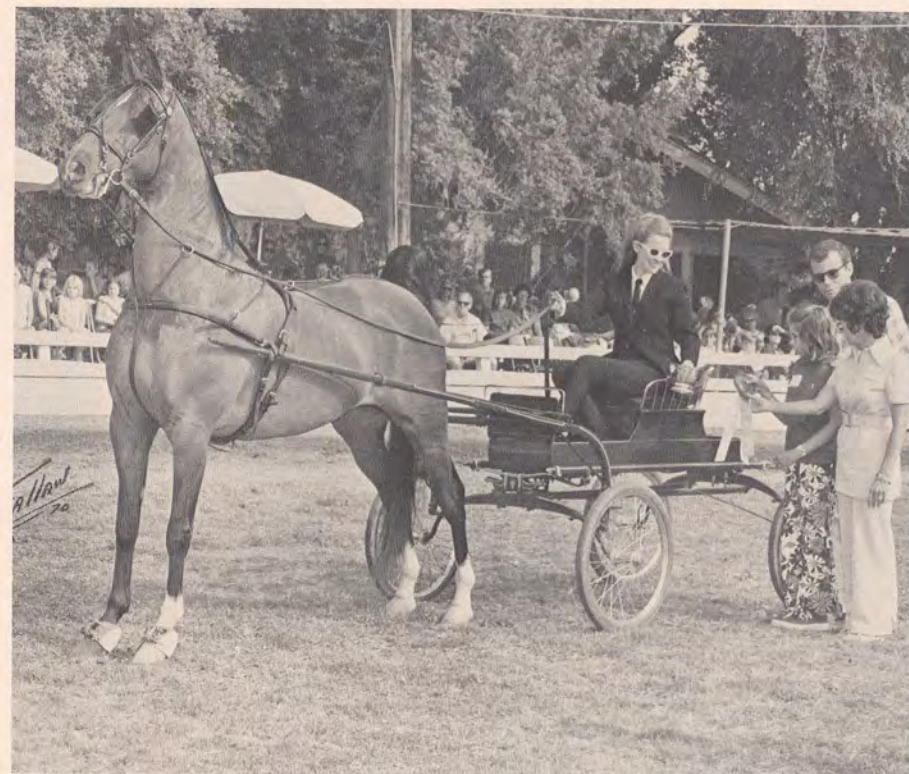
The new Stable will place an emphasis on the amateur and juvenile exhibitor with instruction and training in all divisions, including equitation and pleasure. **Mr. John Fry**, former San Diegan, is in charge of the Training program, bringing with him a wealth of experience and success in the Show Ring. Formerly associated with **Danny Daniels** and **Roy Register**,

**Mr. Fry** is now busy with a flashy string of Show Horses, some twenty-five in various stages of training and showing. The large, elegant stable is in the process of extensive beautification . . . lush landscaping on the exterior and the elegant parlor and reception room being refurbished.

**Mr. Meyerhoff** finds time to overlook every phase of the new Stable tho' he remains very much on the go with his national advertising Agency and zealous activities in American Foreign policy interest. (Author of "The Strategy of Persuasion")

Among the horses now in training at the newly acquired Stable, are such outstanding names as **Genius Cracker Jack**, five gaited gelding, a champion being geared for **Susie Merillat**, daugh-

# around town



Susan Hirth McClure with Sea Angel



Suzie Merillat and Genius Cracker Jack

## J. M. TRAINING STABLE

ter of **Mr. & Mrs. L. B. Merillat** of Santa Ana . . . Beautiful **Susan Hirth McClure** has her famous show mare Sea

Angel in training with **John** and her nine year old daughter **Christine** is looking forward to entering the show ring one day soon . . . the sensational walk-trot Fancy Free joins the ranks with talented **Linda Hine**, a striking

team . . . At the recent COMBO auction, **Mr. John Humphrey** bid and won the Standard bred stallion **Tazewellington** (donated by J. M. Laboratories), a neophyte to the Equestrian Show biz, **Mr. Humphrey** has this handsome horse now in training at J. M. Stable and is finding out about the great sport of horsemanship!

J. M. Stable horses continue to reflect a touch of perfection, including the famous **Dizzy Blonde**, Account Executive, "The Persuader," as well as ponies **Dunhaven's Fashionaire**, **Hollyhock** and many more! At the recent **Silvergate Horse Show** Trainer **John Fry** displayed a flashing win on "Royal Magician" in the three-gaited sweepstakes class . . . despite mighty winds and rain . . . it was quite a night for all the riders!

Meanwhile back at **Ranchito Allegre**, popular **Jim Ray** who has been with **Mr. Meyerhoff's** J. M. Lab. Stable since 1969 has several horses in training for **Mr. Meyerhoff** . . . **Pat Maino's** good mare, **Elegant Heiress**, **Mrs. June Parsons** mare, **Charming Carla**, and a nice young stallion, **Royal Music** is in training for **Mrs. Paine** from **Pomona, Calif.** . . . **Jim** is very enthusiastic about these young horses and feels they are going to be something to talk about on the show circuits later this year.

The gray, royally-bred stallion, **Frosty Highland** is standing at **Ranchito Allegre**, under the supervision of **Jim Ray** and a full breeding schedule is expected for 1971.

**Rancho Santa Fe** looks with pride on presenting to the **Equestrian Show World** this rapidly, booming Stable . . . bringing to California a prestige array of breeding, training, showing and selling, both Stables worthy of your visit.

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## around town



APPALOOSA STALLION, COJO ROJO'S PISTOLERO, ApHC#96,013 by Coho Rojo, star of the movie, "The Appaloosa," out of a top producing appaloosa mare, Minidoka Squaw, with proud owner Miss Debbie Bailey.



### LOCAL HORSE HI-POINT WINNER

Miss Bailey was delighted to see her stallion "Cojo" Rojo Pistolero named Cal-Border Appaloosa Horse Club Hi-Point two year old stallion for the year 1970. She has had him trained by Frank Evans of El Cajon, and is expecting his first foal any time now. He has been bred to several of Debbie's mares. Starting with horses at the age of eight, Debbie purchased her first horse, El Cid, at the age of twelve and still owns the Palomino gelding. A participant in 4-H, Debbie trains all of her horses to perform both English and Western, but has ceased her 4-H activities as she does not feel Gymkhana which is a popular 4-H ac-

tivity and racing are adantageous to ones horse or rider . . . her keynote to horsemanship is astute, skilled and careful training for both rider and horse, not "horsing" around!

Future plans are to breed better Appaloosas, for show and pleasure . . . using all her horses for both riding and breeding animals, hopeful to breed a more appealing Appaloosa. To achieve this her mares are fine boned and possessing excellent heads. She has recently purchased the beautiful Appaloosa mare "Sae mee too" by Red Eagle, twice National Champion. This mare has been a champion herself and is due to foal in April. Aside from her own breeding and training program Miss Bailey is attending Palomar Junior College as well as working for Mrs. George Kuhrts, III of Rancho Santa Fe and her Tennessee Walkers. We will be seeing and hearing a lot more from this active Equestrian and horse breeder!

### FREEDOMS FOUNDATION MESSAGE FROM THE PRESIDENT, MRS. CHAS. E. SANDS

Our dedicated executive committee and our devoted membership are most pleased with the announcement of our new President at Valley Forge, General Harold K. Johnson, USA (Ret.), upon the enforced retirement of Dr. Kevin McCann by reason of ill health. We are happy, indeed, to look forward to the excellent leadership quality that General Johnson brings

## around town

continued from previous page

### FREEDOMS FOUNDATION

to Freedoms Foundation in these times of great need.

While the work of the Foundation is becoming more important in our national affairs, San Diego County again is showing itself to be a great leader in this important cause. Our county has won high awards this year. The women of our chapter deserve the finest plaudits for their part in helping to create a county so deserving of praise.

Our chapter's purpose is not to win awards, but rather to help create an award-winning atmosphere. Our purpose is to put our members to work to do the grass roots unrequited labor to spread the message of FFVF to every corner of our country. This, we have helped to accomplish!

San Diego is again a great award-winning county. This is our award—our reward—for the diligent work of our membership over these years!

### UNIVERSITY OF SAN DIEGO NEWS

Alumnae of the Sacred Heart will gather again for their spring meeting at the Women's College, with a very full and interesting meeting planned, followed by tea.

The Master Plan for the developments of the physical facilities of the beautiful USD-CW campus will be presented by Mr. Gerald Hitzeman of the



Women's College, patio of tropical splendor, leading to the Chapel.

Univ. business office. The plan, developed after an extensive study, projects the growth of the campus over the next ten years.

Plans for the Christmas shop, the Boutique de Noel, are in full swing. Chairman Sharon Grimm Lowery reports that workshops are in progress, even the students are working this year. Sharon may be reached by Alumnae members wishing to assist by phoning 274-0532 or her capable co-chairman Juanita Malanga Aids of 274-1589.

The Spring Tea Chairman, Maribeth Mattison Rodee looks to welcoming old and new Alumnae, who represent former students of the Society of the Sacred Heart from around the globe, as well as the local schools, Convent of the Sacred Heart and the Univ. of San Diego College for Women.



One of the most beautiful Chapels in the United States, designed by Reverend Mother Hill, R.S.C.J. Hand carved, exquisitely painted statues imported from Mexico, adorn the Altar, rich in gold and traditional design. Its peace and warmth make it a welcome retreat for students, faculty and visitors.

### CORONADO CAYS' GREET THE STEVE ALLEN'S

One of the greatest parties ever given down Coronado Cays way was the cocktail party hosted by Mr. and Mrs. Cedric Sanders in honor of the Cays' newest residents, that groovy twosome who delight the nation with their sparkling talent . . . unlike many "Talk" show hosts, Steve has endeared himself to his viewers by his sensitivity

next page please



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*around town*

continued



Getting ready for a cruise around the Bay . . . the Steve Allens



Mr. and Mrs. Cedric Saunders greet the Steve Allens (center) at gala reception.

to each of his guests . . . a special brand of kindness and interest . . . always witty, but never at anyone but his own expense . . . a gentle and fine man, and matched by an equally gracious and beautiful wife . . . they will be a great asset to all those knowing them at the Cays, as well as to our

home town, San Diego! A tremendous welcome was evidenced at the Cocktail party held at the Coronado Cays' Pavillion, with over 150 guests attending. The Allens are looking forward to restful weekends at their new Jamaica Village home and relaxing cruises on the Cays' cruiser, "The Sheperd."

**CORONADO CAYS "FIESTA OLE"**



Another new resident at the Cays' is Mrs. Nella Walston, whose late husband was the founder of the nationwide firm, Walston & Co. Investments. Pictured with her at the recent Fiesta Ole' at the Cays' are Lt. and Mrs. Chuck Dumont, residents of Jamaica Village.

**"LOCALITIES CELEBRATE OPENING OF THEIR DUDE RANCH, GOLD RUN"**

When you mix gourmet dining (served if you so desired by the Maitre'd at your campsite, carefully prepared before hand at the Ranch house and broiled at your fire!) . . . long hours of horseback riding on gentle horses along spacious, rolling hills and tree shaded lanes . . . brisk fishing at Lake Arline . . . gold panning when poverty knocks . . . then "Gold Run" is the place to go . . . for it caters to Pampered Campers.



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*around town*

**LOCALITIES DUDE RANCH**



Down at the corral area little Joey Straza looks up at his mount with cousin Trudy Teie ready to help him up, as brother George and cousin Jon Woidtke look on!



Head man George Straza (front seat, right) gets ready for a county ride, while Arline, in her western duds and on her favorite horse, leads the group out to the countryside!

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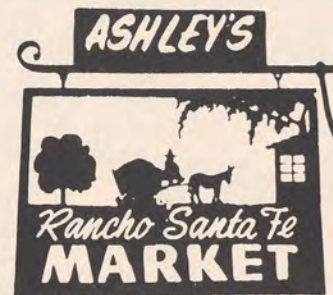
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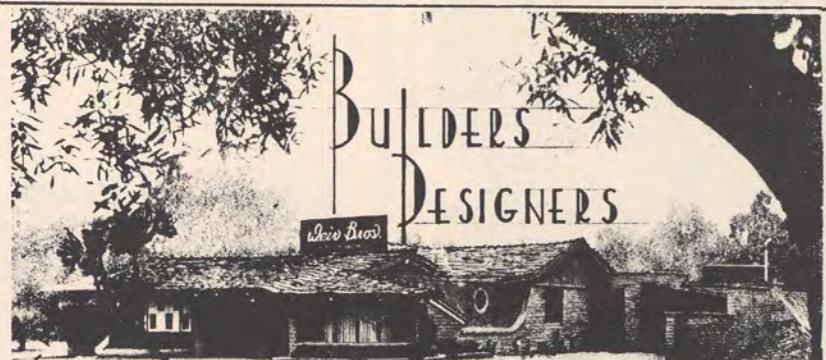
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## around town

### "AN EVENING FOR THE SALK INSTITUTE"

An evening of splendor was had by all attending the WASI event at the Westgate Plaza Hotel, this will become an annual event looked forward to by the community.



Mrs. David A. Block chairman of the musical arrangements met with Mrs. Joseph Zeenkov to discuss the success of the musical selections for the exciting event with Larry Tain providing the dancing music throughout the evening.



Prior to the Evening for Salk Institute, Mrs. Erling O. Hilmen and Mrs. Jack Lewis Powell sample the Baked Alaska Souffle that Maz E. Looft, executive chef of the Westgate Plaza Hotel prepared. Credits went to Mrs. Powell for the selection of an outstanding dinner, she was chairman in charge of the Menu. Mrs. Hilmen added her talent to the successful turnout as Publicity chairman.

## In Memoriam



Harold Angell, Sr., universally popular American Saddle Horse and Hackney Pony Trainer, succumbed to a sudden heart attack at age fifty on February 7, 1971 in his home near Rancho Santa Fe, Calif. Although Harold had battled serious illness much of last year, he rallied over the holiday period and was looking forward to possible corrective heart surgery with a great deal of hope. With him at the time of his fatal seizure were his wife, June, and youngest son, Todd, eleven, as well as his parents visiting in California from their home in the Midwest. June Angell is well known in California show horse circles as a secretary in the unique barn-business offices of Arthur E. Meyerhoff's J. M. Training Stable in Rancho Santa Fe. Harold was the manager/trainer here upon their arrival in the West in 1968, a position he held until March of last year. Since then he had been training and showing horses and ponies for Mrs. Roy Robinson's prominent Maples Stock Farm in Woodland, Calif. but maintained their home in Encinitas. In addition to those mentioned, he is survived by his son, Harold, Jr., now the trainer for Enoch Smith in Utah; and two daughters, Mrs. Diane Smeltzer of Sacramento, and Mrs. Cherie Villa Real who makes

her home in Illinois. He leaves five grandchildren.

A native of Louisville, Ky., Harold served with the American armed forces in Europe in World War II. He returned to tobacco farming in Kentucky before opening his own public training stable in Illinois. He later became associated with, first, Ben Segalla and then Mrs. Judson Large's noted Red Top Farm, where he handled the all-time great breeding sire, Genius Bourbon King.

Although ponies were his primary interest, he was best known in West Coast show rings for his sensational success with the big flying road mare, Dizzy Blonde. They teamed to become a practically unbeatable combination for J. M. Laboratories, dominating this division for nearly two years with performances that will be difficult to equal or forget.

But Harold Angell will always be remembered with real admiration and affection by everyone whose life he touched for his genuine warmth, easy good humor and never-faltering friendliness. He was sincerely liked by seemingly everyone—an all-too-rarely found phenomenon in the competitive world of showing horses—and he will be sorely missed by them all in the days to come.

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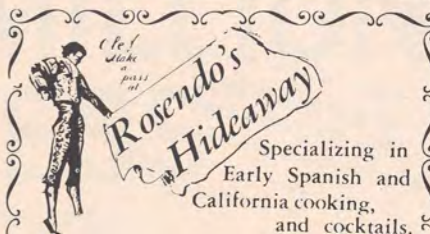
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**WHO PAID 21.3 MILLION  
FOR A BUSINESS  
IN DEL MAR?**

When Boise-Cascade  
bought CRM Publishing Company  
it was the biggest sale  
ever made here

BY MARY DORLAND

PHOTOGRAPHY BY  
E. P. JAFFARIAN



NICK CHARNEY, Chairman of the Board, and Editor-in-Chief.

Business in the grand manner, the richly carpeted, walnut paneled board room atop a skyscraper, punctuated with sartorially impeccable executives, is not always a criteria for success. Spotted amid eucalyptus-covered hills overlooking the ocean in tiny Del Mar, California, is a series of nine quaint, interesting, make-do buildings which house an eleven million gross revenue a year industry. Namely CRM, Inc., an exciting, vital, new look industry, in tune with our education and communication needs in a contemporary society.

An idea formulated in 1966, expanded and made to work in smashing fashion these past five years, has matured into the sale, for 21.3 million, of CRM, Incorporated to Boise Cascade Corporation, a giant in the building materials and paper products world. CRM (meaning Communications, Research, and Machines), is Boise Cascade's vehicle for entering one of the most promising growth areas in business today—Education and Communications.

CRM started in business with the publication of a magazine called PSYCHOLOGY TODAY. The first issue came out four years ago this month with an initial subscription of 47,000. Today, it boasts a paid circulation of over half a million.

This energetic young company has doubled in size annually since its inception and branched into book publishing, the production of educational films, posters, games, records, and a book club which numbers over 40,000 members alone!

## FOG

The original idea for Psychology Today came from 29-year-old Nicolas Charney, now CRM's Board Chairman. A vital, articulate, clear-thinking young man, Nick's original goal was to be a psychiatrist. But this was changed with his increasing desire to bring some semblance of unity

and cohesion to the behavioral sciences field. While studying for his Ph.D. in biopsychology at the University of Chicago in the mid-sixties, it became increasingly clear to Nick that the field of psychology was very badly misunderstood within the professional community, because it was fragmented into so many different disciplines. There was social psychology, child psychology, bio-psychology, experimental psychology, and educational psychology, all as different as night and day. And nobody was inter-communicating, nobody was pulling it all together.

It was also becoming clear that the social sciences and the behavioral sciences were a more important ingredient every year in the make-up of our society. Some of the laws were beginning to change as a function of behavioral science research, and opinion polling was influencing the way politicians decided to cast their programs.

"The study of man, the study of man in society, the study of man as groups, while still a very imprecise thing, full of the subjectivity that every experimenter has, is never the less all we've got. There isn't anything else. Otherwise, you're back to some sort of philosophical approach, or political approach, or a seat of the pants approach," said Charney.

## LIGHT

As he saw it, at least if there was some kind of attempt at understanding how we function then we could, perhaps, through modification of our laws and the ways we think, how we interact and through our educational processes, learn to govern ourselves better. Perhaps we could use objectivity in formulating our direction in life.

"In any case," continued Nick, "the only places where the more educated people in the country could go to find information of this sort, to find out what was happening, was one: into the scientific journals which are highly obtuse and

JOHN VERONIS  
President, CRM



so technical that reasonably educated people could not learn from them. Or, two: to Scientific American Magazine where you find one or two articles a month at best. Three: one could try to separate out some of the facts from fiction in the mass magazines constantly dealing with what might be considered psychological drivel. Furthermore," said Nick, "Everything is sort of mass pap, digested and put in a form that is somewhat sensational and very difficult to isolate. If you go through the mass magazines and say which of these articles really falls in the area of social psychology, or child psychology or education, you find that about half of every magazine deals with something of this nature."

How does this relate to getting a magazine started? Nick has been a great fan of Scientific American. He's read it since 1952. To him, it was a way of taking relatively difficult material and presenting it in a more lively, more pedagogically sound method than often appeared in text books.

## MOTION

Obviously, what both the professional psychological community needed and what the general educated public needed was a kind of social sciences Scientific American. And so, in December of 1966 the ground work began for publication of Psychology Today.

In mid '66 Nick Charney completed the thesis for his doctorate and came to the University of California at San Diego as a teaching assistant. With moderate financial help assured from his family, he enlisted the aid of a good friend, Winslow Marston, and his thesis advisor from the University of Chicago, George Reynolds, now head of the Psychology Department at UCSD. They formed CRM, Associates, which originally stood for Charney, Reynolds, Marston. Retaining the same initials, the words were later changed to Communications, Research and Machines, Inc. These were names taken from the highly successful and progressive Communications Satellite Corporation, Research Institute of America and International Business Machines.

The latter part of the year was spent collecting authors who would write for them. Meantime, they worked designing promotional material. Early subscription efforts were sent out in December, six months before the magazine was to be due. Letters went to the 30,000 members of the American Psychological Association telling of their plans and of the authors who would be doing articles for the magazine. They offered a monthly publication on a three-year subscription basis for \$15.00. Returns showed a 19.3 percent acceptance. When you realize that the publishing industry considers a two percent return quite good, this response was absolutely phenomenal.



With new subscription money they pyramided their subscription efforts. Using elaborate color brochures they kept going to concentric circles of people who should be interested in psychology, doctors, nurses, clergymen. And finally they started mailings to Harpers Magazine subscribers and to other special interest magazine readers.

## DEBUT

In May of 1967, their first issue was mailed to 47,000 paid subscribers. Several months of continued efforts brought the first issue subscribers' list to 65,000.

Shortly after this, Nick was introduced to John Veronis, former president of the magazine division of Curtis Publishing Company. As he described it, there was a perfect meeting of the minds, an exchange of ideas, and an immediate easy closeness between them. John, a very direct, vibrant man, saw a challenge and the opportunity to help develop an innovative and growing young company. John, President, and Nick, Board Chairman, joined forces and they now head-up the operation jointly as co-chief executives. Between frequent trips to Del Mar, John maintains a New York office for the firm with a staff of about ten. He has been paramount in raising financing for the company. His tremendous capability and professionalism in magazine publishing coupled with his fun-raising expertise made this a particularly beneficial union for CRM.

Year-end 1967 saw PT's circulation hit 100,000, and as Nick says, "We had a tiger by the tail." Their original editorial budget of \$100,000 annually has mushroomed to a whopping three quarters of a million dollars today. Their initial staff of five now numbers over 250. Advertising revenue is expected to top the two million mark this year. And they cap these figures with the fact that they were the eightieth largest publication in the country last year. Obviously PT has tapped into the vitals of the educated American public, and in so doing, has gained a position very comfortably and substantially in the black.

## DIVISION

A major transition in the company's structure took place in early '69, the result being that gradually, four divisions were set up to operate under the co-chief executives, Charney and Veronis. The first was the Periodical Division which is headed up by James B. Horton. He is a Columbia graduate, who was formerly with the Wall Street Journal and went on to be the Director of Corporate Development and finally the Secretary of the Board of Publishers for Curtis Publishing Company. Jim, a handsome, affable chap with a keen mind, has been an important factor in CRM's success.

The Book Division, which has been renamed the Educational Division, is wholly



JOHN SUHLER



NICK MARNEY



MILT JOHNSON & BRIAN SELLSTROM



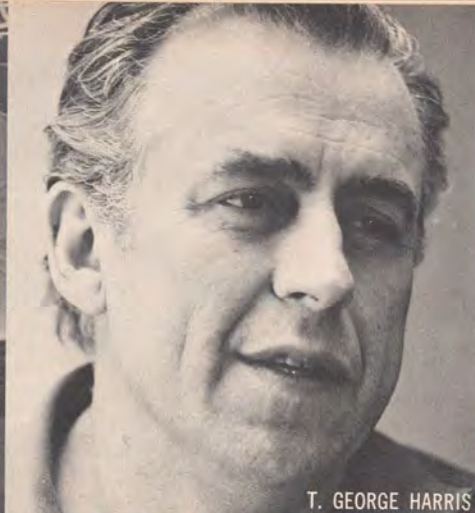
RICHARD HOLME



DOLLY EDWARDS



PAUL LaPOLLA & JOHN TOSARELLO



T. GEORGE HARRIS



CINCI DAGGETT/Management Services



DICK ROE



RICHARD HOLME & JIM HORTON



PAT ANDERSON/Fulfillment Department



JOHN VERONIS



PAT PERRIN



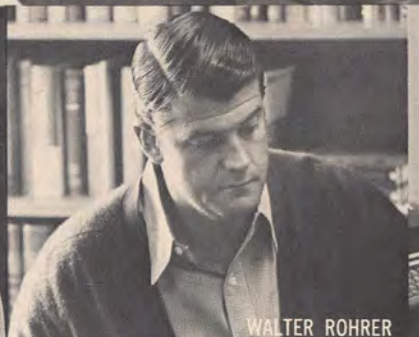
PAT PERRIN & MARY ERNST



BRIAN SELLSTROM



HAL TOOMER



WALTER ROHRER



KAREN BIALOZOR



KAREN DeLARIA



JIM HORTON

absorbed with the creation of products for the educational market and is managed by Richard Holme, a major talent from Europe. He recently joined CRM, from his position as president of British Publishing Company.

The Consumer Division is distinguished from the Educational Division in that they sell the products in the consumer market. Top-notch executive Walter Rohrer guides this section. He came to CRM from Time, Life Books where he directed an eighty million dollar a year business.

Management Services and Fulfillment is the fourth division and covers all kinds of support services. These include payroll center and the operation of a warehouse. This facility is located in Solana Beach. Within the past month, Jon Stark has assumed leadership in this section. Jon comes from Republic Corporation where he held the position of Vice-president of Finance.

A fifth division was established in January of this year. CRM hired the number two man from ABC films, Paul Lazarus, a very talented, creative man, to officiate in their newest undertaking, the production of educational films.

### DEMAND

Behavioral science and psychology is very much in vogue. More students are studying this than almost any other subject today. There is increasing realization that psychology is really a way to unlocking some of the basic problems of our times. With this in mind, the key to PSYCHOLOGY TODAY is that it is not a magazine about psychology at all, but a magazine about those basic problems.

Nearly all of Psychology Today's authors are M.D.'s or Ph.D.'s, all of them outstanding scientists and technicians in their fields. Often they are people who have been locked away by their language, people who have dealt in abstract ideas

and have been unable to communicate. PSYCHOLOGY TODAY gets their observations on the significant events that are taking place. They focus on the basic research they have been doing, and show how that applies to current problems, problems of motivation, ambition and social relations.

Initially, all of their authors' material was printed as written. But here, again, they were back to the highly involved, technical language of the scientific journals. Gradually, through careful editing, and always with the approval of the writers, PSYCHOLOGY TODAY'S articles have been de-technicized, enabling them to present very clear and understandable material.

The nature of what the magazine does is to probe. They do not in any sense intend to say this is the way the world is going. All they say is that here is an interesting social phenomenon that is taking place and you ought to look at it,

think about it, and understand it. They do not endorse this thing, or say it is the right thing, and everybody should agree. What they do say is, hey, this is one of the things that is happening, and it's kind of interesting and there are people who say it's pretty good. Here it is, we'll lay it out for you. And this they do, clearly, precisely and interestingly.

Recently they did an absorbing critique on communes. The subject was laid out in historical perspective. They told of what types had succeeded and what kinds had fallen apart. Ideas were offered as to why the commune function had worked in some instances and not in others, from past to present.

### SWEAT

As its editor, T. George Harris, former Business and Financial Editor for Look Magazine, and earlier, the youngest Bureau Chief for Time, Inc., sets the form, theme and standards for PSYCHOLOGY

TODAY. An intense, vigorous man, George calls the social and behavioral sciences the basic journalism of our time. A monthly feature of the magazine is a "conversation" interview in which he talks with noted psychologists such as Margaret Mead, David C. McClelland. Putting together this innovative magazine is absorbing, challenging work for George and his staff. As he puts it, "We've created the ultimate sweat shop, because we've abolished the distinction between work and play."

One intriguing regular feature is a section called Stimulus Response. Under this heading articles with deliberately outrageous points of view are featured. An example is a piece which appeared last year called "Woman as Nigger." Author Naomi Weisstein's point was that the whole structure of our society was set up so that women were much more discriminated against than are Negroes.

The diversity of coverage in Psychology

Today is evident in the January issue this year. They featured "The Power of Positive Drinking," "The Black-Matriarchy Error," "Introverts, Extroverts and Sex," a piece on rock music, one on how to quit smoking and another on schizophrenia. Four years have seen Psychology Today change from a terribly dressy, psychological journal to a broad-gage consumer magazine. More and more people are discovering what it has to offer.

### USERS

Dr. Daniel Yankalovich, noted social researcher, recently compiled an in depth study on the attitudes and motivations of Psychology Today's readers, and why they respond to the magazine. Interestingly, the most significant factor in his study was that the majority of them tended to regard the magazine as a part of their continuing education. The study further defined the readers as falling into three equal categories. These he listed as col-

lege graduates, college undergraduates and a group he called would-be college graduates, people who, for one reason or another, had not completed or were unable to attend college.

The median age of the subscribers was 27 to 28 for men and 29 to 30 for women. The readership broke fairly evenly between the sexes. An interesting point was that the majority considered Psychology Today a new value magazine.

## APPROACH

CRM's premise is that a magazine is much more than something people read, for which you sell subscriptions and sell advertising space. They feel a magazine really represents a franchise which can be the cornerstone of an industry. This premise has proven valid.

In early 1969, CRM selected a number of interesting, pertinent articles from their magazine and published them in book form. This book, entitled Readings In Psychology Today, was the foundation for their book club which now numbers over 40,000 members. From this evolved the Book Division of the Company. The first major project of this new division was to create "Psychology Today, An Introduction," a basic textbook on psychology.

Traditionally, in the text book field you find an author, he sits down and writes a book, you publish it and then go out and try to sell it. It is fundamentally under the control of the author. CRM's first step was to hire thirty-two authors, each one a top name in the field of psychology. Each was to do a section or chapter on their own particular subject. They bought them out, didn't have them as partners, but paid for total rights to each author's writings.

They then arted the book with their own permanent staff of twenty people. The idea was to make this book as graphically appealing as possible. Usually textbooks have a few illustrations at most. CRM's book had striking, engrossing four-color illustrations throughout. Before the first copy was sold, they had invested a million dollars, but the book was truly unique in the textbook category.

The next innovative decision was to market it in an entirely new manner. The normal selling process is to have sales people call on the potential buyers, show their product and discuss it with the customer. Obviously, with one book they couldn't afford an army of traveling salesmen. First, they organized a direct mailing campaign in the form of beautifully illustrated four-color news letters that were almost small magazines. These brochures, covering the teaching of psychology, were sent to every psychology professor in the United States, roughly 17,000. This mailing was done before the book came off the press.

## WATS

CRM has a room in one of their buildings called a War Room. This room, equipped with WATS telephone lines has an army of girls who go to work starting at 6 a.m. placing calls to the east. Surprisingly, a long distance call from Del Mar, California gets through to a psychology professor, and gets through far better than a salesman sitting in a waiting room. And via one girl, they can reach about twenty teachers a day where one traveler may contact three or four.

CRM develops an information file on the people they contact. They find out specifically what the person's approach to teaching may be, how big his classes are, who else is on the book adoption committee at the University, and when the committee meets. They learn what the criteria are for various books.

They also get feed back. They ask them questions about how they like the material being sent, whether they received their complimentary or desk copy, etc. Their brochures have feed back information, too. And the professor is asked to critique the book. Where the text is now in use, they ask the students what they think of the book, and how they feel it could be improved. The books themselves contain questionnaires to be answered by the users and returned to CRM. This is the first time this has ever been done by a publisher.

**Psychology Today, An Introduction came out for the fall list and by this spring had sold 225,000 copies. This makes it awfully close to the best selling text book in America.** It sells at various prices in different editions, but the return to date is roughly two million. The math is pretty obvious. Those profits are being ploughed back into a whole series of new books. New texts came on the market last month covering sociology, anthropology and developmental psychology. Due out soon is one on biology.

## STIR

CRM's Art Department work for Psychology Today was so unique and outstanding that a separate poster business was started in early 1969.

The magazine had been running some original games on paper and on pull-outs. One in particular, the Black And Whites game caused quite a stir. The Wall Street Journal and the Washington Post ran front page stories on it. The Company felt if there was this much interest they should start producing them. They created hard box versions and they are now being marketed. The Consumer Division was started by assigning it the Book Club business. They also handle the Poster business, the Game business and they have since bought the Heritage Book Club. They are now operating that as well as The Limited Editions Club.

The latest project is syndications. They buy the rights to someone else's products and then market them through CRM. They are now testing the Nobel Laureate Series, publication of the works of Nobel Prize Winners. This is a package that a French publishing house put together. It will consist of a series of books which CRM is now testing to their own lists as well as some outside lists.

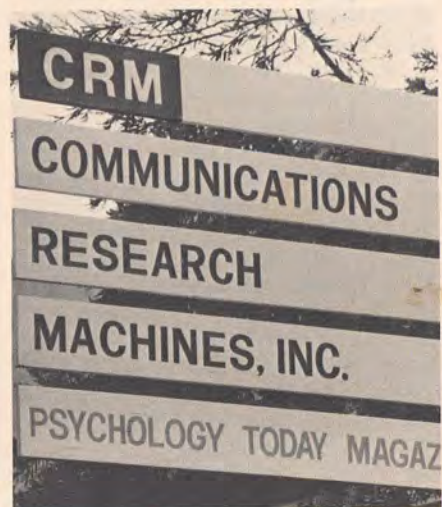
## Ahead

The Educational Division, in addition to their text book production is now beginning to develop behavioral science kits which will provide testing apparatus for student use. Fall production is also planned for instructor's manuals.

The newly-established Film Division has scheduled for production eight half-hour films this year. An additional sixteen will be made the following year. Most educational films are very low budget. CRM's idea is to hire the very best talent from films and television—use the best techniques, animated and optical, make exciting films, keenly interesting to watch. This will enable them to move into the educational film market much as they have moved into the text book market, achieving a dominant share of the business in a short time.

As they grow and expand, CRM is piecing together an entire series of home study courses. They will have all the elements for this, the texts, the experimental kits, the teacher's manuals, and the films which can be put into cassettes. Plans are to package these and offer them for credit through university extension facilities.

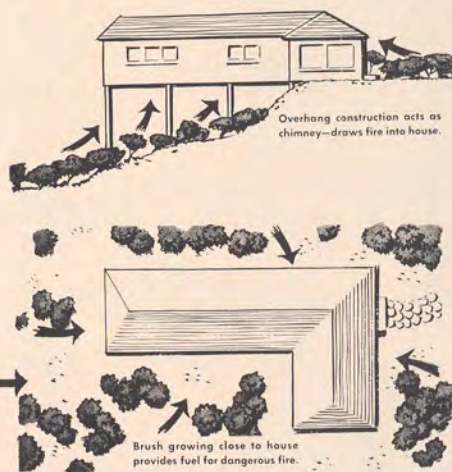
Future plans for CRM are challenging. They include doubling in size annually for the next five years. This, plus the acquisition of other companies, and again, internal growth of the new acquisitions. Their goal is to be the major education company in the country by 1975. Says Nick Charney, "I think we have the management, the ambition, and the ideas to make it happen."



# FIRE!

than 50 pounds) and spray when there is little or no wind drift.

A permit from the County Agricultural Commissioner is required if you plan to buy more than one pint of 2, 4-D or 2, 4, 5-T type brush killer in any 24-hour period.



## FOLLOW-UP LANDSCAPING

Once the brush and trash are cleared away from the premises and surrounding lands, cover the area around the house with something green. Plant ground covers such as ivy, ice plant, or perennial grasses.

In burned areas renew the landscaping with suitable shrubs. A row of trees or tall shrubs, well irrigated if possible during the dry season will form a green barrier to deflect winds and help prevent burning debris reaching your home. Avoid resinous plants or those which create fire hazards by dropping excessive amounts of leaves and litter.

On steep slopes where landslides might occur, avoid excessive irrigation. Use drought-resistant plants such as oleander, pepper trees, cacti, succulents, or perennial grasses.

## COMMUNITY PROTECTION

While the individual home owner can and should remove all fire hazards, his premises are still in danger if preventive measures are not also applied on surrounding properties. Every population center in hilly or mountainous areas has around it zones of special fire hazard. Many new subdivisions are in danger of fire in hot, dry weather. Protection in such areas calls for community action. The southern California fire disasters might have been prevented if a plan for the protection of these areas had been initiated and carried out.

The community of Rancho Santa Fe has a danger from fire and need to reduce fire hazards. In many cases one may find it best to join in taking positive action. One might, for example, agree to share the cost of having someone bulldoze brush from around your homes.

It all simmers down to this: Fires can be prevented by individual and community action. Remove the fuel and you'll remove the fire hazard.



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One Isla Verde home has a unique sunken living room, with wall-to-wall carpeting and Mexican driftwood fireplace.

## the BEAT GOES ON

### SALES RECORD SET BY CONDOMINIUMS AT LOMAS SANTA FE

Over 50% of the Country Club Villas condominiums at Lomas Santa Fe have been sold setting sales records, according to Bob Wilkinson, executive vice president of Lomas Santa Fe Realty.

"We began offering Phase I of the condominiums March 21," says Wilkinson. "Now in less than one month we have sold over half, surpassing our sales predictions. The response to these golf course Villas has been unbelievable."

Phase I of the Country Club Villas project involves the construction of 81 condominiums.

The Country Club Villas are condominium homes, each having unobstructed views of the adjoining golf course and selected views of the ocean and mountains.

The Villas range in size from 1,380 sq. ft. to 1,700 sq. ft. Prices begin at \$39,950.

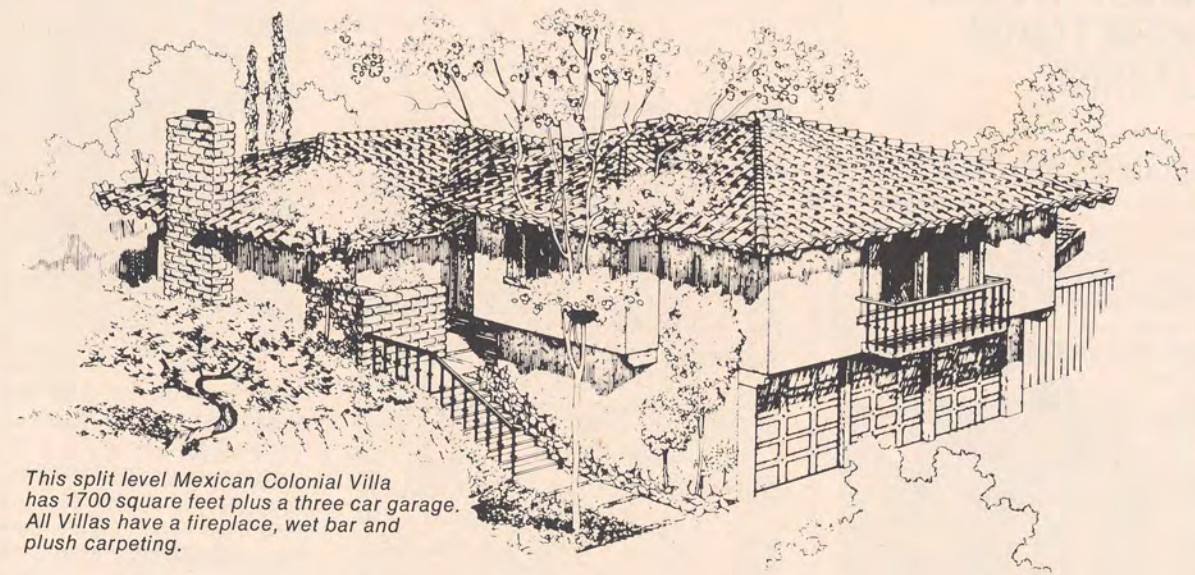
There are three architectural styles of Villas to choose from: Spanish Contemporary, California Ranch and Mexican Colonial. All Villas have tile entry ways and fireplaces.

Each Villa contains a large master bedroom, laundry area, two and three car garages and special weather and sound proofing.

Architect for the Villas is Tucker, Sadler and Bennett A.I.A. of San Diego. Construction is by the Lomas Santa Fe Development Company. Model interiors are by Country Squire Interiors of Rancho Santa Fe.

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

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



This split level Mexican Colonial Villa has 1700 square feet plus a three car garage. All Villas have a fireplace, wet bar and plush carpeting.

## Country Club Villas on the golf course at Lomas Santa Fe from \$39,950!

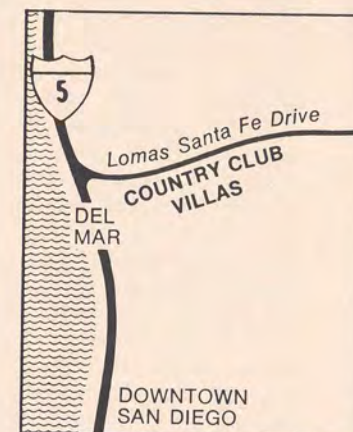
**GARDEN CONDOMINIUMS** are the most exciting new living concept in Southern California. With prices starting at \$39,950, they make others seem overpriced. The quality is exceptional.

These lovely garden homes are sprinkled along the verdant fairways of the private Lomas Santa Fe Country Club. And you're just a golf cart ride away from the charming Plaza of the Four Flags Shopping Center.

Each Villa has two or three bedrooms, a two- or three-car garage, a wet bar, a large fireplace, plush carpeting, cable TV, a tile entry, a kitchen with a breakfast nook and a separate dining room.

The Villas Association provides maintenance, and a lease management service is offered if you want to rent your Villa.

Country Club Villas are just east of the Lomas Santa Fe Drive exit from Interstate 5 . . . just twenty minutes north of downtown San Diego and only two minutes from the beach, Del Mar racetrack and Rancho Santa Fe. Furnished models are open daily.



Country Club Villas



Phone 276-3026 or 755-4077

Take the Lomas Santa Fe Drive exit off Interstate 5, go east up the hill to the furnished models.

## RELAX. SUMMER'S A LOT CLOSER THAN YOU THINK.

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# SERENDIPITY

del mar solana beach



by Sharon Mackey

## CLIPPED WINGS United Airlines Stewardess Alumnae Inc.

On the Eve of St. Patrick's Day, March 17th., 1971, Mrs. Thomas Slipper (Vera) of Del Mar Hills, hosted a business meeting of San Diego's chapter of Clipped Wings. The members present were busy discussing their plans for their May 15th. Bid-N-Bye Luncheon to be held on Harbor Island in the Sheridan Inn.

The National Philanthropy of Clipped Wings is retarded Children, and the local chapter supports and sponsors "San Diego County Association for the Retarded." Last years Bid-N-Bye Luncheon was held at the Town and Country Hotel, with Mrs. Ronald Reagan as the guest speaker. Some \$1500.00 was raised to be used in the following manner: \$500.00 was given to Angels Unaware, \$500.00 to the Starlight Center for Retarded Adults, and \$500.00 to The G St. Center.



Mrs. Kenneth Paulovich, Mrs. David Anderson, Mrs. Edward Hawley (Pres.) attend planning meeting for annual "Bid & Bye" luncheon of Clipped Wings.



Mrs. Larry Jones (Sue) and Ms. David Novick (Carol) chatting during meeting of "Clipped Wings" in Del Mar.

A project of selling key chains is taken on nationally by Clipped Wings, to raise funds to support the retarded. It is conducted on a year round basis, and the proceeds go toward the "Nat'l. Ass'n. For Retarded Children."

Present at the meeting, and discussing plans for the forthcoming luncheon were: Mrs. Edward Hawley, (Maythel); Pres., Mrs. Mike Turner, (Susan); Luncheon Chairman, Mrs. Lee Falter (Jonie); Gift Co-Ordinator for Luncheon, Mrs. Max Kresic, (Joni), Mrs. Kenneth Paulovich (Bobi), Mrs. David Novick, Mrs. Paul Hodiak (Pat), Mrs. Slipper, Mrs. David Anderson (Myrna), a prospective member, Mrs. Jacob Herron (Bridget), and Mrs. Larry Jones (Sue).

Needless to say all of the members are extremely busy contacting merchants for prizes to be awarded during the luncheon. The "retired" stewardesses may not be flying the "Friendly Skies of United," anymore, but certainly are winging their way to a successful Fund-raising Event!

## LOMAS SANTA FE . . . .

Next time you drive up Lomas Santa Fe Dr., east, look to the right, up on the hills overlooking the green green velvet golf course, and notice the newest addition to the Lomas Santa Fe Community . . . They are the Country Club Villas, condominiums. On March 19, 1971, many hundreds of people were gathered there for the grand opening, and were to be served with cocktails and superb Hors d'oeuvres. Mrs. T. E. Gildred, wife of the Pres. of Lomas Santa Fe, was elegantly dressed in a black pant suit, and smiled radiantly as she greeted guests who were milling on the walkways and patios in front of the Models. Many Oos and Ahhs, could be heard above the roar of the chatter, as the guests toured the different Villas and saw the well decorated interiors, accentuated by the spectacular setting of the Golfing Greens.

# SERENDIPITY



The Rick Sanbornes & guests — typical of sun-seekers at Lomas Santa Fe.

The Easter Bunny came to the Club House Buffet table Easter morning in the depiction of Ice . . . He was surrounded by fresh fruits and beautiful cuisine of an elegant Brunch, which was topped off with pastries oozing with whipped cream. Diets anyone!!! Because of the sunshine blessing the area with warmth, the patio was alive with grown-ups, and children sitting at the striped umbrella tables. The Hugh Nutter family of Del Mar were enjoying it all, as were the Rupert Brookes of Solana Beach, who had guests Hubert and Betty Brooke with son Rex. Lloyd and Janet Lederer with children Dawn and Kenny, and George and Doris Buckley were eagerly showing off their beautiful baby Susan, and son Brad. Jack and Mig Boyce had their family there, and Al and Mary Kearn were surrounding a table with their children, and Mary's mother. The Thomas Dinans were helping their four children enjoy the great food, and Dr. Jay Wolf and family joined everyone there.

Evening came after a day of well used tennis courts and swimming pools with a finale of dinner served in the dining room. A choice of main course was available off of a special Easter Menu. Joe and Tamie Kimura hosted a large party, as did the Don Hansens who had Don's parents from So. Dakota, and the Robt. Drivers, as their guests. Jerry and Jerrie Andrews joined Don and Joan Armstrong. Bill and Phyllis Trubitt had daughters Mary Jane, Betty and Jill join them, and Sally Miller and sons Chris and Craig, as husband Dick was off flying with American Airlines. Beautiful Day, and Beautiful Food, Muchas Gracias Senor Lozana!

## SANTA FE HILLS . . . .

The hills east of Interstate 5, and west of Lomas Santa Fe Golf Course, have taken on a new appearance in the past year, as the impressive

houses of Santa Fe Hills have been built and are rapidly being occupied by many interesting families. Among the many new residences are: Dr. Sidney Levine and wife Judy, Mr. Frank Lozano and wife Sylvia, (he is Gen. Manager of the Lomas Santa Fe Country Club), Darrell Shelburne and wife Carol, Quintin DiMaria and wife Betty, Mike Regan and wife Jeanette.

Ed and Laura Douglas, also new Santa Fe Hills buyers, co-hosted a baby shower for the Tim Sexsons (Liz), on the eve of March 27th. John and Peggy Whitley were the co-hosts who were also celebrating the fact that they will become parents this summer for the first time. Many of the guests of honors friends were present including Liz's two brothers and wives from Phoenix and Ventura. Jim and Jill Brown of the ranch arrived with Gary Biszantz and wife Virginia. John and René Coffman, Lloyd and Janet Lederer, Kent and Joni Staab, Don and Sharon Hansen, and Tony and Donna Lotito, all enjoyed the delicious food and drink surrounded by the wam interior of the Douglas home. Laura and Ted have some very interesting antiques, and colorful objects relating the Indian Atmosphere of Phoenix. (As of this writing, the Sexsons are enjoying the lil' — bundle born April 5 . . . named Susan Genevieve Sexson.)



Typical of whole house is unique setting and window arrangement in living room of Mr. & Mrs. Tony Lotito of Santa Fe Hills.

Tony and Donna Lotito have just about completed the interior of their home in Santa Fe Hills that they have been decorating with the assistance of Mrs. Betty Truog, of Betty Truog Interiors, La Jolla. The sight that meets the eye as the front door of the Lotito home is opened is unique. The living-dining area is graced with elegant antique furniture, paintings, and lattice-work wood shutters on the windows,

please turn to next page

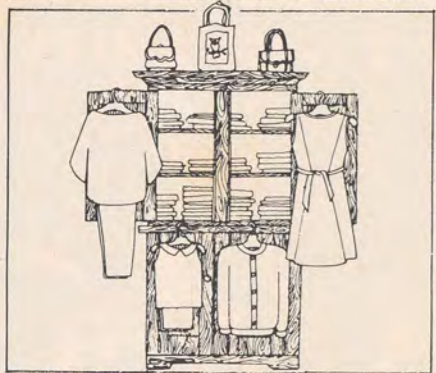
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# SERENDIPITY

*continued from previous page*

that tie in with the stained exposed beams and stained Parkay Floor. Lush area rugs that match the specially dyed carpeting, enhance the period setting. Donna is so thrilled with her new home and the whole house radiates the happiness there. Just one more happy home owner in Santa Fe Hills!

## EPSILON EPSILON CHAPTERS OF EPSILON SIGMA ALPHA

It may not have been the gambling casinos of the Sahara, Riviera, or International Hotels, but the home of the Joseph Gerlachs of Cardiff, was obviously a casino itself, for the sight of the Las Vegas Party (annual fund raising event to raise money for the Vista Home for the Retarded, by Epsilon Epsilon), held on April 17th. Many people fought the blister rain and wind to attend and support the event, which was extremely well organized.

Virtually every room of the house (excluding the powder rooms!) was in use to house some type of gambling table, which were provided by San Diego's Fund Ways Inc. Elegant Platters of Roast Beef, Ham, Cheeses and Turkey were served during the course of the evening, having been donated by the El Cortez Hotel. Guests found themselves in a mood of fun and frolic, minutes after being greeted at the front door, and given their supply of chips.



Jack Giacamini, Mrs. Cheryl Gerlach, John Schmauss and Ron Plunkett, deep in the mood of gambling.

At the end of the evening, prizes were awarded to the guests holding the most chips. Topping the many prizes, was a **Weekend for two in Las Vegas, Nevada at the Famed Stardust Hotel.** A beautiful wine rack, and elegant bottles of wine were among some of the door prizes. PSA, Harbor Cruise, Mickey

Finn's, Town & Country Hotel, Master Host Inns, are just a few of the donating concerns who helped to make this such a success.



John Coffman deals to Mrs. Jean Clark and Rene Coffman.



Dick Tibbetts and Vi Seppin watch as Mrs. Nancy Schoch seriously consider a Bet — during "Las Vegas Night," Party. Nancy was Ways and Means Chairman for the event.

Much work and organizing was done by Ways and Means Chairman Mrs. Tom Schoch (Nancy), and the rest of the members, including Mrs. Ed Reynolds (Sue), Mrs. Ray Simpson (Barbara), Mrs. Art Sepin (Penny), and Mrs. Don Dickerson (Paula). It was all worth the efforts, as it seemed that some \$400.00 was raised to contribute to the Vista Home For The Retarded.

## VALLEY CENTER TO HOLD "WESTERN DAYS"

The Chamber of Commerce of Valley Center annually sponsors a celebration called "WESTERN DAYS." There will be various activities during the week and ending with a parade, which will include Equestrian Units, Marching Bands and Baton Twirlers.

The parade this year will be held June 5, 1:00 p.m. The route of the parade will be on Valley Center Road ending at the Community Hall on Lilac Road where a Western Barbecue will be in progress.

Valley Center is a rural community in North San Diego County on the "Highway to the Stars" (Palomar Observatory) made up of people interested in horse ranches and citrus groves.

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# Rancho Riding Club News

by Lew Miller

All is aimed at Spring Cleaning and preparation for our Annual Charity Show on June 5th and 6th. In addition to the physical effort put forth at the Club "sample" parties occur from time to time for the purpose of testing various gourmet dinner recipes for the Benefactor's Party to be held at the Jack Stireses casa on May 28th. These are strictly "business," of course, although participants manage to enjoy themselves to. "Testing" was recently conducted at a gathering of RRC and Hospital Auxiliary members, and from the appearance of the people and goodies present the ordeal wasn't too strenuous.



Rancho Riding Club and Childrens Health Center Horse Show Committee members and their husbands met at the home of the Jack Stires to sample gourmet dinner recipes that may be used on May 28 at the Benefactor's party.



Mmes. Charles Smith (Clara Lee), George Kuhrts (Bev), Keene Wolcott (Caroline).

As part of the physical preparation we've finally gotten our pipe corrals in and a part of the perimeter fencing up along Los Morros. Screening plants have been placed along the fence and should be full and shapely by end of Summer. A few more corrals to come plus grading and leveling toward fur-



An unusually gorgeous Baked Alaska is served Jack Stires, Arthur Perry, Charles Smith, Irene Perry, Shu Chien-San, Mrs. Arthur Perry (Irene), Jack Stires, Arthur Perry.

ther beautification and ease of maintenance. Much painting is also happening along with renovation of stalls, building of new jumps, both inside the ring and on the outside Hunt Course, and the addition of a Volley Ball Court, Table Tennis and Shuffleboard area, etc. Won't be able to replace the big Show Ring 'til next year—or sometime during the year for use next year—but plans are set and it will be done.

Recent Show results auger well for the prowess of our Trainer, Janet Stratton; e.g., the Silvergate Show on the 16th, 17th and 18th of April brought home a string of ribbons, trophies and money to delight the hearts of even the least Show-bent of members. Among those fetching proof of ability to our establishment (wrong term?) were Becky Leeg, Heather Harmon, Marion Hadden, Kyra Kuhrts, Joe Miller, Sylvia Ridland and, of course, Janet herself. — Cota de Caza and Diamond Bar are coming up on the schedule before the June Show here so much brilliance is anticipated at our own Show and Del Mar to follow. The Beef and Bottle affairs are increasing in popularity to such a point that we're about to launch another Charlie Smith/Jack Stires Grand Baile — with side of beef, exquisite accoutrements and entertainment par excellence. Members, prospective members and members' guests will be alerted in time to work a reservation into their schedules.

Can't say enough in praise of Leslie Champ and Marion Hadden in their conduct of Junior Affairs at the Club. The Gymkhanas, Hunter Paces, etc., have come about in a highly efficient

next page please

# Riding Club

continued from previous page

and enjoyable fashion and the attendance has blossomed to a surprising level. In the future; i.e., following the June Show and the Del Mar Show and Fair, monthly member shows will be conducted on a "handicap" basis to permit all levels of participation. These will, obviously, serve as instructional vehicles for all and expose many to the competitive atmosphere toward more sophistication when away from home. As time goes on we'll open these monthly shows to other Rancho stables and individuals toward the same end. — By the way, a series of American Horse Show movies are on the schedule, too, to entertain and assist. Info will be passed by card and poster.

We have a new Refreshment Bar in the office so everyone is invited to come in and visit and indulge in a harmless potion of one kind or another, e.g., coffee, tea or milk — or maybe Sanka, Soft Drinks or Chocolate? Seriously, we welcome all passing riders for horse talk and all others interested in the club or just with time to "rap" awhile — if you can stand the term.

the  
NEWS  
from  
LAKE SAN MARCOS



## FISHING AND CASTING

by John Demaree

Our April 13th. meeting was attended by 33 members. After the business meeting, a film was shown of a camper trip down the east coast of Mexico, with some exciting fishing in the gulf near Tampico. They went to Mexico City, and on to Acapulco where they had fun catching marlin and other fighting fish.

These latter scenes brought back memories of the recent trip this writer experienced during which he and his wife had the thrill and fun of catching four marlin (weights ranging to 154 lbs.) out of Mazatlan. Needless to say we had sore muscles for several days but, also, happy memories to last for years.

Door prizes were won by Thea Boone, Mike Ryan, Dorothy Johnson and Reba Gumaer.

## LAKE SAN MARCOS MENS GOLF CLUB

Elly Fredricks

The Night of May 28 will be the night that the President's Cup will be the event; buffet dinner, musica, revelry, occasional musings and knowing looks about so and so's handicap. Well, that's how the game is played; a good putt here, a good bounce there, a blade of grass that laid over and played dead as your putt was enroute to dropping in that cup. Tournament Chairman Nick Carter has announced that six (6) trophies will be there for the winners, five for the 18-hole matches and one for the champ in the Executive Group 9-hole play. The French have an expression, Chasse Gardee, which means private preserve, keep off, hands off. To the victors in each division, for one year at least that's it, Chasse Gardee. One can only hope that they wear the mantle of greatness with an eye to what can happen to the next putt. Let's all turn out to give a big hand to President and his band of workers and the winners.

Our course is rounding out in good shape now; April showers that bring the proverbial flowers also help those greens and fairways. We now can boast of 271 members, all in good standing, with the S.C.G.A. and their fellow members for the increased attention that is being given to Ball Marks, Divots and such which if neglected can reduce a course to a shambles. THANK YOU GENTLEMEN.

In closing . . . Let's all show up on Friday, May 28 and keep our zesty yen for the affairs of our club at the peak. Adios, 'til my swing gets better.

## SAN MARCOS REPUBLICAN WOMEN'S CLUB

by Dorothy L. Ohde

The April 5th meeting of the Republican Women's Club Federated proved to be very informative. Members and their friends heard five candidates for the Palomar College Board of Trustees speak on their qualifications and a question and answer period followed.

The regular monthly meeting will be May 3rd at 12:30 p.m. in the Lake San Marcos Recreation Clubhouse at which a salad luncheon will be served.

Mr. Colonel V. Doner, Executive Director of United Students Association of Fullerton, California will be the guest speaker. He is majoring in political science and divinity and is a very dynamic speaker. His subject is "Why our youth are rebelling and why they will continue to do so."

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# People, Places and Things



Joe Hendrick, right, "skipping" a game at Smoke Tree Ranch in Palm Springs.

## RANCHO SANTA FE NEEDS A LAWN BOWLING GREEN

by Joe Hendrick

Once again interest is high for a Lawn Bowling Green in Rancho Santa Fe. The first time interest was shown was when the undersigned wrote a series of six articles in 1967 and 1968 and published in what was then Rancho Santa Fe Living.

Rancho Santa Fe has a golf course that is considered one of the very best. It has several concrete tennis courts. That is good and some of the reasons we are all proud of our community.

But Rancho Santa Fe has no Lawn Bowling Green and there are at least an equal number of lawn bowlers and possible lawn bowlers on the Ranch as there are golfers plus the tennis players.

Lawn Bowling is more than a game—it is a health game. In each game of 16 ends the lawn bowler stoops down to pick up a 3¼ pound bowl 64 times and bends over to bowl with his (or her) hand and the bowl touching the ground at the same time. Speaking of exercise—try it some time. Then let's not forget the walking exercise: 16 times 120 feet is 1920 feet (over a quarter of a mile a game).

Lawn Bowling is a game for nearly any age. There are many father and son teams of championship calibre. It is a game for any who have some coordination and a desire to keep fit.

Do women play? I should say they do!!! Some of the best Lawn Bowlers are women. Coordination, not strength is the key and most women have it.

And finally, Lawn Bowling is for "ladies and gentlemen" in all its meaning. One of our cardinal rules is "Don't adversely criticize or belittle either your partner or opponent for a bad shot. He knows it a lot better than you do."

The location of the proposed bowling green is back of the Club House on the right side as you turn in to the tennis courts from Via la Cumbre. We propose to be self-sustaining so we ask that each person obligate himself (or herself, of course) in accordance with the card duplicated herewith. We do not ask for more than one year because once a Bowler, like a popular car "you'll never let go."

Lawn bowling is a very popular game. There are many clubs in Southern California affiliated with American Lawn Bowls Association: Arroyo Seco, Newhall, Glendale, Glenhaven, Hermosa Beach, Holmby Park, Laguna Beach, Laguna Hills, Long Beach, Los Angeles, Santa Barbara, Newport Harbor, Pasadena, Pomona, Redlands, Riverside, Santa Anita, Sun City, and many others so affiliated and not affiliated such as Balboa Park in San Diego, and Penisquitos, Escondido, Rancho Bernardo, and Smoke Tree Ranch in Palm Springs. They are usually full with a waiting line. Several of the clubs have more than one green. A standard green has 8 rinks and as many as six may play on each rink, 64 in all at a time. Come join the fun.

If you are interested please phone or write to the undersigned or fill out and sign the duplicated card herewith and mail it to me. If you phone or write, never fear, one of us will get in touch with you.

We propose to have competent, no charge lawn bowling instructors who will do the job of instructing just for the "love of their fellow man" and their pride in making a good bowler out of a beginner.

TO: Board of Directors  
Rancho Santa Fe Association

The undersigned wishes to assure the Board of Directors of Rancho Santa Fe Association of his (her) desire that a regulation lawn bowling green be constructed on Association property. I agree to support this project by signing for one year, payable at the semi-annual rate below, beginning at the time the facility is completed.

- Single \$50.00  
 Family \$67.50\*

\*No person under 16 years permitted.

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

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

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

**Gourmet Patio Restaurant**—a famous Rancho Santa Fe luncheon spot in the charming Country Squire Courtyard of Shops on Paseo Delicias (that's the main street!) of Rancho Santa Fe. Featuring such delights as their very special omelettes, crab ahab, sandwiches, fantastic salads, hot popovers, and "Country Squire Pie." Excellent selection of fine wines. Open for luncheon every day except Monday from 11:30 to 3:30. Special Sunday Buffet from 11:30 to 2:30. Specializing in gourmet catering for parties large or small; and delightful wedding buffets. Bob and Marilyn Townsend, owners. 756-1788.

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

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

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

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

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

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

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

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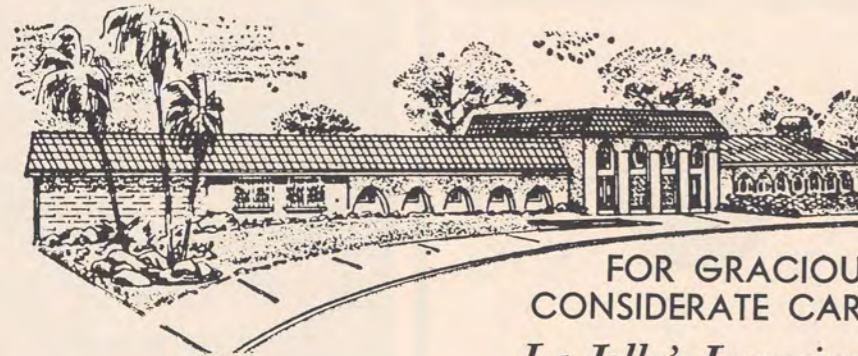
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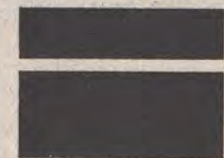
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## People, Places and Things



### SHOCKING ENTERTAINMENT

Plugging in a poolside radio, record-player, or TV could be a fatal mistake, according to James J. Gilshian, Director of Building Inspection for the County of San Diego. A dangling wire or electrical appliance dropped in a pool could mean instant electrocution, Gilshian warns. Besides portable electric devices, overhead wires, pool lighting and pumps can be dangerous. Information on pool safety is available from County Building Inspection offices at La Mesa and Vista.

"Electricity and swimming pools make a fatal combination," Gilshian says. "We urge a preventive inspection of underwater lamps and pumps by a qualified expert. It could save a life."

Posing to make this point is Eva Engelsberger, a Trans-World Airlines hostess, who lives in the Rancho Santa Fe area.



The San Diego Gas & Electric Company today paid \$6,931,884 as the second installment on its 1970-71 property taxes in San Diego County.

The amount raised the total paid for 1970-71 to \$13.9 million—up \$1.7 million over the previous year. The company said the higher figure resulted from increases in tax rates and assessed values.

W. B. Johnstone Jr., vice president-finance, presented the company's check for the taxes to Chief Deputy County Tax Collector Carl L. Baiter. The County apportions the tax money among local taxing bodies in the County, including incorporated cities and towns, school districts, and irrigation districts.

The company also made the following second installment payments on property taxes: Orange County, \$111,627; Riverside County, \$12,026; San Bernardino County, \$1,294.



The White House in early April informed Kim Fletcher, President & Manager of Home Federal Savings & Loan Assn. of San Diego, of his appointment as San Diego Chairman of the National Alliance of Businessmen. (NAB).

Fletcher will have responsibility for NAB's Job Opportunities in the Business Sector (JOBS) program in the San Diego area. He succeeds J. Floyd Andrews, President of PSA who served as Metro Chairman since March 1968.

President Nixon, in a letter congratulating Fletcher on his acceptance of the post, said:

"The success of the JOBS program depends upon the readiness of dedicated members of the business community to assume the leadership of our efforts to solve the employment problems of our disadvantaged citizens. This willingness to help accounts in large measure for the impressive progress already achieved by the Alliance, and I am confident that the forthcoming year will see even greater advances in this crucial enterprise."

Department of Labor JOBS contracts are available to reimburse employers for the extra-ordinary costs of hiring and training the disadvantaged, Fletcher pointed out. "These contracts were developed to help small businesses as well as large, and to reduce to a minimum the red tape usually involved in government contracts," he said. "In particular, a consortium option is available to help smaller employers develop realistic training programs for the disadvantaged under

the JOBS program." "The NAB's JOBS program offers an opportunity for private employers to help meet a major national problem while training new workers for their future needs," Fletcher said.

Appointment of Alan C. Reed as Metro Director for the local office of NAB was announced in late April by Kim Fletcher. Reed succeeds Hugh Wood, PSA, Vice President, who has been the NAB director since March 1968.

Mr. Reed is "on loan" from Home Federal where he is Senior Vice President—Administration Department. He has a Masters Degree from Stanford Graduate School of Business and joined Home Federal Savings and Loan Assn. in 1955. His civic and community activities include . . . past president Merchants Credit Assn., Board of Directors San Diego University Club, past president 20-30 Club. Board of Trustees Scott Memorial Baptist Church and current president San Diego Downtown Association.

This NAB Program . . . initiated by Lyndon Johnson and expanded by President Nixon accomplishes an imperative need with this first "history-making" marriage between government and industry to solve one of the nation's most acute and critical problems . . . develop job opportunities for the disadvantaged . . . helping them off the welfare rolls.

The loaned executives of business and corporations nationwide have di-

## HOME FEDERAL SAVINGS AND LOAN ASSN. PRESIDENT NAMED BY THE WHITE HOUSE AS NAB SAN DIEGO-IMPERIAL COUNTIES METRO CHAIRMAN

vested themselves of personal and industry commitments and activities to devote fulltime plus their professional expertise to the NAB (JOBS) Program.

The successful first 3-years and going into the second 3-year extension phase has nationally provided jobs for more than 620,000 disadvantaged persons with the assistance of more than 7,000 loaned executives with active involvement of more than 18,000 companies who have hired the disadvantaged.

The San Diego NAB-JOBS program, under the leadership of Hugh Wood and with full cooperation of the governmental agencies staff members serving with him kept the San Diego Metro NAB Office in a leadership role nationally . . . rising above the nation's norm placing in excess of 4,600 disadvantaged with a high retention factor of 59% involving concerned, serious and loyal participation of more than 320 local firms.

Reed stated, "Bringing the disadvantaged into the mainstream of economy is saving welfare costs and making taxpayers out of tax-users, and is vital in fulfilling their need for dignity and self realization. They possess the enthusiasm but not the skills and experience . . . they have the right to work and business has the duty to assist them . . . that is what NAB is all about."

The NAB Motto is: "HIRE—TRAIN (in marketable skills)—RETAIN (opportunities for advancement)."

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## Chit Chat



By Mary Means  
HOME ECONOMIST

Have you given up on trying to dry sheets in your dryer because they've come out wrinkled? Put no more than two double bed sheets into any one load, remove them from dryer while slightly damp, fold to about a yard square and smooth out over the top of the dryer to finish drying. Permanent press sheets can be completely dryer-dried without wrinkling.

When making meringue, remember that egg yolks are easier to separate when chilled. However, the volume is greater if the egg whites are beaten at room temperature. So separate the eggs as soon as they are taken from the refrigerator, but let them reach room temperature before whipping.

Keep foods like jelly, pickles, peanut butter and mustard in the refrigerator *only* if the label says "refrigerate after opening." Otherwise they take up refrigerator space you could use for something else.

Electric frypans sometimes develop brown stains on the underside. This is baked-on grease that has carbonized. It can't be scrubbed or scoured away. Use one of the commercial cleaners made to end this problem. Apply it, let stand about 30 minutes, then rinse away. This type of cleaner is powerful, and instructions should be followed closely.

## MAY

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May 12  
San Clemente  
(101 West El Portal)

May 19  
Oceanside (Elks Club)

May 25  
El Cajon (104 N. Johnson)

May 26  
Escondido (Country Club)  
(Repeated at 2 p.m.)

## JENNIFER MILLER WED

Trinity Episcopal Church in Santa Barbara was the lovely setting for the May 8th marriage of Jennifer Miller and James Timothy Weeg. The impressive ceremony took place at four o'clock in the afternoon, with the groom's father, Dr. A. Howard Weeg officiating. Jennifer is the daughter of Mrs. A. Morgan Jones of Rancho Santa Fe, and Herbert I. Miller of Mansfield, Ohio. Timothy is the son of Dr. and Mrs. A. Howard Weeg of Berkeley, California. The groom graduated from U.C. Santa Barbara with his degree in anthropology; the bride is completing her senior year at the same university. The newlyweds plan to reside in Santa Barbara.



## COLLECTOR'S SHOWCASE

An exhibition of antiques and art will be presented by Social Services League of La Jolla in Darlington House, 7441 Olivetas, May 23 through June 6, daily from 11 a.m. to 5 p.m.

The Social Service League of La Jolla is a non-profit organization whose main purpose is the League House, a home for the elderly women of modest incomes. Mrs. Tracy McIntosh is the chairman of admissions for League House. The Darlington Estate was purchased in order to enlarge the facilities of League House. The Premier party will be in Darlington House gardens on May 22nd.

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# People, Places and Things



## LA JOLLA CIVIC ORCHESTRA & CHORUS ASSOCIATION

Karol Elaine Hansen (right), San Diego State College senior, will be the guest soloist with the La Jolla Civic Orchestra at their June 6th concert in Sherwood Hall. A lyric soprano, Miss Hansen was awarded first place in the Young Musical Talent auditions last fall.

Miss Alice Connolly, cellist, was second. She performed at the annual membership party held in the home of William Gunther, Del Mar, on April 17.

Arturo Guerrero Huerta, violinist, was third. He has played at the Mini Concerts held bi-weekly in the Athenaeum, La Jolla. He also was concert master at one concert this season.

The Young Musical Talent awards are given each fall. Mrs. Nikolai Sokoloff is chairman. The performance experience is given each winner in addition to a monetary award.

Judges last year in the competition held in the home of Dr. and Mrs. Willard VanderLaan were Howard Brubeck, Dean of Palomar College, Walter Herbert, director of the San Diego and Houston, Texas Opera Companies, and Thomas Nee, conductor of the La Jolla Civic Orchestra.

## RANCHO SANTA FE OPERA ASSOCIATES

by Maxine Alderson

Mrs. Carl W. Croft has recently returned from New York City where she had the rare privilege of sitting on the stage at the Metropolitan Opera House during the finals of the Metropolitan Opera Auditions and presenting an award to one of the finalists. This was Thomas McKinney, a young baritone from Los Angeles, who had previously won first place in the Western Regional Auditions. Immediately after Mrs. Croft presented him with the Geraldine Farrar Memorial Award, he went on to win second place in the

final National Auditions. Mr. McKinney can be seen this summer in the leading roll in "Knickerbocker Holiday" as presented by the Los Angeles Light Opera Company at the Music Center there.

During her trip to New York, Mrs. Croft also attended a meeting of the Metropolitan Opera National Council. At this meeting, Mr. Alexander Saunderson of Los Angeles, who was already the Western Regional chairman, was elected national president. Many San Diegans had opportunities to meet him this spring when he presented a lecture in the Opera Interpretation Series at the House of Hospitality in Balboa Park and when he and Mrs. Saunderson attended, as guests, the spring Musicale and Tea of the Rancho Santa Fe Opera Associates which was held at the Croft home on February 26.

This spring, Mr. and Mrs. Croft have climaxed a life-long interest in opera by establishing an Education Fund to aid young singers interested in building a career in opera. All singers who qualify to sing in the Metropolitan Opera District (San Diego) Auditions are eligible for financial aid toward further study from the Croft Fund. Given through the Metropolitan Opera National Council, of which Mr. and Mrs. Croft are members, the fund has grown from the original \$500 to \$1100 through contributions from other interested individuals. They will welcome additional contributions which will give much-needed aid to these young singers in the San Diego area.

## TENNIS SCHOLARSHIP

Chris Kane, 17, son of Mr. and Mrs. Bernard M. Kane of Rancho Santa Fe, has been awarded a four-year tennis scholarship to the University of Notre Dame. Kane, who is presently a senior at University High, has captured over 100 trophies and won two United States Junior Championships in only five years of tennis competition.

Kane is planning an extensive tour of the United States this summer while playing on the National Junior Tennis Circuit. He will, in six weeks time, compete in the Southern California Championships in Los Angeles; the United States Hardcourt Championships in Burlingame, California; the California State Championships in San Jose, California; the Western Championships in Springfield, Illinois; the St. Louis Invitational in St. Louis, Missouri; and the highly competitive United States Junior Championships in Kalamazoo, Michigan.

Kane will be graduating from University High in June

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# People, Places and Things

## FAREWELL



"KING" was brought to the Shelter and relinquished to the Society with the assurances that he was absolutely sound, had never had to be treated for any illness.

Everyone at the Shelter fell in love with the beautiful, proud horse, American Saddle Bred, five-gaiter, 12 years old. We knew we could find a very good home for him. A staffer at the Shelter, lover and connoisseur of horses, mounted him to try his gait. To our dismay we found out that "King" was limping.

Having found out the name of the veterinarian who had cared for the horse we had to wait two weeks until the doctor returned from his vacation.

In the meantime horse lovers came in droves wanting to adopt the horse, but he would not be placed until we learned the cause of his lameness. Homes were offered, but as soon as prospective owners learned that "King" was limping, the offers were withdrawn. There was talk about "navicular." We poured over the veterinary manual, talked with a large animal veterinarian who offered no encouragement.

After some three weeks we were able to reach the doctor whom we had been waiting for. In his letter he informed us that about a month before we received "King" the horse was examined, x-rays were taken, diagnosis: navicular disease. We were stunned. After serious consideration it was decided to put "King" to sleep. Navicular is painful, insidious in onset and rarely appears suddenly. Lameness is manifested early, there is a tendency to stumble.

Farewell, beautiful, noble "KING."

A true story from the RANCHO-COASTAL HUMANE SOCIETY.

## RSF BACKYARD SWIM PROGRAM

Classes in swimming, simple life saving and how to teach swimming will be given to future Ranch backyard swim instructors at the Lomas Santa Fe Pool now thru June 1 from 9:30 a.m. to 11:30 a.m. Tuesdays and Thursdays.

Already signed up are Mmes. William Magoffin, A. Lynn Castle, Thomas Marshall, Richard Colbourne, Frederick Crowell, Wayne King, Richard Arendsee, James Horton, Calvin Manning, Mastin Kratz and Carl A. Bergfers.

A refresher class for former backyard swim instructors will be given at the same pool June 3 at 9:30 a.m. They are Mmes. Yager Cantwell, Marshall Middleton, Robert Laughlin, Robert Grigg, Alan Bancroft, Lyell Kinney, Raymond Jones, Richard Doughty, Harman Brown, Willard Gillies, Daniel Pratt and Anthony Holzhauser.

Swimmers who would like to join the program are encouraged to call Mrs. Andrew Kyle.

The local portion of a county wide program sponsored by the Red Cross to teach children basic swimming strokes and safety practices will be given in local pools June 21 to July 2. Mmes. James Horton and Andrew Kyle are co-chairmen this year, with the able assistance of Mrs. Yager Cantwell, for many years the backbone of the Ranch program. Mrs. B. Cowan and assistants will assist parents with transportation if needed.

## SUNBURST FARMS, INC., NAMES FRANKLIN & ASSOCIATES AS AD AGENCY

Sunburst Farms, Inc., national marketer of cut flowers grown in Colombia, has named Franklin & Associates, San Diego, as its agency for a full-service communications program.

The announcement was made by Harmon Brown, Sunburst general manager.

Phil Franklin, F&A principal, said a program of trade-publication advertising, direct mail, and public relations will be aimed initially at flower wholesalers.

Franklin said he will supervise the account with the assistance of Glenn Michel, vice president, in the area of client services; Joe McChesney as art director, and Jim Frampton in public relations. Phil Franklin resides at Linea del Cielo, Rancho Santa Fe.

## FROM THE OFFICE OF ASSEMBLYMAN JOHN STULL REPUBLICAN CAUCUS CHAIRMAN

I have found that the best cure for a case of apathy or disgust or forgotten goals can sometimes be a good dose of history. For example . . . I recently received a leaflet from a constituent in Vista, California. The mimeographed sheet gives an account of what happened to the signers of the Declaration of Independence.

According to the leaflet, five signers were captured by the British as traitors and tortured before they died. Twelve had their homes ransacked and burned. Two lost their sons in the Revolutionary Army. Another had two sons captured. Nine of the fifty-six fought and died from wounds or the hardships of war.

Carter Braxton of Virginia, a wealthy planter and trader, saw his ships sunk by the British. He sold his home and properties to pay his debts and died a pauper.

Thomas McKeam was hounded by the British and forced to move continually. While serving in the Congress without pay, he kept his family in hiding. He, too, ended in poverty after his possessions were confiscated.

Vandals or soldiers, or both, looted the properties of Ellery, Clymer, Hall, Walton, Gwinnett, Heyward, Rutledge, and Middleton.

Thomas Nelson's home was taken over by British General Cornwallis. Nelson urged General George Washington to open fire on the home, which he did, totally destroying it. Nelson died bankrupt.

Francis Lewis had his home and properties destroyed. The enemy jailed his wife and she died within a few months.

John Hart was driven from his wife's bedside while she lay dying. Their thirteen children fled, his fields and grist mill were destroyed, and for more than a year he lived in forests and caves. When he returned, his wife was dead and his children gone. He died a few weeks later from exhaustion and a broken heart.

Norris and Livingston suffered similar fates.

These stories of sacrifice and tragedy can sometimes strike their mark more effectively than the glory-filled accounts of the American Revolution which filled out history texts.

They bring home the realization that our freedom truly was hard won by men of great determination and conviction. The leaflet ends with a line which speaks for itself:

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## People, Places and Things

### SENATOR CLAIR W. BURGNER INTRODUCES NEW BILLS

Senator Clair W. Burgener (R-Rancho Santa Fe) today introduced a bill to extend the limiting age (generally cut off on the 19th birthday) in group or individual hospital insurance policies and group or individual medical or surgical expense policies if a child is, incapable of self-sustaining employment by reason of mental retardation or physical handicap, and chiefly dependent upon the employee or member for support and maintenance.

The measure further provides that proof of such incapacity and dependency must be furnished to the insurer or hospital or medical service plan provider by the employee or member within 31 days of the child's reaching the limiting age.

Senator Burgener stated, "This is an important step to insure protection of the mentally retarded person who must be dependent upon his parents. The law has not taken into consideration the problem of securing insurance coverage for a dependent mentally retarded person regardless of age. This bill would mandate the insurance providers to make available such coverage. However, the family or guardian would not necessarily be required to purchase such continued coverage."

"The amendment to the Code I am proposing by this bill has been accepted by legislatures in many other states and has the support of the insurance industry. It is long overdue and urgently needed by those unable, for reasons beyond their control, to ever be self-supporting."

Today Senator Burgener introduced a bill providing for civil remedies for certain violations of the Subdivided Lands Act.

The bill provides for a civil penalty up to \$2500 for each willful violation of certain sections of the subdivision law. These subdivisions are of the rural or recreational variety, and have been the ones which have drawn substantial adverse publicity with respect to sales practices.

One-half of the penalty collected will be paid to the Real Estate Fund when the civil action is brought by the Real Estate Commissioner; one-half of the penalty collected will be paid to the State Treasurer if civil action is brought by the Attorney General; if action is brought by the district attorney, then all of the monies collected go to the Treasurer of the County in which the judgment was entered.

Burgener stated that "effective sanctions are not available against many subdividers since most are not real estate licensees. Under existing law the Commissioner may seek criminal penalties or issue Desist and Refrain Orders. Often, the severity of the criminal penalty is not warranted, and the civil sanctions provided for in my bill should constitute effective and appropriate relief."

California's public junior colleges would receive a \$26 million boost in state aid under legislation introduced today by Senator Clair W. Burgener, R-Rancho Santa Fe.

"While the increased aid to our junior colleges still does not meet the required percentage the state should be paying under the Master Plan for Higher Education," the lawmaker said, "it is a realistic amount based both on immediate needs of our two-year colleges and the maximum amount the state is able to provide."

Burgener's proposal contains three major provisions:

1. It would increase the per-student aid from \$643 per full time student per year to \$713; make corresponding increases in the small community college district foundation program levels; and redefines the districts which qualify therefor.
2. Increase from \$520 to \$590, the community college adult foundation program level.
3. Increases from \$140.92 to \$145.89 the maximum amount allocated per fiscal year from the State School Fund for expenditure for foundation program levels.

"Recent statistics show that the state still will not have reached the \$801 per student cost which is the state's current obligation to junior colleges," Burgener explained, "but hopefully it will reach that level eventually."

Burgener said the state is obligated to pay for 45 per cent of program costs for junior colleges as outlined in the Master Plan for Higher Education, but is now paying only 30 per cent of the costs.

"While the \$26 million is a sizeable figure," he said, "it nowhere approaches what the University and State Colleges receive in state aid."

"There is no level of higher education in California where the taxpayer receives such a bargain for his money than at the junior colleges," he said.

"Our junior colleges educate more than 600,000 students annually at the 91 campuses at a per student cost of \$801 compared to the \$2,600 annual cost for the State College student and \$5,200 for the University student."

## People, Places and Things



THE AMERICAN NATIONAL RED CROSS  
Rancho Santa Fe Branch

Dear North County Resident:

Where were you on Sunday, September 27, 1970?

If you live in San Diego County, chances are you'll never forget that feeling of awe and fright as the bright mid-afternoon sky grew dark and the sun became a flaming orange ball. Acrid smoke from a thousand fires told us without words of the disaster taking place.

And what about that morning barely a month ago when you woke to the news that an earthquake had spread terror and havoc scarcely a hundred miles away? We were spared but, we all paused to offer a prayer of thanks.

Most of the time, we see nature's rampages as something which happens to others. Twice in the past six months, though, we have seen that it could happen here!

And when it does, we turn instinctively to the single agency that has for nearly a century carried the major burden of disaster relief—The American Red Cross. Twenty-four hours a day, 365 days a year, your Red Cross helps others. Not just when disaster strikes but, as we in the North County know especially well, in everyday services to hundreds of military families and veterans.

Now the Red Cross needs your help. Natural catastrophes can't be predicted—and those which struck close to home came after this year's United Crusade goal was set. We must, therefore, ask you again to help us so that we may continue to furnish all the emergency and regular services the Red Cross has always provided. This year's Red Cross Membership Enrollment is more critical than ever before. Our goal is \$300,000. To reach it, our friends must increase their membership support. To make this easier, we have provided for deferred giving.

Please give as generously as you can and accept our grateful thanks.

Cordially yours  
Dr. Robert W. Langley  
Membership Chairman

P.S. Our needs and this appeal have the strong endorsement of the United Community Services.

### ENGAGEMENT ANNOUNCED

Mr. and Mrs. Gerard E. Roy of Encinitas have announced the engagement of their daughter, Carolyn Jean to Thomas Morgan Cope, son of Captain and Mrs. Alfred L. Cope of Rancho Santa Fe and Arboridge, North Carolina.

Miss Roy attended local elementary and secondary schools in Encinitas and is a 1968 graduate of San Dieguito High School. She is also a graduate of Palomar Junior College where she received an AA degree in Medical Assisting. She is employed in San Marcos.

Mr. Cope is also a 1968 San Dieguito High graduate and is currently completing his Junior year at the University of California at San Diego with a major in Biology. He is employed at the University.

The couple plan a Summer wedding on July 24 at the Village Community Church in Rancho Santa Fe.



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# Appealing Seens, O'side

by KITTY A. PEELING

Feeling real springy, I put on my gorgeous Austrian knit suit (got it twenty years ago). Looked backwards in the mirror to see if it looked shiny. Couldn't think what I was reminded of, 'till I remembered those Clydesdale horses that pull the Budweiser wagon—perish the thought!

There and then made a resolution to lose weight. Took off said suit, put on old boat clothes and proceeded to run on the beach.

Found myself limp and perspiring at Hal Thompson's Marine gas station before I remembered I was mad at Hal. He's so close-mouthed. Never breathes a word as to who's aboard all those pleasure crafts that must gas up at his place—or else.

Last summer a graceful yawl rented by the Howard Hughes Company (I did snoop out that much) stopped there to let off two passengers who boarded a waiting helicopter that took them to the golf meet at LaCosta, three days straight running. One passenger was Wayne Newton. The other was too heavy to be Frank Sinatra, too short to be Howard Hughes, yet not short enough to be Mickey Rooney—but it was all hush hush.

Now Hal has just put up a most convenient Mini-Mart where boats can put in for the minor necessities of life. He treated me to a buttermilk, meanwhile telling me I looked marvelous and didn't need to diet. You can't stay mad at a guy like that.

I came back to my apartment, huffing and puffing and blew the door down. The phone was ringing and the ringer was Shirley Jennings. She told me to pretty up and meet her at the Yacht Club where the North County Concert Association Auxiliary were giving a luncheon. I went, firm in the resolution that I'd just drink coffee.

Hah! Nobody told me there would be a delicious "under-mining resolutions" punch; or that these gals were each bringing their most "partified" salad.

I didn't want to hurt anyone's feelings so I sampled all forty-two! (However I did go sorta skimpy on those that had whipped cream.) Shirley helped me haul my plate to our table—we've seen eye to eye ever since she loaned me her false eyelashes last year when I had to have an unexpected picture taken—greater love hath no woman.

Peering over my plate I saw I was sitting across from Sharon Maechtlen

who was outstanding or I should say "sitting" in a rich gold-black velour coat nearly covering a yellow dress. Her shoes were orange and jewelry accents were heavy gold.

Next to me was a brand new grandmother, Mary Ellen Germann. In a tailored pink frock and brilliantly striped multicolored shoes, purse and gloves, I couldn't believe she was the mother of eight children, much less a grandmother!



Left to right: Marilyn Wilson, Sally Miller and Gail Belt at the Yacht Club Directors' luncheon

It was a directors meeting to honor Mrs. James July honorary chairman of the Bal des Fleurs to be given May 1. Mrs. Thomas Miller is auxiliary president and Mmes. Gerald Belt and Stuart Wilson have the responsibility of being co-Bal-chairmen.

Having eaten enough for three days I decided I'd go on a strict buttermilk diet, then Colonel Johnny and Agnes Fleming, on one of their numerous trips from Coronado to their San Bernardino home, insisted I must come



Dorothy Marion shows prize Virginia Mitton picture to Col. and Mrs. John Fleming

with them to Cape Cod House for a bowl of that delicious clam chowder and to see the display of Virginia Mitton's of San Diego paintings.

No one was ever too fattened by one bowl of chowder, but this happened to be the day when the special was shrimps Creole on rice. When I finished the last grain, owner Dorothy Marion came over with a gift. She had read in my Christmas column where I broke a bottle of Cold Duck, so she brought a replacement. Naturally when we got home we had to drink it.

Then Saturday, I had promised General Walter and Louise Rogers I would go to their Retired Officers Club luncheon. Naturally being held at the Elk's Club food and "accessories" were delicious. As I watched the entertainment—a play put on by Mrs. Nonie Brown's Carlsbad Drama students, called COME FILL THE CUP—I was doing just that, only my cup wasn't being filled with coffee. If the play hadn't been so interesting, I know I wouldn't have had those after-luncheon "accessories."

Dora Healton, president of the Woman's Republican Club was also there. After the ovation given the actors, she rushed over to invite me to a reception honoring Assemblyman John Stull at Mary and Sam Horst's Ocean home.



Mary and Sam Horst, President Dora Healton, and Chairman, Jean Copher

I knew I'd be safe at a tea 'cause it takes two hands to maneuver a cup and saucer, but at the gathering I had to run into George Hillam and he proceeded to enumerate the goodies he was catering for the Bal des Fleurs. My salivary glands were winning the daily double, when hard-working party chairman Jean Copher offered me some stupendous-looking petit fours and George, always the gentleman,



Assemblyman John Stull and National Republican Committeewoman Eleanor Ring

held my tea cup while I sampled one—two—four—etc. I did stop long enough to get a good picture of John Stull—a big man in many ways—and of another honored guest, Eleanor Ring national committee woman from San Diego. Too I saw Roberta Griffith, whose hand-writing I dearly loved—she used to sign my checks for my newspaper column.

I was still dreaming the impossible dream—me in a bikini with a dazzling figure—when teacher Connie Thomas, my upstairs neighbor, came to tell me I was to be a special guest at the annual spring party of the California Special School of Vista. I was flattered to think these very dedicated people would want me, but I had another party that same day. Then I discovered the School shin-dig started at three-thirty and the later one was at six.

Also the school shin-dig was going to be at the Cabana Club of the Bay 'n Beach, so I could just skip over in my house-coat and partake of coffee and talk to party chairman Leonard De Fabio and principal Ray Lanoue—last time I'd substituted at the school Ray had been on crutches; of all things an x-ray revealed he had a common pin imbedded in the middle of his foot.

Like Cinderella, my coffee turned to strawberry daiquiris with all kinds of dips, hors d'oeuvres, canapes, etc.



The Chuck Van Pelts and daughter, Laura Stafford

Thank Heavens I wore my nice house-coat, because I didn't have time—nor inclination—to change. I just put on a lot of shiny, junk jewelry and carefully drove to the Charles Van Pelt's home, where he and Emily were having a two-fold party. One, to welcome back to Oceanside their widowed daughter Laura Stafford, and two, Jerry Faughn, who was having a birthday. Each gal thought the party was for the other—which proved a great deal of mix-up and fun. Manfully I passed up the celebrating drinks but met my Waterloo with Emily's au gratin potatoes dripping cheese, and homemade biscuits and preserves.

When I went to cablevision TV—they always call me, when some big shot lets them down—I knew I'd be safe from food. I followed a dog act. (Once in Vaudeville I followed a seal act), but darned if they didn't play a trick on me. "Doc" the police dog is a ferret-outer of Marijuana. A real police dog. His handler Sgt. Mike McElroy—and I know with the connivance of John Cary and Patti Lindquist—made the dog go over and



John and Patti of TV fame interview Sgt. Mike McElroy and "Doc"

pounce on my purse. Then everyone looked astonished and indignantly at me. I was near tears when they called Doc off, after I had emptied the contents of my purse. Contritely and apologetically they brought me coffee—and doe-nuts, which Doc and I both devoured.

I thought surely with Easter coming all parties would be very abstemious and austere, but they weren't.

Irma and George Wood of Vista have been married 42 years and to show how well she's stood the strain, Irma celebrated the day with twelve of her gal friends celebrating with bridge and a most exotic luncheon!

Then Mike and Barbara Fortunati invited me to dinner. No one told me they, along with the Harold Borths, are the owners of Friar Tuck's Oceanside Restaurant.



Irma Woods, flanked by bridge winners Emily Van Pelt and Elsie Rice



Barbara and Mike Fortunati with Loretta Steiger

I took my favorite society editor, Loretta Steiger, along. We hadn't even been seated when Stan Manning owner of the Carlsbad Journal sent over our favorite Margaritas—and I don't mean the Easter decoration variety.

Ben Hermsen, that huge hunk of jovial man was celebrating a big, new contract and somehow we got connected with his party and champagne!

Suffice to say when I wanted to doll up for the grandiose Easter Day party Sophie Crooks of Vista gave for a lot of us "familyless" folks, I couldn't even get my head in my gorgeous Austrian knit suit!



Ben Hermsen celebrating with Hilda Borth and Barbara

Sooooo like all people who gave up something for Lent—I gave up my suit—to the Good Will.

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## KitBits

by Kitty A. Peeling

When Carlsbad Police Chief **Ralph W. Laughin** said he was going to clean-up the City he wasn't fooling. He is co-chairman for their Anti-Litter campaign!

"Genie" and **Bud Schadegg** spend most week-ends and vacations in their Mira Mar Mobile Home. They run a FUN SHOP in San Bernardino. But there was nothing funny to laugh at last week-end when they returned from Oceanside and found their antique-packed home completely ransacked by thieves. **Bud** was so stunned he collapsed and is now in St. Bernardine's Hospital, recuperating from a bleeding ulcer!

Nobody ever told me that **Helene Kampe** who writes that most interesting HAPPY TALK newspaper column, is sister to **Roberta Griffith**.

I'm so sorry I had to miss the North County Press Club's night bash which was held at Camp Pendleton Golf Club. According to Prez **Cam Miller**, treasurer **Russ Dietrich** and **Bill Niefeld**, secretary, the "shots" were all over par—very long and satisfying—and inexpensive too!

I'm so glad I managed to drop in and wish Happy Birthday at the party honoring widow **Louise Spencer** who is 96 years young! Did you know her husband, **Wilbur**, over sixty-five years ago, started Oceanside's *Blade-Tribune*?

Can't stand not knowing, who are the people building that gorgeous home in Rancho Santa Fe, near Whispering Palms, that has a poured foundation 500 feet long? One bathroom is as big as my whole apartment!

## NORTH COUNTY ENTERTAINERS TO BE FEATURED AT EXPO

Entertainers from the Oceanside-Vista area will be featured at 12 performances on various stages at the Southern California Exposition.

The Bitani Indian Dancers, made up of North County Boy Scouts and directed by Vern Schwelke of Vista, will make five of these appearances.

Four performances will be given by the Dawn Marie Hawaiian Dancers, directed by Dawn Marie Cheek of Oceanside.

"Up With People," 50 young singers whose appearance was booked by Mrs. Grace Phillips of Oceanside, will perform on the Don Diego Stage.

The Paulina Post Country Music group from Vista, featuring vocal and guitar, will entertain

**MOMBASA MESSAGE**

**James L. Faughn** of Cardiff, on the staff of Scripps Institution of the University of California is on a most exciting expedition to Kenya, Africa. Billions of years ago the Caelacanth disappeared from sight.

Recently one was found near Madagascar. (What is it a Caelacanth? Get your Funk and Wagnall and you'll see a peculiar-looking fish with a lot of fins. The two lower ones seem to want to be feet.)

Now scientists are in a mad scramble to capture this fish that likes to hide in dark caves.

Despite his absorbing involvement, **Jim** managed to tom-tom birthday greetings to his wife, **Jerry**, via Western Union through Mombasa.

## BLOOPER OF THE MONTH

**Commander Joseph Goble** was holding forth on the wonderful merits of his champion poodle that had just produced a fine litter.

As he raved about the bitch's pedigree he reached hurriedly in his hip pocket for his wallet. Quickly flipping it open at a picture he showed us, he said proudly, "Here's the bitch. How's that for class huh?"

We all burst into howls of laughter.

**Joe** had turned the wrong flap. We were gazing at a picture of his wife, **Dorothy**, who is a retired Commander of Navy Nurses and the present president of the Retired Officers Club!

Can hardly wait for Oceanside's Harbor Days May 28-31 when a real, live Circus with clowns (maybe they'll hire me?), wild animals, elephants, and "cotton" candy will be right at my door step!

Last group to appear will be the Oceanside Harbor Lifes, a 141-member baton twirling unit sponsored by the Oceanside Park and Recreation Department, who take over the Community Stage at noon on July 5.

## NEW MANAGER

Starting on a new day this year, headed by a new manager and promising a bigger show than any of the 81 fairs that preceded it, the Southern California Exposition will be held from June 24 through July 5 at the Fairgrounds at Del Mar.

The Expo will begin this year on a Thursday, running through a Monday holiday celebrating Independence Day. It will be headed by **William Dumond**, who took over management this year from **R. J. O'Connor**. Sponsor of the Exposition is the 22nd District Agricultural Association whose new president is **William D. Evans**.

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# People, Places and Things

## SAN DIEGO SYMPHONY ORCHESTRA

The San Diego Symphony has now  
 progressed within \$40,000 of its Ford  
 Foundation Endowment Grant goal,  
 with consistent efforts and offers of  
 support to the drive coming from the  
 entire community.

Some \$30,000 has been added to  
 the campaign in recent contributions,  
 announced Dr. E. H. Christopherson,  
 Fund Drive Chairman.

The Symphony has until June 30 to  
 raise half the funds for a Ford Founda-  
 tion Endowment Grant of \$1 million.  
 According to acting Symphony Man-  
 ager, Lee Adams, "As the campaign  
 gains momentum, if uncommitted busi-  
 nesses offer their help to the Symphony  
 drive, then the Dinah Shore show  
 should put the undertaking over the  
 top."

Dinah Shore will "sing along" with  
 the Symphony on May 8 in a spectac-  
 ular benefit production called "A Mil-  
 lion for Music" at the Civic Theatre.  
 Tickets are available by mail order  
 through the Civic Theatre Box Office.  
 Prices are \$5, \$10, \$15, \$20 and \$25.

First week ticket sales to the show  
 have amounted to five percent of the  
 available seats, although the box office  
 window ticket sales have not yet be-  
 gun.

"The Symphony is putting together  
 a light and lively evening of entertain-  
 ment in 'A Million for Music,'" Adams  
 said. He stressed that it "is not a  
 black tie affair, but an informal night  
 at the theater to appeal to everyone."

Further, San Diego businesses who  
 have offered their help to the Sym-  
 phony's benefit show include: Central  
 Federal Savings and Loan Association,  
 who is sending ticket announcements  
 with its April mailings; La Costa is  
 mailing the announcements to country  
 club members nationwide and offering  
 chartered service from their resort to  
 the production; the Sports Arena is  
 including its own show announcements  
 in all its programs; and Johnson Sta-  
 tionery System is handling the pro-  
 grams for the show.

Also, Cinira is providing public  
 service tapes, heralding the show, to  
 all AM and FM radio stations in the  
 county. John Eddington, the KSDO  
 announcer, and the "Voice of the Sym-  
 phony" year long on radio, has do-  
 nated his voice to the Dinah Shore  
 public service announcements as well,

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# ABOUT BOOKS

by DeDe Godwin

And, YOU MIGHT AS WELL LIVE (Simon and Schuster \$5.95) is the title of John Keats book about the life and times of Dorothy Parker . . . and a fascinating book it is.

Ignored, treated as an orphanage child, punished by a terrifying father and a fanatically religious stepmother, Dorothy Parker spent her childhood in comfortably rich surroundings, and emotional poverty. In silence she observed and coldly analyzed . . . defensively against a world in which she had no place. After a bleak interval in a Catholic school . . . again ignored . . . she was by some freak good fortune sent to Miss Dana's school from which she emerged in 1911, knowledgeable and well educated, her unique talent beginning to emerge. She had no intention of returning home to wait for "Mr. Right," and moved to a shabby room in a boarding house and met Thorne Smith . . . and this was the beginning and nucleus of the famous Round Table at the Algonquin, which over the years expanded to include Benchly, Sherwood, F. P. A., Woolcott, Hemingway, Corey Ford and others who were or would become the greats of an era: a group that cannot be found before or since in American cultural history. What counted in the group was to be informed, witty, talented, amusing and critical. Dorothy Parker was all of this . . . she was quoted constantly, her wit was caustic, devastating. Of a criticism of one of Katherine Hepburn's performances, she said "She ran the gamut of emotions from A to B."

She was on the staff of Vogue, Vanity Fair and the New Yorker . . . she began to write verse and short stories. Not a prolific writer, nevertheless her verse and short stories spoke directly to the reader and mirrored her own intense emotions and imaged the times. She had two husbands, four lovers, an estate, a mansion and several apartments, ending in a dusty old hotel tenanted by hopeless old women. She was chronically bankrupt, made a lot of money and spent it all, drank a great deal, loved New York, hated Hollywood, had a great talent, often wasted, but lived intensely every moment of her strange mixed-up, mostly tragic life.

This is a compelling book, written vividly and intimately. A brief comment cannot possibly encompass its worth. It lives. It must be read.

Another book that must be read if simply to be believed is BOSS (Dutton \$5.95) by Mike Royko, a seasoned reporter. This is the biography of Richard J. Daley, just elected for his 5th term as Mayor of Chicago. He was the son of ordinary working class parents, living in an industrial neighborhood. One of his affectations is to live in the same pink bungalow in which he grew up, even tho every morning a long black automobile securely guarded by another long black automobile following, takes him to City Hall. Here he rules absolutely, despotically, the most powerful big-city mayor in the country.

An ordinary boy, never noticed for outstanding brilliance or intelligence he began, and climbed, steadily in nearly every department of municipal government, learning, remembering, taking advantage of every incident. His memory is phenomenal. He never forgets slight, an insult or a favor . . . nor who is connected to whom, and how it affects the votes. He manipulates everything and everybody . . . to his advantage and power, and his iron hand controls it all. He has built an image of personal honesty, but turns a blind eye to graft, favoritism, nepotism, and the Mafia. Everything is overlooked or forgiven: illegal "take," even prison records are no deterrent to jobs or promotion. The only sin is to be a Republican.

Paradoxically, with his showy revitalizing of Chicago, the freeways, public buildings, high rise apartments, many Republican businessmen contributed to his campaign, and his votes. But somehow all his announced plans for adequate education and housing for the poor and the slums remain charts on his desk. He has ridden triumphantly through a police scandal, vote fraud upheaval and other unsavory revelations, but it has not affected the voters, who have just swept him into a 5th term.

This is an incredible book; powerful, absorbingly and excellently written. Frequently you'll find yourself pausing to read aloud to someone handy, to telephone and talk, to stop in sheer shock and amazement. READ IT!

## MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, MARCH 18, 1971 —9:00 A.M., THE BOARD ROOM

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

ABSENT: Director Truesdale.

ALSO PRESENT: Secretary Van Evera, Recording Secretary Butts; Association members.

### PUBLIC HEARING—9:00 A.M.

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

The Secretary stated that the requirement for written consent of the owners of record of 2/3 in area of all of said property held in private ownership within 500' in any direction from the property concerning which a change or modification is sought to be made had been satisfied at one time, but that, since the date of the continuation of the Public Hearing had been set and placed on today's agenda, one signatory of consent to the modification had been withdrawn. A written statement of withdrawal signed by Janice (Mrs. Thomas) Marshall, was read. The Secretary recommended the Public Hearing be continued and the petition be returned to the applicant.

The Public Hearing was continued pending further action by the applicant.

### MINUTES OF PRECEDING MEETING

On motion of Mr. Maas, seconded by Mr. Wheelock, the minutes of the March 4, 1971 meeting were unanimously approved as amended.

In view of the many persons in attendance for the discussion of a proposed revision of Section 4.(c) of the

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By-Laws (deferred 2/18/71), the President stated that item on the agenda for today's meeting would be taken out of order and would be the next item of business.

### By-Law Revision Section 4.(c)

Mr. L. B. McLaughlin read a letter stating several reasons for his wife's and his opposition to the proposed change. (see correspondence file)

Mr. J. J. Hedrick stated he would like to go on record as agreeing to the statements read by Mr. McLaughlin.

Mr. S. J. Tompkins stated the present system was good and he endorsed the opposition to change previously stated.

Dr. H. W. Meyer, Messrs. W. O. Heath, H. E. Strawn, and Jack Stires also voiced agreement with the previously expressed opposition to a change.

President Lee reported 12 letters in favor of the change and 15 letters in opposition to the change had been received in the Office.

Mr. A. C. Ridland, Chairman of the Nominating Committee, spoke in favor of the proposed change.

After discussion, Director Nix moved that the Board make no change in the existing By-Law pertaining to the selection of the candidates for nomination to the Board of Directors; Director Maas seconded the motion, which was unanimously passed.

### ART JURY RECOMMENDATIONS

Sage/White Realignment Parcels 7/2 and 7/5, Block 9. Present: 3.92 12.57 acres; Proposed: 4.29 and 12.2 acres. A motion for approval made by Mr. Bellman, seconded by Mr. Maas, was approved unanimously.

L. Steinberg Keeping of 3 Horses Parcel 8/8, Block 29: continuance of approval. A motion for approval made by Mr. Wheelock, seconded by Mr. Bellman, passed unanimously.

J. Rule, Parcel 1/11, Block 31, One Year Extension of Subdivision/Realignment approval granted 4/16/70. On motion of Mr. Maas, seconded by Mr. Coberly, the vote was unanimous to approve the one year extension with the stipulation that the original subdivision fee of \$200 be charged.

### COMMITTEE REPORTS

Finance Committee Chairman Maas presented copies of the December and January financial statements. He commended the various departments and the staff on the excellent financial operation as evidenced by these statements. After discussion, it was suggested the departments furnish a forecast of capital expenditure requirements for two or more years at the time the budget requirements for 1972 are submitted.

Golf Activities Committee Chairman Wheelock reported total membership, 395: Regular, 299; Associate, 96. He stated drivers of golf carts on public roads had been given traffic

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warnings or citations, and that many local residents were quite disturbed.

**Planning Commission** Chairman Coberly reported reduction in the legal speed limit on Lomas Santa Fe Drive/Linea del Cielo had been approved by the Board of Supervisors on recommendation of the County Traffic Advisory Committee. The Secretary was requested to write a letter of appreciation.

Mr. Coberly gave the Board informal appraisal information on pieces of Association owned unimproved property.

He stated he felt the Commission was an untrained, undisciplined, and non-professional group and that it should be considered by the Board to retain professional advice to look into things that are important to Rancho Santa Fe. After discussion, it was concluded that the Secretary would contact the County Planning Department and invite key representatives to meet with President Lee, Directors Coberly and Nix, and Secretary Van Evera, at Rancho Santa Fe, to discuss and seek advice and suggestions.

Mr. Coberly listed several reasons against purchase of SFID property in Block 5, but recommended the Association offer \$2,000 for a one year option or \$5,000 for a two year option to give the Association time to evaluate the use of the property. It was decided that President Lee and Commission Chairman Coberly would negotiate for an arrangement to hold off the sale of the property until a study of master planning can be made.

Mr. Coberly read a priority list which he said was in rough form. Board members requested copies of the list with the items in order of priority.

**SECRETARY'S REPORT**

The Secretary read a letter from the Rancho Santa Fe Library Guild soliciting cooperation for the Book Fair to be on October 2 and 3.

He read correspondence between Association Counsel and Stephen Fletcher Company. He was requested to mail copies to Mrs. R. J. Welsh.

**EXECUTIVE SESSION**

The Board went into Executive Session at 10:45 a.m.

The Board concluded Executive Session at 12:10 p.m.

**ADJOURNMENT**

The Board adjourned at 12:10 p.m.  
J. E. Lee, President  
David A. Van Evera, Secretary

**MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD IN THE BOARD ROOM ON MARCH 23, 1971, AT 9:00 A.M.**

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

The minutes of the last meeting were approved.

**NEW CONSTRUCTION**

**Dowell, W. A.** Residence — Parcel 2/5, Block 7, La Crescenta. Approved. Adequate landscaping requested.

**Gere, G. M.** Residence — Parcel 2/6, Block 7, La Crescenta. Approved. Adequate landscaping requested.

**Murphy, G. C.** Residence — Parcel 2/8, Block 7, La Crescenta. Approved. Adequate landscaping requested.

**Schulte, G.** Residence — Parcel 4/11, Block 6, La Crescenta. Deferred — suggestions made by Art Jury.

**ADDITIONS & ALTERATIONS**

**Redd, H. E.** Extension of master bedroom — Parcel 1/6, Block 33, El Acebo. Approved.

**Reynolds, G. S.** Tennis Court — Parcel 4/13, Block 30, Via de la Valle. Deferred — grading plan requested.

**SUBDIVISIONS**

**Graham, C. C.** Parcel 2/4, Block 43, Via de la Valle — 16 ± gross acres — sites of 3.0, 5.0, 3.0 and 3.0 ± net acres. Art Jury advised approval to Board of Directors. Site visited.

**Kleist, H.** (Resubmission in attendance). Parcel 2/1, Block 12, Lago Lindo — 8.1 ± gross acres — sites 3.0 and 4.92 ± net acres. Art Jury advised approval to Board of Directors.

**Colbourne, R. K.** Lot 106, Map 2129, El Secreto — 1 horse on 2.2 ± acres. Art Jury advised approval to Board of Directors.

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**MISCELLANEOUS**

Letter from Mr. A. Dutton. Art Jury comments forwarded to Board of Directors.

Letter from Dr. N. A. Carl. Art Jury advised applicant that proposal was not acceptable.

Letter from Norman A. Kraus. Read and filed.

**REALIGNMENT**

**L. F. Wingert** — Deferred for legal opinion.

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

**MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, APRIL 1, 1971, 9:00 A.M., THE BOARD ROOM.**

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

**ABSENT:** Director Truesdale.

**ALSO PRESENT:** Legal Counsel Donnelley, Secretary Van Evera, Recording Secretary Butts.

**MINUTES OF PRECEDING MEETING**  
The minutes of the March 18 meeting, on motion of Director Wheelock, seconded by Director Maas, were unanimously approved as amended.

**ART JURY RECOMMENDATIONS**

**C. Graham.** Subdivision—Parcel 2/4, Block 43, consisting of 16 ± acres into 5, 3, 3 and 3 ± acres. On motion of Director Maas, seconded by Director Nix, unanimously approved.

**H. Kleist.** Subdivision — Parcel 2/1, Block 12, consisting of 8.1 ± acres into 3.0 and 4.92 ± acres. On motion of Mr. Wheelock, seconded by Mr. Coberly, approved unanimously.

**R. Colbourne.** Keeping of 1 Horse—Lot 106, Map 2129, 2.2 acres. On motion of Mr. Maas, seconded by Mr. Bellman, unanimously approved.

**MISCELLANEOUS**

**A. Dutton**—Letter concerning architectural supervision. After discussion, it was the unanimous opinion of the Board that there has been no relaxation of architectural supervision regarding requirements for cuts and fills, and that the Art Jury can be relied upon to maintain the high standards of property development in Rancho Santa Fe.

**COMMITTEE REPORTS**

**House Committee** Chairman Bellman gave a progress report of meetings with R. W. Smith representatives and stated that they are still attempting to obtain cost estimates.

**Finance Committee** Chairman Maas distributed copies of the February statement and led discussion of it.

**Planning Commission** Chairman Coberly distributed copies of the Commission's "Priority List" recommendations. (See minutes of March 19 meeting.) He reported on the meeting with SFID Manager Tolley attended by President Lee and Secretary Van Evera. After discussion, a motion by Mr. Maas, seconded by Mr. Bellman, authorized Attorney Donnelley to discuss details of an option on the property with SFID attorney and report back to the Board.

Mr. Coberly reported reduction in the legal speed limit on Via de la Valle had, on recommendation of the County Traffic Advisory Committee, been approved by the Board of Supervisors. He requested that a letter of appreciation be sent, which the Secretary was directed to do.

**Golf Activities Committee** Chairman Wheelock reported on the visit of Mr. W. H. Bengueyfield, Western Director of USGA, who stated he had never

seen the Golf Course in better condition, and that he felt Mr. Cable was doing a fine job as superintendent of the Course.

**PERSONAL APPEARANCE**

Mr. R. W. Reniers, of Reniers & Page, Inc., addressed the Board regarding a proposal for the development of Lots 28-34, Tract 2089. Mr. Reniers was requested to discuss his proposal with the Art Jury at its next meeting on April 16, 1971 and obtain the reaction of the members of the Art Jury.

**SECRETARY'S REPORT**

The Secretary read a letter from J. C. Rule relative to Board letter of March 18, 1971 requiring a fee to be paid in connection with a one year extension of a subdivision approval. The Secretary was directed to ascertain the status of the subdivision with the County Planning Department and report to the Board at the next meeting.

**ADJOURNMENT**

The meeting was adjourned at 11:40 a.m.  
J. E. Lee, President  
David A. Van Evera, Secretary

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## People, Places and Things

### CALIFORNIA BALLET COMPANY

San Diego's California Ballet Company, augmented by seven principal and Soloist dancers from the East Coast and Europe, will premiere six new works on May 21-22, 28th and 29th at Marston Junior High School.

A total of 12 works will be presented in the six programs, which include Friday and Saturday 8:00 p.m. performances and Saturday matinees at 2:30 p.m.

The programs feature works by Anton Dolin ("Le Pas de Quatre"), Marius Petipa ("Sleeping Beauty pas de deux"), Artistic Director Maxine Mahon and visiting choreographer Val Deacon.

Works by Miss Mahon include a popular new version of "Peter and the Wolf," to be staged only for the May 22 (Saturday) matinee. The quaint Russian tale, which received an enthusiastic reception at its first presentation in March, showcases the surprising talents of the newly formed Junior Ballet Theatre of San Diego.

Other works by Miss Mahon are "Grand pas de Trois" (music-Minkus) and a narrated ballet history work, "Histoire de Ballet," which was quite popular when presented in the initial "Discovering Ballet" format in 1970.

Miss Deacon, whose recent work with The National Ballet of Washington, D.C., has brought favorable reaction from East Coast reviewers, will present a varied repertoire for the first time on the West Coast. Her ballets to be presented on May 21-22 include "Bicycling Belle" (music-Poulenc), "Concert Waltz" (Glazunov) and "Touch and Go" (Abramson). May 28-29 programs include Miss Deakin's "Night Drift" (Greig), "Chrysalis" (Martin), and "Second Eagle Opus" (2nd Eagle).

Company members, all Principal or Soloist level dancers, include Diana Davis, James Francis, Marlene Jones, Kenneth Lippets, Maxine Mahon, Edward Myers, Andrea Price, Jane Roseman, Pat Sorrell, Jeri Todd and Rory Woodmansee. Apprentices Antonette Yuskis and Karen Hoyt will also dance.

Carmen Mathe, Principal Dancer from the London Festival Ballet, will guest perform in the May performances with the Company.



# JAPAN highroads & byroads

ROBERT MOORE

### ABOUT NIKKO

Seven A.M. in Tokyo after we have explored this utterly provocative city. It is time to follow our tour group to the living shrine of Japan, Nikko.

We travel there on the Tobu Railway Electric Train from Asakusa Station in Tokyo. The train is one of the plush romance trains of Japan, so named because it carries the honeymooners from the city to their retreats. Soft seats, large viewing windows, a combination bar and snack car make this type of train the envy of many around the world.

We roll out of the congestion of Tokyo into a broad, flat countryside that once was farms. Now the farmland is like that in the rest of the world, growing up into suburbs of apartments and homes. In an hour we reach the mountains and start to wind up through some of the most inspiring scenery in the world, scenery that shows the Japanese love of the land and how they utilize the very small country they call home. Roll past terraced farms and grape vines and orange groves that hang on to the hillsides for life itself.

The quaint railroad station sitting in the middle of Nikko is your first real glimpse of the old Japan. Here you will board a bus for the trip up the mountain itself.

The first thing you hear from a tour guide is "You cannot say Kekko until you see Nikko." Kekko is the phonetic way of saying beautiful or precious in Japanese. The saying is true. All things must compare with Nikko.

The valley around Nikko is beautiful and lush and the look at the so-called A.B.C. road, or more correctly, Irohazaka Driveway, is astounding. From the floor of the valley all one sees is the 26 hairpin turns that serpentine up to the crest. It is a modern one-way road that offers even more spectacular views at each bend.

You are now in fact and in spirit immersed in the Japan that is many thousands of years removed from modern day. Nikko National Park is 543 sq. miles of natural playgrounds of lakes, rivers and wooded hills. Due, though, to the subterranean activities of the volcanic rock in the area, there are hot springs that add even more attractions than just the surroundings.

Scenery, both made by nature and by man, surround you . . . a waterfall, a sacred bridge, a mountain, a temple all blend to a panorama of beautiful antiquity.

The waterfall is called Kegon Falls . . . 316 ft. high cascading into a basin. You will be able to get the best look from a platform near its base and from the side of the hill next to its source, Lake Chuzenji.

Considered by many to be the most grand of the national treasures of Japan, Lake Chuzenji was formed millions of years ago by volcanic activity. The lake is 4111 ft. above sea level and has an average depth of 330 ft. This gives the water a clear mountain purity but the look of a bottomless pit. Because of its high altitude and vicinity this is one of the most popular areas for summer resorts and hotels and inns line the banks of the water.

It is time now to head down the mountain. I remember the tour guide kept up a constant chatter and had all of the passengers occupied all the way down. It is obvious after so many trips that this is standard procedure while going down the mountain. A look out the window might make you feel that retirement at the top is really a better idea.

Down in the floor of the valley is the even more spectacular Cryptomeria Avenues lined on both sides with gigantic Japanese cedar trees leading directly to the 350-year-old Toshogu Shrine. This fine mixture Buddhist and Shinto architecture is an amalgam of the things thought of as traditional Japan. A spectacular Torii Gate sits near to a five-storied Pagoda, just beyond the torii are the carved marble and gold inlaid Niomon Gates and still further another gate called Yomeimon (Gate of Sunlight). Carvings here, a building there and statues that abound make up this always-remembered sight. Stand, if you will, for just a moment in this beauty and you are taken back to the time of the Shogun Tokugawa as he surveyed it and delivered it to his people to be cherished and revered.

One cannot fully describe it, it must be seen. It has been all too short a day but it is time to board the Tobu Railway once more for the trip back down the mountain into reality and modern dress, back to Tokyo for an overnight before leaving for Hakone.

### ABOUT HAKONE

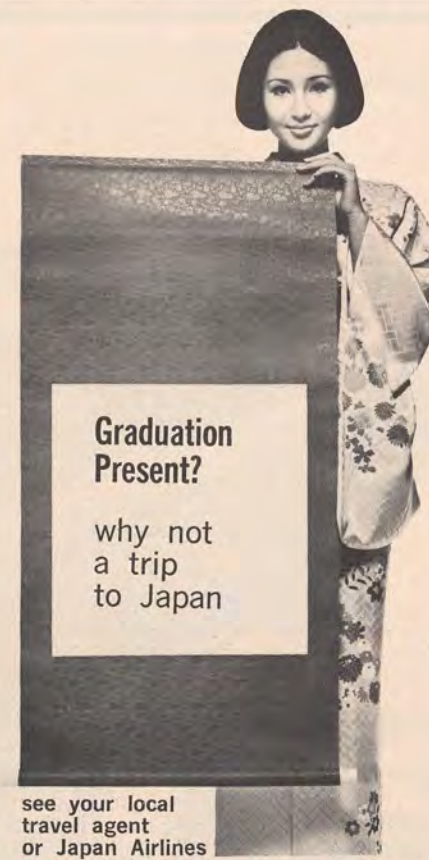
We must go by bus to adequately see what this part of Japan has to offer. Your day will take you through Yokohama, the gigantic seaport, and Kawasaki, the industrial area of this ever-growing economy. Down the road about one hour, come around a bend to a nondescript wall next to the road. As you enter the gate you are stunned by the sight of that which to many most perfectly symbolizes the Orient, the Great Buddha of Kamakura, the Daibutsu. This Buddha was cast in 1252 and stands 44 ft. high and weighs 121 tons. It is really only the second largest Buddha in Japan, the largest at Nara, which we will see later. At one time the Buddha was housed in a temple but some 250 years ago a tidal wave swept away the building and this mass of bronze sits exposed to the weather.

A short drive down the coast of Sagami Bay and you start again into the mountains, this time to Hakone National Park. This is the site of lakes, mountains, scenery, active hot springs that bubble from a near-dormant volcano and the most fantastic sight of all, the perfect cone of the crater they call Fuji-San, Mount Fujiyama.

She stands in her glory, the symbol of all that is dear to the Japanese. The world's most perfectly shaped mountain, grey at the base with the snow cap that deflects the sun in various hues from orange to pink to red to white. This must be the most photographed mountain in the world. From every angle, in every light, she is still and always will be Fuji, the Beautiful.

As a resort area, Hakone has a variety of hotels. Let me recommend two: The Fujiya, the oldest western-style hotel in Japan. This was built by a man who admired the Victorian elegance of Europe in an age that was slower and easier. The Kowakien, set squarely on a hot spring, must have as one of its highlights the sleeping in a Japanese style room and wearing the kimono provided by the management during your stay. This adds to the informality of what is the Kowakien, but adds most to your understanding of the Japanese.

Sleep well wherever you may be staying, tomorrow it is up and over the mountains to Atami and a ride on the world's fastest train, appropriately named, the Bullet.

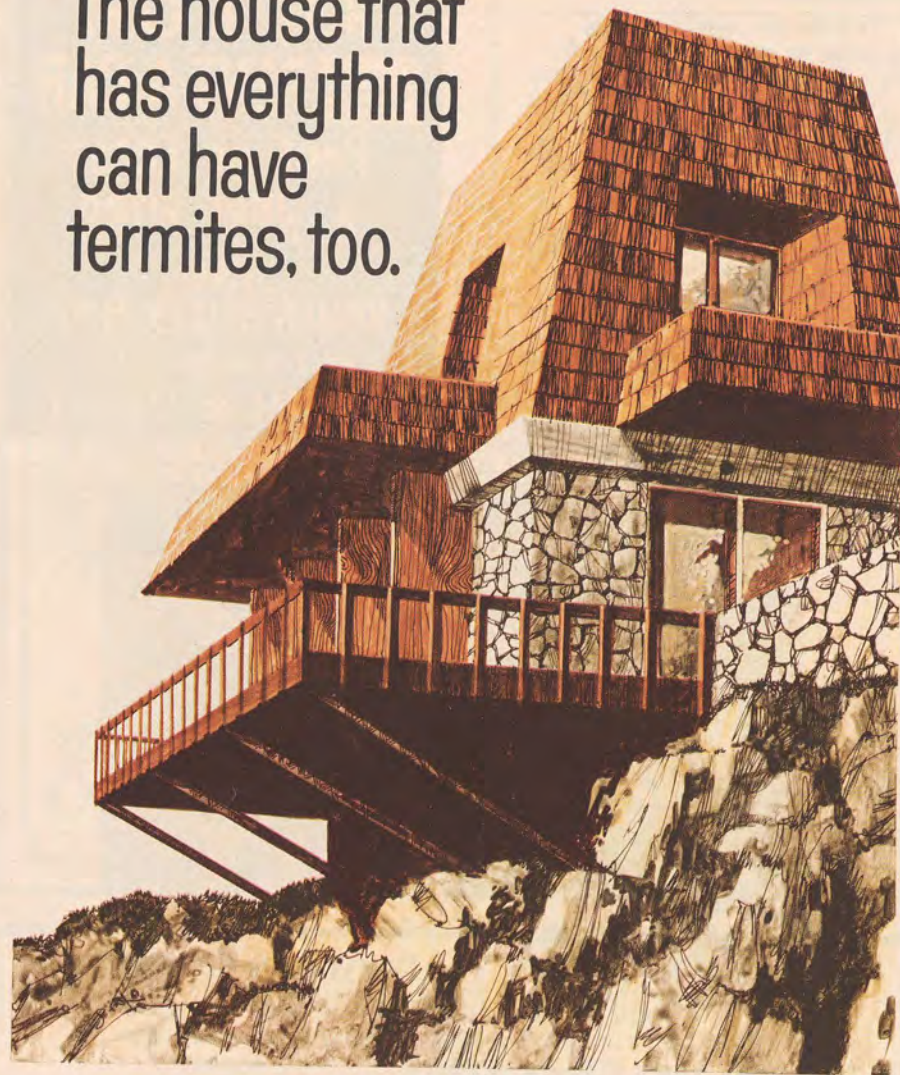


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# Terminix Topics

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 ANTS

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The shelves of the stores are full of expensive remedies for ants; sticks, syrups, baits and sprays. To the homeowner it appears that the gadget that cured the problem last year doesn't work this year. He's quite right too, it won't. The reason is, of course, that there are so many species of ants, each with its own particular habits and tastes in foods, that consequently unless you can first identify the species and secondly know its habits, your chance of achieving successful control is remote.

So, if you have ant problems, call a professional, and I do mean a professional. Is it a Carpenter Ant, an Argentine Ant, an Odorous House Ant, a Fire-Ant, etc., etc.? What are its habits?, where does it nest?, what are its feeding preferences? The trained serviceman knows the answers, he also knows which technique to use, taking into account the type of house, furnishings, carpets, pets, children, invalids, allergies, etc., and takes them all into account before he starts work. Result: successful control of the ant problem without creating any other problems.

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Assemblyman John Stull, who will be the featured speaker at El Camino's Memorial Day services May 30, wears his legion cap denoting he is a member of the San Dieguito Post, No. 416, American Legion.

**JOHN STULL TO SPEAK**

Assemblyman John Stull, who represents the 80th District in the California State Legislature, will be the featured speaker at the Eighth Annual Memorial Day Services at El Camino Memorial Park on Sunday, May 30.

Veterans organizations from North County areas and other parts of San Diego County will participate in the colorful ceremonies. The program will start at 2 p.m. at the Veterans Memorial Shrine on El Camino Memorial Park's Arlington West.

Captain L. L. Bucklew, of Encinitas, one of the few living Veterans of the Spanish-American War, will be an honored guest at the services. The colors of his Palomar Camp, Spanish-American War Veterans, will be advanced at the ceremonies.

Other Veterans groups from North County who will participate include: American Legion, San Dieguito Post 416, Dean Witty, Commander; Veterans of Foreign Wars, Col. Frank Brezina Post 5431, of Encinitas, Floyd Huffman, Commander; and Flowerland Barracks, Veterans of World War I, Charles Greene, Commander.

Boy Scouts from the San Dieguito area will participate in the program. They are under the direction of Robert E. Earl, Scoutmaster, long active in Veterans organizations in the coastal communities.

El Camino Memorial Park is located in the southeastern section of Sorrento Valley. From North County areas, motorists may reach El Camino southbound on Interstate 5 or Freeway 395.

The general public is cordially invited to attend.

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## Theatre Art Music Theatre



Trina Ciuffo is the mistress and Tom Kopache is the poet-friend of the tyrannical Roman Emperor Caligula, portrayed by Larry Golden, in Albert Camus' penetrating drama "Caligula" presented by the Old Globe Theatre at the Cassius Carter Centre Stage.

Albert Camus' "Caligula," a penetrating tragedy of the destruction of a society by a ruthless tyrant, is the final Old Globe Theatre production of the current season. Seventeen performances are scheduled at the Cassius Carter Centre Stage, April 29 through May 16.

During the first years of his rule, Caligula, Emperor of Rome, is benevolent toward his subjects, governing with love, justice and friendship. Following the sudden death of his beloved sister Drusilla, the youthful monarch struggles within himself to understand the meaning of death.

Following a self-imposed exile, Caligula returns to Rome with his ideas of life completely opposite to those before the death of his sister. He subjects his people to a tyrannical, capricious and murderous will. Rejecting everyday living as a mockery of death, he alienates his closest friends and allies.

Emperor Caligula believes that only he possesses the truth and is free to impose his "truth" on his subjects by ruthless extermination of all critical of his decisions.

Unfaithful to mankind through fidelity only to himself, Caligula represents Camus' theory that one cannot destroy everything without destroying oneself.

Controversial French author Albert Camus wrote "Caligula" in 1938 when the author lived in Algiers. He planned to play the title role in a theatre he had organized, but the drama was not

performed until 1945, following the conclusion of World War II.

The Old Globe Theatre production of "Caligula" will be directed by Minerva Marquis. Earlier this season she staged "In the Matter of J. Robert Oppenheimer" at the Carter Centre Stage and last season directed "An Enemy of the People" at the same theatre. She has won three Old Globe Atlas Awards for her previous acting performances.

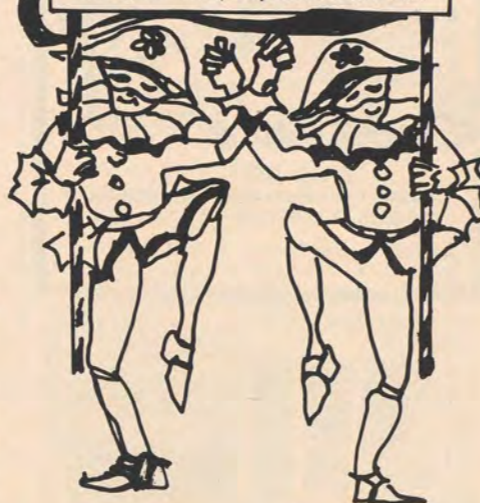
Larry Golden will portray the title role of "Caligula." He played three diverse roles in "The Face of Violence" earlier this season at the Carter Centre Stage and was seen as the doomed brother in "The Night Thoreau Spent in Jail" at the Old Globe Theatre last fall. Golden appeared with the Old Globe's National Shakespeare Festival last summer.

The ancient Roman costumes and unit setting for "Caligula" have been designed by Peggy Kellner, Old Globe Theatre art director. Choreography has been created by Dawn Daniels.

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## Sporting Events

### SAN DIEGO GULLS HOCKEY CLUB

The San Diego Gulls entered this week's activity with a 2-1 lead over Portland in their best-of-seven semi-final Lester Patrick Cup playoff series.

The Gulls split the first two games in Portland—winning the series opener, 3-2, on Wednesday night, and losing, 3-1, on Saturday night—and then returned to San Diego and won a thrilling 5-4 overtime game.

Earl Heiskala broke up Sunday night's game with a goal at 19:00 of the first overtime period. The teams had thrown the game wide-open in the overtime, with Gull goalie Jack McCartan making 14 saves and Jim McLeod 15 in the extra period.

The teams play the fourth game of the series in San Diego on Tuesday night, April 13, and then go to Portland for game No. 5 on Wednesday night, April 14.

The sixth game, if necessary, will be played in San Diego on Saturday night, April 17.

Willie O'Ree is the leading scorer in the series with four points in the first three games. O'Ree has three goals and an assist, and his four points include a game-winning goal and a game-winning assist.

Portland's Andy Heberton has three goals in the series—one in each of the first three games.

Gull goaltender Jack McCartan and right winger Bob Courcy were voted to the Western Hockey League All-Star team by their fellow WHL players.

It was the second year in a row that McCartan had been named to the first team.

Center Gerry Goyer was voted to the second team, and left winger Al Nicholson was chosen on the third team.

Joining McCartan and Courcy on the first team were defensemen Rick Foley of Portland and John Hanna of Seattle, center Art Jones of Portland and left wing Andre Hinse of Phoenix.



Egyptian stone bust, valued at \$10,000, will be on display at Dixieline Lumber Company's 2nd annual "Fine Art in a Lumber Yard" which will be held on Saturday & Sunday, May 15 and 16 at their Escondido yard. The bust is from the "New Kingdom" period some 2,000 years B.C. and was purchased through the Park Bennett Auction House of New York which is now Sotheby's Ltd. of London.

### "FINE ART IN A LUMBER YARD"

An Egyptian stone bust, from "The New Kingdom" era of 2,000 B.C. and valued at \$10,000 will be one of the special features at Dixieline Lumber Company's 2nd annual "Fine Art in a Lumber Yard" which will be presented on Saturday and Sunday, May 15 and 16 in Dixieline's Escondido "covered" yard.

The stone bust, purchased through Park Bennett Auction House of New York, which was then affiliated with and has since been bought by Sotheby, Ltd. of London, is an especially preserved piece from an era of which very little is known concerning its artistic contributions. The bust will be on display from 10 a.m. to 5 p.m. on both days of the show.

Over 100 of the Southwest's fine artists will exhibit over 1,000 paintings which will also be offered for sale and there will be a special sculptors' show on Sunday. Since this is a new event, any sculptors that would like to exhibit are urged to contact Dixieline Lumber by calling 745-7271 in Escondido.

For those who missed seeing the Masters at the show last year, they will again be on display. "THE CRUCIFIXION" painted in 1630 by Sir Anthony Van Dyck and valued at \$250,000. "THE BEGGAR BOY" painted in 1780 by John Rising and is valued at \$300,000, and "THE MAGISTRATE" by Sir Henry Raeburn painted in 1790 and valued at \$18,000.

There will be a first price of \$200 in the oil category and \$150 in watercolor. The public will cast their ballots for the winners and the awards will be presented at 3 p.m. on Sunday.

The two day event, which was viewed by over 9,000 people last year, will be staged Dixieline's facility, 561 North Tulips at the corner of Washington west of Hwy. 395.

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**CALIFORNIA-HAWAII  
REGIONAL EXHIBITION  
SELECTED, WINNERS  
ANNOUNCED.**

Final selection for display in the first California-Hawaii Regional Exhibition has been completed. The major show is scheduled to be on view at the Fine Arts Gallery of San Diego, Balboa Park, now through June 6, 1971.

Henry G. Gardiner, Director of the Fine Arts Gallery of San Diego, was sole juror and selected award winners. He chose 84 items from the 578 entries by California and Hawaiian artists. The exhibition is comprised of 65

entries from California and 19 from Hawaii. The works included represent the painting, graphic and sculpture media.

Four \$500 cash awards were made and the winners are:

1. Kenneth W. Bushnell, Honolulu, Hawaii.  
"Painting," acrylic on canvas.
2. Ed Duin, Los Angeles, California  
"BC-1," polarized light sculpture.
3. Dennis Faber, Honolulu, Hawaii.  
"The State Foundation Has Small Stairways," acrylic on canvas.

4. Don Lagerberg, Yorba Linda, California.

"Swimmer," chalk on paper.

According to the juror, "This exhibition is more stimulating because Hawaii and Northern California are included. The work of many artists whose work is not too well known in San Diego can now be seen, and local artists and local collectors can benefit from this opportunity. As juror, I am very pleased by the large number of entries and hope some of these works will be purchased and can stay in this area."

For Further Information: Martin E. Petersen, 232-7931.



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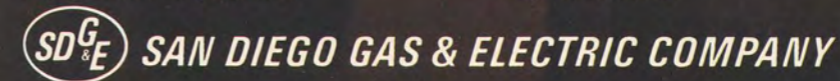
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We'll do the same thing at our other plants... test each boiler separately. But that's not to say that a 40 to 50 percent reduction can be achieved with each boiler. What is a safe change for one boiler could be dangerous for another. That's why we have to do it one at a time.



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