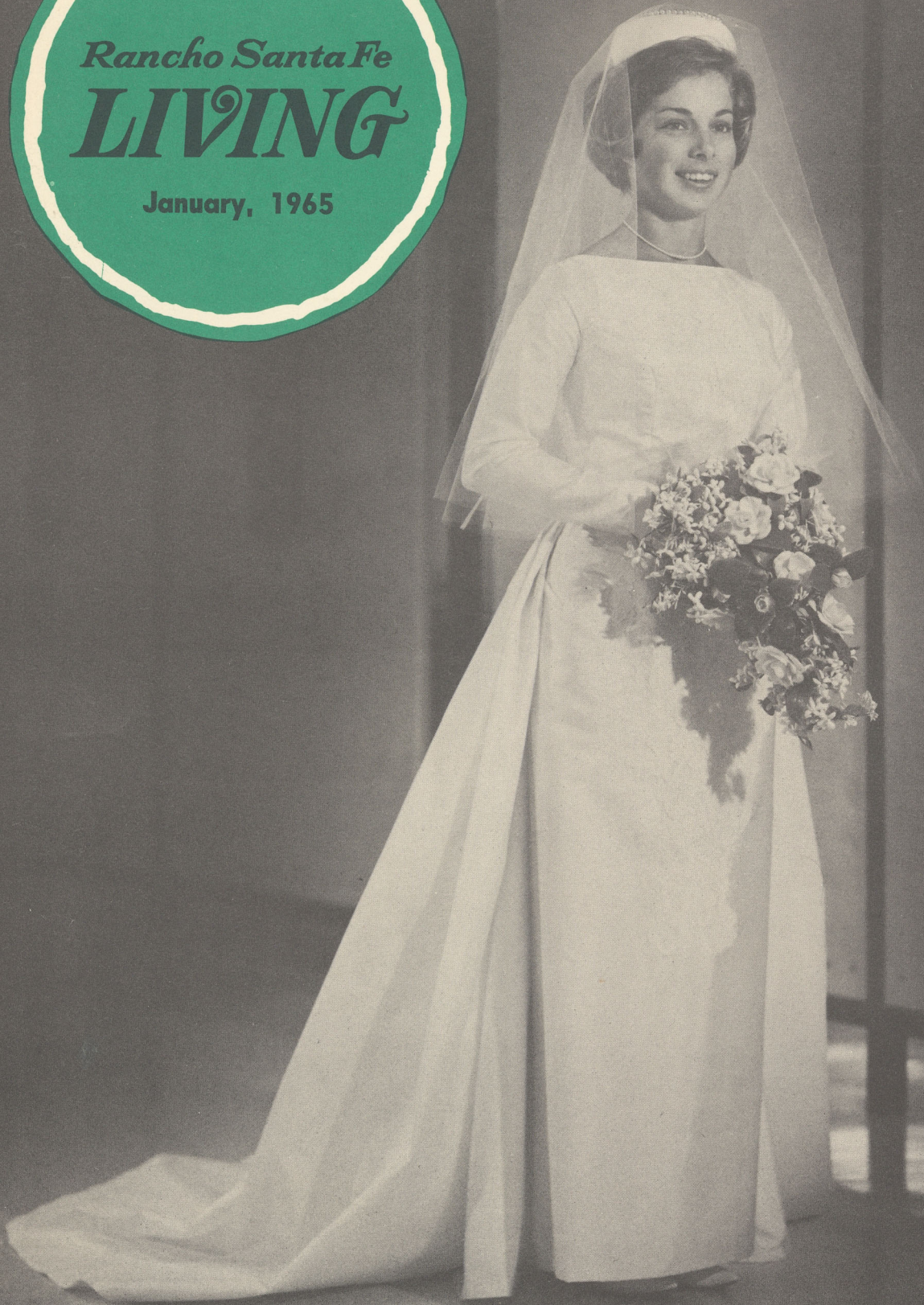


Rancho Santa Fe
LIVING

January, 1965



THE ASSOCIATION BULLETIN

THE "DIVOT"

We Anticipate Being
Your Neighbor In Mid 1965



BANK OF LA JOLLA

VOLUME 2
NUMBER 1

Rancho Santa Fe
LIVING

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members.

Editors Ruth and Ralph Giffin
Photography John Daly

BRIDAL PORTRAIT
by Paul Samuelson of Encinitas

Our beautiful and radiant bride is the
former Sylvia Amtmann of Rancho Santa
Fe, whose marriage to Mr. Roderick
Mitchell Kell of Portland, Oregon was
solemnized on December 27th at the
Village Church.

EXTRA COPIES may be purchased at The
Pro Shop; the Ranch Book Shop; Bill and
Margaret's Coffee Shop; RSF Pharmacy;
at 25c per copy.



"How Does Your Garden Grow"

Del Colby

Rain is falling, the air is cold, the ground is soggy, and I doubt if there is a single thing I can write that will make you don your gardening apparel and rush to work in the garden. I don't think I'll even try. Instead let's brood about our miss-spent past and ponder what the future will bring. This is standard procedure for this time of year anyway. On second thought let's not brood about anything. Since the weather is bad for golf too, we can consider the comparative values of golfing and gardening.

We all agree, at this point, that the beauty of the Ranch can best be enjoyed when one is engaged in some outdoor activity. Another point for agreement is that fine accessories can increase the enjoyment of such activities. I am certain that much of the appeal of golf arises from the pleasure of handling nicely balanced and beautifully finished clubs. Additional pleasure is gained from having a fine leather bag to haul around in a shiny, streamlined golf cart. Not everyone is aware that equally fine equipment is available for gardening.

Carrying on the "Fine old tradition of Quality British Craftsmanship" is a line of fine quality hedge shears, grass shears, hand pruners and, incidentally, safety razor blades. A pair of these carefully balanced and polished shears should give you a real pride of ownership and is much

better for hacking trees and shrubs than any Iron you can buy. A good steel shovel will give you a sense of power and is much more efficient for sod removal and the transporting of sand than any golf club yet devised. When it comes to leather goods we gardeners have to take second place. A pair of mule-skin gloves is easily out-ranked by the golf bag as far as appearances are concerned. However, the gloves hold their own when it comes to aroma.

Another triumph for garden equipment is in the area of wheel goods. High powered small tractors make life much more worth while. Complete with a cigar lighter, self-starter, chrome wheel discs, and a sun parasol they provide more dash than even the gaudiest golf cart. I suppose a thermos bottle could be attached for emergencies.

Comparison of the creative values of the activities under discussion puts gardening way out in front. At the conclusion of a game of golf you have nothing left to do but discuss the game with the winner. With gardening you're never through. Gophers and ground squirrels will persist. Each new season will bring to you an abundance of new challenges. What's more, after those trees grow you can sit in their shade with a drink in hand and wonder why you ever gave up city life. Then you will look around and see a green shoot on something you newly planted or see a bird hovering over one of your flowers and you will know you did the right thing.

And here's to a Happy New Year to you all . . .

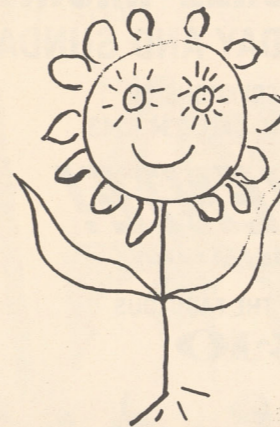
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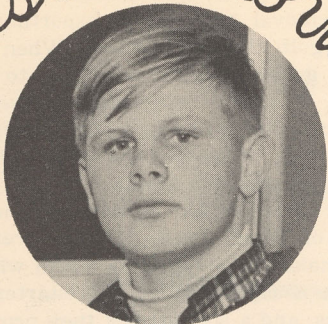
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Guest Editorial



By CHRIS READ

It was early in October when I first received a phone call from Mr. Richard Pharr, who I've known most of my 15 and a half years. The lengthy, but most informative, conversation went something like this:

"Hello Chris, this is Mr. Pharr. I would like very much to start a Junior Achievement company in this area."

My mind went blank. I'd remembered something I'd read in Reader's Digest about Junior Achievement, but for the life of me, I couldn't remember what it was. I asked Mr. Pharr to explain.

"Chris," he began. "J. A. is where a group of about 25 boys and girls from the ages of 15 to 19 get together and form a company to manufacture and sell a product. Here's how it works. You first get a sponsor, then we select members after a careful screening. Then a meeting is called at which time we elect a board of directors and officers, invent a product and learn the rudiments of the free enterprise system.

"To start off, we need capital to work with. We will sell 125 shares of stock in our company at \$1.00 per share to give us this capital. Then we have an organization meeting, decide on our product, our company name, adopt by-laws and apply for a charter.

"We must pay rent for our manufacturing and business headquarters, also utilities. We start making our product, then sell and merchandise it and at the end of the school year, our company is liquidated by paying our bills and sending our stockholders a dividend, if any, and a copy of our annual report."

Mr. Pharr then told me that he and Mr. Ed Peterson, the San Diego district representative of Junior Achievement, were going to speak at an assembly at San Dieguito High School. He asked me to spread the word. Mr. Peterson and Mr. Pharr both made inspiring talks at the assembly. More than 100 applications to participate in the J. A. program were received.

The first problem facing the new company was to get a sponsor. After a week of sponsor-hunting, the Del Mar Turf Club agreed to sponsor us — and we were off — but a month behind other San Diego area J. A. groups. Mr. and Mrs. Edward Read served as our Sales and Production Advisor respectively with Mr. Pharr acting as our Management Advisor.

Twenty-five students from San Dieguito High School were selected and the first meeting was held at the Rancho Santa Fe fire station. We elected Darrell Johnson as our president. Other officers elected were: Charlyn Earp, vice-president of sales;

Richard Kruger, vice-president of manufacturing; Karen Callahand, secretary, and Cecelia Fisher, treasurer. We applied for our charter and voted to name our company, Endo-Thermics, Ltd., a Junior Achievement company.

The product selected for manufacture by Endo-Thermics, Ltd. was a vigil light. This is an old fashion glass covered with varied colored mosaic glass tile. It contains a candle that, when lighted, gives off a soft glow through the colored glass.

Production got underway after buying materials and our organization moved its location to the Rancho Santa Fe Engineering Co. offices. As soon as we had a stock of vigil lights prepared, the sales staff in our company began the work of merchandising the product.

At the present time, we are in full production and ready for a big sales campaign — which we hope will meet with great success.

There are many opportunities to be found in Junior Achievement. At this time, two of our girls are in the finals of the Miss Junior Achievement Contest. They are Cecelia Fisher and Cheryl Winters. There are also scholarships to be won. Each company participates in a Company contest, where everything from attendance to the correctness of records are counted. Junior Achievement can be best explained by this paragraph.

Junior Achievement is nation-wide, "learn-by-doing", practical, economic education program in which high school students organize and manage their own small-scale businesses under the guidance of adult advisers from business and industry.

If you have any questions, by all means drop in any Monday night, from 7 to 9 p.m. and watch us operate. Our headquarters are located at the Rancho Santa Fe Engineering Co., and we would very much appreciate your comments or suggestions.

Who knows, you may even want to buy a Vigil Light!

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PRODUCTION DEPARTMENT BEGINS ITS FIRST STEP... in this case, cutting glass squares into halves.



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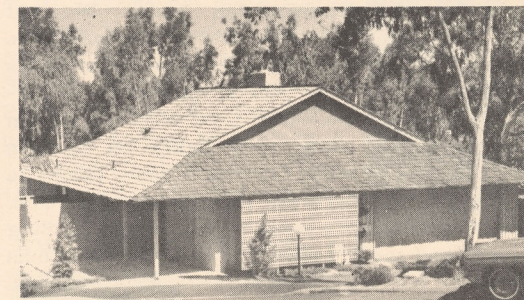
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This month in Rancho School!

ANDREA CANTWELL, Kindergarten, Mrs. Thompson



In December we decorated the Kindergarten room. We put beautiful Christmas paintings up, cut and paste Christmas trees and a cardboard Christmas tree that Mrs. Thompson made with lights on it. We made Christmas paper chains to decorate the tree and the room. We went to the Christmas Sing at night and sang "Jesus Was Born on Christmas Day". We had a Christmas party with presents. Kathleen Johnson got little bracelets and I got Sharon Gordon got a book about a little boy, a candy cane boy. Leslie Perry got jacks. I like Mommy and Daddy and Maria and David best about Christmas. I like my V-room bike and Tiny tears and baby buggy but not the mumps I got Christmas Day. I'll be glad to go back to school in January.

LAUREN HAFLINGER, Grade 1, Miss Holden



We had a Christmas party and we all got to exchange gifts with each other. Many kids in our class had the mumps before Christmas. Harvey Hopkins went skiing with his family during the vacation. Mike Hammack's daddy did not get home for the holidays. He is working on a special job in Yugoslavia. Sean Mannion's grandparents came to visit him from Big Bear. Happy New Year to all!

KIM APPLE, Grade 2, Miss Kawano



We have two new people in our class. Shawn Glover and David Mason. Betsy Dodds and Wenda Wencke both had Christmas parties. Mr. Harris, our neighbor, says he has little ponies and there is a wagon in the back of his house that the ponies pull at midnight. He told me this when I went to show him my new three-speed bike I got for Christmas. April Gaunce has a new Christmas horse but she hasn't named it yet. Lindy Novak has a new large playhouse from Christmas. Our Christmas tree was very big. I had a very nice Christmas and I hope all of you had one too, Happy New Year!

MIMI LOOMIS, Grades 2 & 3, Mrs. Matthews



Christmas vacation is over. What do you think happened during the holidays? Mrs. Matthews, our teacher, went around the world once. She had breakfast, lunch and supper each in a different country. Karen Coberly broke her arm and has a cast on. Louise Bovee has her cast off, and her leg doesn't hurt anymore. Christy Wharton had her tonsils out and came back to school. Christy had sodas, milkshakes, and pops while she was getting over her operation. Debbie Bray and Margaret Worstell had the mumps.

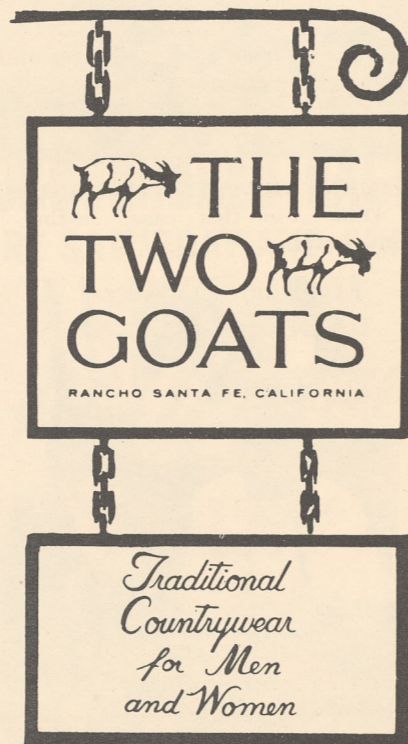
I have a new dog, red-brown with a black mask, white feet, a white diamond on the back of his neck, and white on the tip of his tail. More news next time. Bye!

LILI FOARD, Grade 3, Mrs. Parkinson



During December, Senora Martin, the Spanish teacher, was getting ready for a Posada. She was teaching the children Spanish songs. Mrs. Parkinson has been telling us about a Christmas Diary that we are supposed to do on our Christmas vacation. Pat Duncan and Stephen Hopkins have been doing reports on Presidents.

Our class has two groups—they are called the red and orange groups. The orange group is working on borrowing. The red group is working on times tables. Hope you all had a Happy New Year.



MARY FOARD, Grade 4, Mrs. Feist

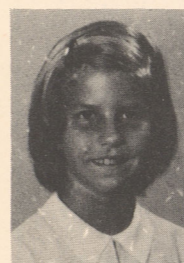


Hi! This last month of school has been a busy one for everybody, I'm sure. Our room was quite Christmasy with decorations and things. But as soon as we got our decorations up they seemed to come right down again. Then, about the middle of the month we decided to pick new officers, and now our officers are: President, Mary Foard; Vice Pres., James Peery; Secy., Michele Bowen; and Librarian, Mike Carlstrom.

But the very last day before Christmas vacation was the most fun of all, because that was the day of the party. We had a pinata and a gift exchange. It was all very exciting, thanks to Mrs. Cantwell.

Well, I hope you had a very nice holiday, too. Until next month, "so long"!

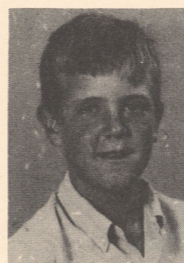
CONNIE CARLTON, Grade 4 & 5, Mr. Osting



Hi Readers: Our class party was on Friday, December 18th. First we played a few games, and at the end of the party we broke the pinata.

Practically all of the Christmas gifts in our class seemed to be different. But a popular gift was an electric train which Richard Newman and Tom Ward each received. Carl Wharton's grandparents came all the way from New Mexico to see his family. Chrissie Griggs' half sister came from San Francisco to visit her family. Her Christmas gift was a camera. Sheve Shipkey got a bicycle for Christmas. Sherri Boteler got a Barbie Dream House, but she hasn't got it put together yet because it is so hard to put up that even when her father helped her a little he couldn't fit the parts so they would stay together. I was very happy to get a record player, and to my surprise my mother even gave me a Beatle album.

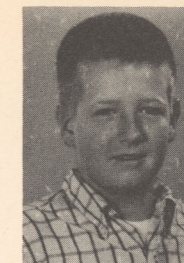
DAVID COY, Grade 5, Mrs. Taylor



Season's Greetings! Our class did many things before Christmas vacation. We made bird cages, and everybody had a chance to make one. After we completed the bird cages, we sprayed them with spray paints. On Friday, December the 18th we had a Christmas party. After the party we cleaned out our desks, and everybody went home to have a Merry Christmas. Well, that's all for now. Happy New Year!

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HAL HOADLEY, Grade 6, Mr. Taylor



Hello Readers. I hope you all had a Merry Christmas. Our school had a Spanish Posada under the direction of Senora Martin, our Spanish teacher. Our class had a party. A few people from both classes made some goodies. They were for both classes. Our class was furious when we heard that Mrs. Ross' class ate all of it! Let me get my hands on them!

Brian Frick got a dog for Christmas from Santa Claus. And his brother went to Borrego Springs. Mike Ziskind went to Palm Desert and Palm Springs. Hal Hoadley went to a friend's house in Rolling Hills, California.

I hope to have more for you next month. (Doesn't that third paragraph get you? !!!)

JIM IRWIN, Grade 6, Mrs. Ross

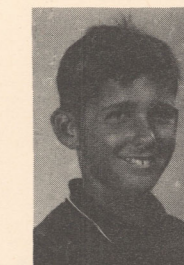


Hello readers, I am Jim Irwin, your new Living Magazine reporter for Mrs. Ross' Grade 6. The last week of school was an exceptionally busy time for not only Mrs. Ross' class but the whole school. On the sixteenth of December our class, along with Mr. Taylor's class, sang "God Rest You Merry Gentlemen" at the Village Caroling.

On the eighteenth of December the school presented its third annual Posada Day. The scene takes place on Christmas Eve in a Mexican town. The problems of the Echeveria family and the Castillos are resolved through the spirit of the Mexican Posada.

That same afternoon we were given a party by the room mothers of our class. We left for our Christmas Vacation stuffed with goodies. Larry Groth spent Christmas Vacation on his hog farm near Ramona. Jenny Knudsen had a good time during vacation at her cottage near Borrego.

BILL BUCHANS, Special Band Reporter

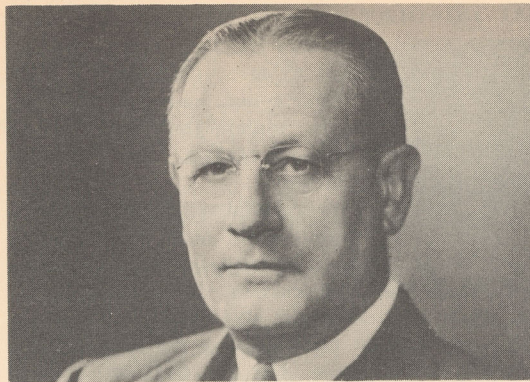


Hi Folks! I'm going to be your new band reporter. Both advanced and beginners' band are doing well. In advanced band we are seated from first chair to fifth chair. It all depends on how well the person can play. There are two families of instruments in our band. The woodwinds which are flutes and clarinets; and brass which are trumpets, trombones and baritone horns. That's all for now. See you next month.

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speaking of the Fine Arts

E. T. PRICE

Last month, Mr. Warren Beach, Director of the San Diego Fine Arts Gallery and several members of the Fine Arts Society, held a meeting at the Garden Club for Ranch residents. In spite of the rain and foul weather, a large number attended, attracted by the Gallery's suggestion to establish art classes and/or art appreciation lectures here at the Ranch. Refreshments and arrangements for the affair were made by Mrs. C. Gray Stewart, Mrs. Edward A. Merrill Jr., Mrs. Edmund T. Price and Mrs. Robert Maw of Quiet Hills. The offer of a studio by Mr. and Mrs. Alfred A. Gregory was acknowledged with thanks and thanks were also extended to Mr. Roger Rowe for making space available at the school for night or Saturday morning classes.

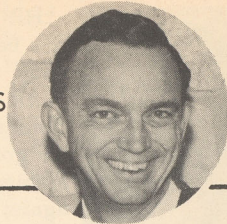
Several of those present showed interest by filling out questionnaires detailing whether instruction in drawing or painting was desired and whether this should be for adults or children. Mr. Beach reports that the replies varied considerably but, as yet a grouping of ten or a dozen or so in any one category could not be made. Interesting enough, the largest grouping, perhaps due to the influence of Jane Merrill, is in portraiture, although there were several who wished beginners lessons in drawing and painting.

Now that the holidays are over, it is urged that those who attended the meeting and who took questionnaires would fill them out and send them to Mr. Beach at the Fine Arts Gallery, Balboa Park, San Diego. And also those here at the Ranch who were unable to attend the meeting and would enjoy art classes should drop a note to Mr. Beach, stating the type of class preferred and the day of the week and whether these should be on week day afternoons, evenings or Saturday morning.

Members of the Fine Arts Society are reminded of the following attractions at the Gallery during January:

- Jan. 5th—Exhibition of the painting of Jose Clemente Orozco.
- Jan. 8th—Exhibition of Thibetan painting.
- Jan. 19th—5:30 p.m. Lecture by Dr. Charles Schroeder. "Sources of your Zoo Animals (Members Only)."
- Jan. 23—10:30 a.m. Lecture by Virginia Fenton "Proud Possessors of Fine China"
- Jan. 24—3 p.m. Chamber Music.
- Jan. 26—8 p.m. Lecture and discussion on proposed European Cruise.

THE
DAVID COMEYS



The December "Living" cover spotlighted the Dave Comey family, but space did not permit a brief resume of this wonderful group.

Billie and Dave Comey have lived on the Ranch for two and one half years . . . although they have lived in the San Diego area since 1947. Dave was born near Boston, but Billie, who was a speech major from Chicago (Northwestern) has almost eliminated his Boston accent.

As a mechanical engineer from Georgia Tech and Vanderbilt, Dave was employed in the automotive industry and Convair before going into the consulting and subcontract engineering business ten years ago. He is also co-founder and vice president of Delta Design, Inc., an electronic manufacturing firm in La Mesa.

Billie and Dave met at a resort in Michigan in 1943, and were married just in time for Dave to go into the Navy. They have six children: Ruth, 17; Clifton, 15; and Claudia, 10. The remaining three are Korean. Kim, who is now 9, was adopted in 1958 on the basis of an appealing letter from a helicopter pilot which was read in church. Kenyon, 5; and Lili, almost 3, arrived a year ago. Their adoption evolved from a casual visit to an orphanage while the Comeys were traveling in the Orient. As Dave puts it, "There were 700 children there, and these two selected us!"

The Comey's hobbies are music, horses, kids and clothes-washing.

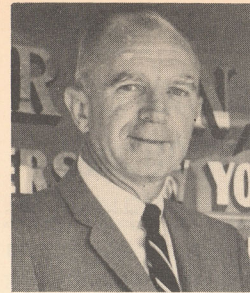


Bill & Margarets

C O F F E E S H O P

In The Village

Rancho Santa Fe



"Ticker Type"
JACK LEE

It is not generally recalled that ownership of stock by United States citizens goes back to the earliest days of our republic. In fact, one of the first large blocks of stock sold in this country was an \$80 million issue sold by the Federal government to help pay the costs of the Revolutionary War. The capitol of the United States was at that time, of course, located in New York City and the buyers and sellers of this stock and that of a few banks and insurance companies formed associations that, years later, became the great New York Stock Exchange.

It is interesting and often surprising to observe how frequently one meets a well-educated and otherwise sophisticated individual who has never owned a share of stock and has little interest in doing so. Most generally, it is found that this absence of interest is due more to a lack of understanding of the fundamentals of stock ownership than to financial inability to become a participant in the ownership of a business enterprise. It will be the purpose of this column to attempt to shed some light on the reasons why more than 17 million Americans find ownership of securities both interesting and rewarding.

The remarkable growth of our vast industrial complex has been made possible through the pooling together of the funds of many individuals who were willing to risk their money by becoming shareholders in corporations formed to construct the first canals, railroads and mills that set the pattern for the growth of American business entities as we know them today.

Too many of us overlook the simple fact that stock ownership really is partial ownership of the corporation itself. True, the average shareholder generally holds a very small percentage of the total company. However, the benefits of an efficient management that produces profits for a corporation are shared by all stockholders, large or small, in direct proportion to their share of ownership.

The fact that stock prices do fluctuate and are published in the daily papers sometimes overshadows the real reason for owning stocks, which is, or should be, to participate in the future profits of the company whose shares one owns. Current earnings are of current importance but it is the anticipated increase in these earnings that provides the wholly logical basis for expecting the price of a stock to rise. In actual practice, stock prices, like the prices of nearly all property, are determined by the willingness of purchasers to buy as balanced against the eagerness (or lack of it) of owners to sell.

On the New York Stock Exchange, prices are arrived at in a two-way auction market where bidders compete with each other to purchase at the lowest possible price the shares they want to buy. Simultaneously, those seeking to sell compete with each other to get the highest price for the shares they are offering. When the buyers bidding the highest price and the seller offering at the lowest price agree on a figure which is acceptable to each, a transaction is made.

ABOUT THE WRITER

The writer of this column is the Manager of the Rancho Santa Fe office of Shearson, Hammill & Co., Inc., member of the New York Stock Exchange. A graduate of the U. S. Naval Academy and Stanford University, he was a World War II submarine skipper and joined Shearson, Hammill in 1957, after retiring from the Navy with the rank of Rear Admiral.

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"Strategy of Persuasion" Is New Book by Ranchoite Arthur E. Meyerhoff



In **THE STRATEGY OF PERSUASION**, which Coward-McCann, Inc. published on January 4, 1965, Arthur E. Meyerhoff, an outstanding advertising executive, tells how America can win the propaganda war abroad by the revolutionary use of professional advertising and promotion techniques.

The book contains an introduction by Eugene Burdick, a foreword by Harry and Bonaro Overstreet, and an afterword by Congressman Dante B. Fascell, Chairman of the International Organizations and Movements Subcommittee of the House Foreign Affairs Committee.

Already hailed as a breakthrough by some of the nation's top political scientists in and out of government, this blueprint for a more effective strategy in the Cold War is recognized as one of the most important books of the new year.

Mr. and Mrs. Meyerhoff now live on Linea del Cielo — from where Mr. Meyerhoff will commute to Chicago, and other points to publicize his book with a series of lectures, radio and television commitments. The Meyerhoffs lived in Highland Park, Illinois for many years . . . although the last two years were spent in Switzerland. They chanced to stay at the Rancho Santa Fe Inn upon their return . . . and liked the Ranch hills and trees so very much that they walked down the Inn path to the Nelson and Chapin office and met Harriet Devine. It was she who introduced them to their present Rancho Santa Fe home. Mr. and Mrs. Meyerhoff have a daughter in Paris; a son in Chicago; a married son who is in his third year of medical school at Northwestern; a daughter, Judy, who is a freshman at Pitzer in the Claremont complex of colleges; and a daughter Joanne who is a senior at San Francisco State. The Meyerhoffs own many show horses . . . and will soon be very much a part of the "warp and woof" of our village.

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Escondido National Bank Now Holding Grand Opening Celebration....

Escondido National Bank, the new locally-owned, independent bank in Escondido at 261 West Ohio Avenue, will hold its Grand Opening Celebration from January 8 through January 15 with all North County residents invited to participate in the Open House activities.

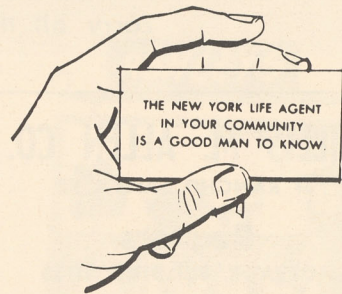
"We hope all the residents of North County will drop in and see our new bank which is owned and directed by local residents, dedicated to the principle of providing Escondido and the rest of the nearby area with sound, reliable, yet progressive banking facilities," said Kriss W. Barnes, President.

Escondido National Bank actually opened on Monday, Dec. 21st without fanfare in order to get itself in readiness for the big January Grand Opening celebration.

Checking accounts at Escondido National Bank will be free of service charges when a depositor maintains a balance of \$100 or more. Should the account drop below \$100 there will be only a \$1 service charge for that month.

"We have 14 valuable prizes, including a color TV set as door prizes and we invite all adults to come in and register, with no obligation at all. Just fill out the registration coupons which you'll find in our ad on the inside back cover of this issue of Rancho Santa Fe Living and bring it in sometime between Jan. 8 and 15," said Barnes.

The new bank offers all normal bank services and also offers such new innovations as Drive-Up Window hours of from 8 a.m. to 5:30 p.m. Monday thru Friday, "Sit Down" teller desks and 24-hour depository service.



Richard R. Pharr, C.L.U.

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The Uncertain Years...

GENE BLOME



I am not sure that life begins at forty but I sometimes don't envy the twenty year old of today. His Whole life has taken place in an era of relative peace and prosperity. He has had no recollections of the hell and uncertainty of war. He has had no chance to reflect on his country, his home, or his family from far away on some tiny hostile island, expansive sub-infested ocean or a cold and muddy battlefield. He has not witnessed the horror of a kamikaze attack or seen the erry phosphorescent wake of an enemy torpedo! He has had no chance to feel the unbelievable heat of an ammunition hold below the water-line in the tropics or enjoy the cool relief of sitting on the forward edge of a flight deck with shirt opened to the cool night air—a moonbeam wide as a freeway glistening across a flat and silent sea; nor known the frightening power of monstrous breaking waves pushed by gale winds that tax the stamina of ship and crew alike. Nor has he experienced the loveliness of a hot and humid windless day at sea whose tranquil surface is only occasionally broken by a flying fish or a frolicking school of porpoise. He has not endured the dark cold loneliness of a topside midnight to four watch.

He has not known the compounded excitement, uncertainty and soul searching that accompanies each voyage back into the eye of a gigantic struggle whose outcome is yet in doubt. He has not seen tears of joy on grown men's faces as their ship glides homeward under that symbolic and magnificent **Golden Gate**.

This country and all it stands for can not be completely appreciated until for each of us we can contemplate what life would be like without it. The national anthem, our flag, a parade, marching soldiers on a drill field, the Navy Hymn may evoke little feeling or no feeling within the twenty year old yet our eyes may brim over, our hearts filled with pride.

As for me—I am glad to be past that age and to be old enough to enjoy and appreciate this land and all the opportunities it provides for all age groups. I wish all young men and women could find the endurance and dedication necessary to exploit to the best of their capacities, the existing educational facilities available to them.

I am sure that for the rest of my life I will feel a tug at my heart strings when I see a marching Marine Honor Guard or hear taps at sunset.

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P.T.A. Patter

ANN CLEVENGER



Traditional Christmas carols were chorused through the Village under a starry sky December 16 by Rancho Santa Fe youngsters. Combined efforts of the Rancho P.T.A., Rancho Rotary, Garden Club, and Village Church made the holiday program possible . . . and a tremendous success.

After a welcome from P.T.A. president Dave Burger and the invocation by Reverend Roland Anderson, parents and friends were directed to follow "Three Wise Men" to each corner of the village. Then each class gave its rendition of a Christmas song. Back to the area in front of the Inn went adults and children for the annual tree lighting ceremony, and accompanied by the school band directed by Paul Biggins everyone joined in singing well known Christmas carols. Closing invocation was then said by Reverend Kirk O'Ferrall.

Moving down to the Garden Club the children and their parents were treated to hot cider, cookies and popcorn balls in an atmosphere of Christmas spirit.



Santa Claus arrives at the Elementary School in true California style. To heck with chimneys! Our Santa, (George Crane), prefers his trusty fire truck.

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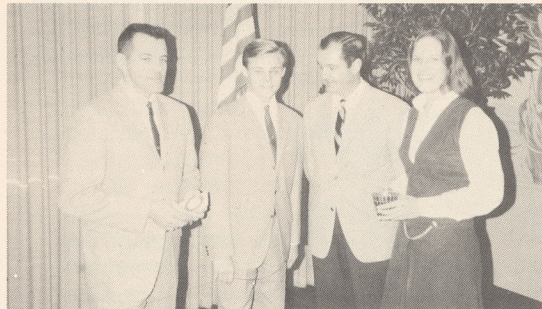
Rotary Review

PRES. HAROLD HARRIS



Orchid collecting is a rugged pastime when pursued by an ardent hobbyist such as Bob Dugger. As guest Rotary speaker Dugger, Assistant Vice-President of Pacific Telephone and former president of the Orchid Society of San Diego described and illustrated some of the remote and seldom seen areas of Mexico, explored in the hunt for rare epidendrums and cattleya. They grow principally on tree trunks and inevitable the best are highest and most inaccessible. He says it's a man's hobby, and we believe him.

On another Monday noon the club was entertained by a choir of thirty children from the Rancho Santa Fe Elementary School, presented by Roger Rowe, and directed by Mr. Biggins in the singing of Christmas Carols. A fine collection of young voices and lots of familiar faces. Cecelia Smith of San Dieguito High was presented by Dick Pharr to tell the story of Junior Achievement. Their members learn about free enterprise, and profit and loss by forming their own company, selling stock, making and marketing a product, meeting their bills, and paying dividends, then at the end of the year dissolving the corporation. Peter Roedel a youngster from Berlin and presently a student at the high school told the story of Christmas in Berlin, the problem of the wall and communication with relatives in East Berlin.



Rev. Matthew Curry of St. Peters Episcopal Church of Del Mar, and former Navy Chaplain revisited Rancho Rotary and spoke on the origins and customs surrounding the celebration of Christmas around the world.

On the last Monday of the year John Borchers, general manager of the San Diego Chamber of Commerce presented a down-to-earth and optimistic picture of the economy of the San Diego area. Decline in employment in airframe and related industries has been largely offset by new industrial growth. Unemployment is somewhat higher but is influenced by the continued constant influx of new arrivals. Employment however is also at a high level. The unified harbor district has brought shipping up to a level of 8000 ships visiting the harbor per year.

The Rotary Board went on a walking and viewing tour of the village on the night of December 8 to see the effects of the indirect lighting recently installed by the joint effort of Rotary, the Garden Club, and local merchants. They voted it a great improvement. It is worth seeing but best enjoyed on foot.

Around the Round Table

BILL APERANCE



Card from Harry Kleist tells me that men are better-looking than women in Suva, Fiji. Sorry, I know better. I never look at the backs of people . . . Paul Wilson is faster on the fly than the U. S. Mails . . . back on the Ranch a day earlier than his postcard arrived from Las Vegas . . . believe it or not, Florence Springer hasn't missed a day at the coffee corner in all the years we've known her (eighteen of them) . . . Frank Driggs is one of our real early birds, and a pleasant chap indeed . . . Bill Murphy is the only man I know who can take it on the losing side and never say "Boo" . . . Thanks to Dr. Drach with his sense of humor who gave me a clipping of a guy climbing a hill in snow-shoes and calling out "Deal me in". Wonderful card games with good friends! Here's to many of them in '65. . .

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The Innkeeper's Jottings



TEMPUS FUGIT - it's time again to look back with pleasure and sincerely say "THANK YOU" to all who patronized THE INN in 1964 and time again to look forward and say HAPPY NEW YEAR with the hope we will see you all in 1965.

Parties - parties and everywhere at THE INN was the sound of merriment during December. Our Christmas decorations, especially the tree in our Living Room, were greatly admired and full credit is given Dorothy and our Kalani for their artistic ability.

There were not enough Saturdays in the month to take care of the many business organizations desiring to have their Christmas parties with us and we were sorry we had to turn so many away. The Kinetics Corporation took over the GARDEN ROOM, as well as the MEETING HOUSE for their elaborate party on the 12th and the Palomar Chapter of the California Association of Public Accountants enjoyed good food and dancing with us on the 19th. On the 9th the Palomar Memorial Hospital's Medical Staff was with us and the ladies came in the early afternoon and decorated our GARDEN ROOM with a Mexican Christmas decor, which created quite a sensation. Mr. and Mrs. Samuel Lee, Jr. were the host and hostess of a very festive party on the 11th and their guests enjoyed a buffet, with popular Dick Braun's trio providing the music for dancing.

It was our pleasure to host the teachers of our Rancho Santa Fe School for early breakfast the last day of school before the holiday vacation and the staff of our own branch of the Security First National Bank all came for a 7:30 A.M. Christmas get-together breakfast on the 23rd.

At the deadline date last month THE INN was preparing for Betty Blaisdell's "Cheese Tasting Party" and I inadvertently omitted mentioning this lovely occasion. And now I have learned that many folks are crediting THE INN for this event. May I correct this misunderstanding and acquaint everyone with the fact that Betty Blaisdell and her Ranch Gourmet, now located in the Country Squires' Courtyard, was the hostess and originator of this event and outside of it being held in our GARDEN ROOM, we deserve no credit whatsoever. So everyone attending the party should thank Betty and not THE INN and visit her unusual shop.

At this deadline, we are laying the foundation for our first 1965 conferences, that of the Ralph Grocery Company, followed by the Connecticut General Insurance Company, Crown Zellerbach Corporation and Merchants and Manufacturers Association.

Wes Hadden



THE GORGEOUS INN CHRISTMAS TREE dwarfs genial Innkeeper Wes Hadden and wife Dorothy . . . casting a sparkling brilliance over the Inn's cheerful lobby. This is a Ranch tradition!

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AROUND TOWN WITH LUELLA LIVERWURST

What a whirlwind of events took place 'twixt Christmas and New Years! Didn't recognize Joanne Newman for one thing . . . she looked like a million dollars (give or take a few pennies) with that stunning streak in her hair . . . Shearson Hammill certainly have their conferences in the nicest places . . . this year it was in Puerto Rico, and boss-man Jack Lee, accompanied by wife Gwen, combined business with pleasure and journeyed on to St. Thomas as well. Only fly in the proverbial ointment was that they lost their luggage on the return trip, but after a few hours of turmoil Fate stepped aboard in the form of a baggage clerk who located the darn suitcases and sent them along on a later plane . . . more and more of our Rancho friends have been telling us how much they like the food at **Chuck's Steak House in Escondido** (just beyond the new Escondido Shopping Village). It's true. This place is the greatest! They serve only two things . . . steak or lobster (or a combination of both) with salad, baked potato, and cheesecake. Your favorite cut, (and we mean the steer) done to perfection . . . with superb service, and a bar that's excellent . . . greatest New Year's Day "Open House" ever at the Frank Watts' Happy Home, with lots of brew to imbibe and food a-plenty (and not just nibble-stuff, either) Ham and rare roast beef and Wisconsin cheese . . . it was great! The guest list included a cool hundred more

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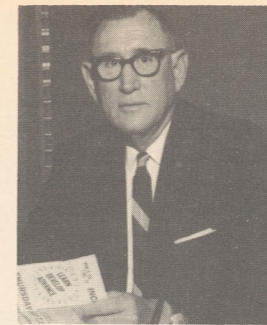
Open 7 Days

or less with the Leroy Taylors, Leonard Bells, George Ravenscrofts, Fred Ashleys, Ralph Giffins, Bernice Quinn, Ron Hampsons (former Ranchoites) Edith Havens, Ty Cobbs, Bill Drews, Cece Grays, Bill Herberts, Eddie Reads, and many, many, many more . . . the flags are flying at the Siegels these days as Ollie and her hubby are getting ready to welcome back son Tom after 2½ years with the Army. Tom has been in Germany during the past year, and has had himself a ball (as well as working like a good soldier should) with a stint in "Guys and Dolls" with the USO, plus touring practically all of Europe and Skiing in Austria. Despite all this high living, however, latest reports are that he "can't wait to get home", and is leaving Germany on the 26th of January so that he will be in Rancho Santa Fe in plenty of time to attend his cousin, Peter Fox' wedding . . . who, incidentally, will become a bridegroom on St. Valentine's Day . . . and, speaking of nuptial events, Margaret Amtmann made Sylvia's gorgeous wedding gown herself . . . and the embroidery on the front panel of this exquisite dress was entirely hand-done by Margaret, herself. The lace inserts were handed down thru generations in the family . . . making the dress an heirloom for Sylvia to cherish with pride until her daughter has an opportunity to wear it someday . . . do you happen to need a fine woman to do housework in your home at \$1.50 per hour? Then we heartily recommend that you call the Wishing Well Hotel on Saturdays or Sundays (756-1123) and ask for Mrs. Gardner who is available for work on weekdays, Monday thru Friday . . . The Carl Warrens, formerly of Rancho Santa Fe, are grandparents once again as their pretty daughter Pamela (I can't remember her marriage name for the life of me) has just had her second baby. Incidentally, Carl suffered a severe heart attack recently, but is responding well . . . although his hospital stay will be prolonged . . . John Fox, who was a member of Col. Yeaton's Rifle Club until he turned 19 was forced to resign, went on to bigger and better things at Cal Poly! He not only shot better than the instructors and everybody else . . . he is now Rifle Coach and Captain of the Rifle Team . . . and if you need a sign for your home (hand-lettered redwood in a custom design) you'll like the work turned out by Carlin Schoepfer in Escondido. Call Carlin (714-0463) and compare his prices . . . they're great . . . George A. Baldry is now associated with Dick Blackledge Realty. Mr. & Mrs. Baldry are busy with the finishing touches of their new home on Los Arboles. Moving in day is scheduled around February 1. . . And remember . . . Rancho Santa Fe "Living" is your magazine . . . and, in order to make it the true voice of Rancho Santa Fe, many people must talk. If you have anything to say, please let us know. We are **always** looking for new writers, new ideas . . . opinions, pro and con, on any subject. Let us hear from you!

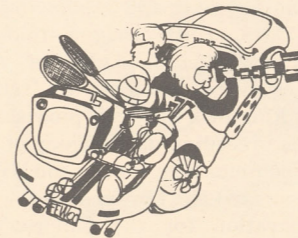
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Bank Notes

BY
"RED" LASSWELL



Now that we have Christmas behind us, it is a good time to give consideration to a savings program for the coming year. For the near term, I suggest a savings account with a depository of your choice, and for the longer term, U. S. Savings Bonds. The latter is the most non-inflationary purchase you can make today. We wish you happy savings for the New Year.



Southern California consumers — those people who are jamming every store in sight right this moment — are among the very best in the world. They have money, mobility and spirit.

These residents of the 14th southern counties truly vote with their consumer dollars, too — to the tune of \$17 billion last year. Only New York state and all of California outspends Southern California.

According to the research department of Security First National Bank, a group of analysts vitally concerned with the nature of the Southern California buyer, this area is probably the most unique of the world's markets.

For one thing, the market is expanding at more than 2½ times the national average. There are nearly a quarter of a million newcomers annually in the area.

As young people go, so goes the nation. Southern California is well above the national average in people within the 20-50 age bracket. In fact, the median age of the California newcomer is 22, according to the Security Bank researchers.

If you're anywhere near this median age, a bachelor, and have a steady job, chances are a pretty girl, single, will walk down the aisle right at you one day. And there you'll be — with a wife who needs everything from pots and pans to paintings.

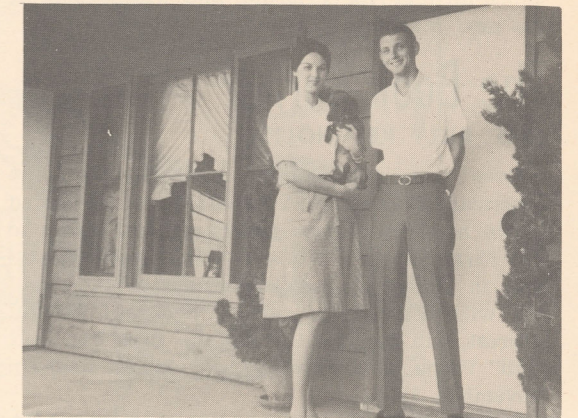
The range from pots and pans to paintings is typical of the taste of the Southern California consumer. It is catholic in every sense of the word.

Personal income and educational levels consistently exceed the national average, and people with the benefit of both are taste pacers. They have no major brand loyalties, since they are highly discriminating people. They live well, they are optimistic about their future and they enjoy possessions.

Perhaps most important of all, the Southern California resident is mobile — a major fact ringing true on nearly every jammed freeway in the area. But the resident not only is mobile in the automotive sense, he also moves around a lot. Most Southern Californians spend slightly more than a year at a time in their dwellings before moving on to bigger — and hopefully better — residences.

To all these advantages, add climate, geography and ample leisure.

Small wonder then that the Southern California resident is the most sophisticated consumer in the world, and statistics prove it.



LT. and MRS. MICHAEL TUCKER, along with Schottsie their dachhund, pose for a picture during their holiday stay with Grant and Cecilia Tucker who are justifiably proud of their handsome son and **absolutely beautiful** daughter-in-law!

Lt. and Mrs. Tucker reside in Biloxi, as Mike is stationed at Keesler Air Force Base in Mississippi and will be there another year teaching technical instruction in the field of weapons control.

Pam Tucker keeps busy as the corresponding secretary of the officers wives' club . . . and as a substitute high school teacher in Biloxi. Since Mike is taking specialized training at present, Pam is spending a few weeks with her parent sir, Redlands, California . . . and will join her husband in San Antonio, Texas, on February 10th, when his special course is completed.

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RSF Book Club Will Meet on Jan. 27th

The charming home of Mrs. R. M. Clotfelter will be the scene of the next meeting of the Rancho Santa Fe Book Club . . . and Mrs. Clotfelter will be assisted by Mrs. D. M. Bakewell and Mrs. Frank Maxwell. The reviewers will be Mrs. Walter Young and Mrs. Raymond Grisct. Mrs. Priscilla Fawcett is the club's President . . . but her return to the group after her hospital stay will not be until early in Spring. In the meantime, Mrs. Helen Gordon has been capably "pinch-hitting" for Priscilla, and will preside at this next meeting.

The Book Corner

MRS. BILLY KEENHOLTS

Ever since the Hoover Administration, the American Booksellers Association has presented a two hundred volume gift every four years to The First Family's White House Library. Beginning in 1963 they supplemented the traditional gift with a group of current books of general interest, and they did the same in 1964. The next "full" White House Library gift will be made in November, 1965.

The White House Christmas present from ABA was selected by the ABA White House Library Committee, and consisted of the following 30 Christmas Books, 1964, for the White House Library:

Fiction: **The Rector of Justin**, Auchincloss; **Herzog**, Bellow; **A Song of Sixpence**, Cronin; **Things As They Are**, Paul Horgan; **The Explorer**, Keyes; **Corridors of Power**, Snow; **This Rough Magic**, Stewart; **Two Roads to Guadalupe**, Taylor; **Night of the Short Knives**, Wilkinson.

Non-Fiction: **The Italians**, Barzini; **Photographs**, Cartier-Bresson; **Silent Traveler to San Francisco**, Chiang; **Versailles 1919**, Czernin; **Kennedy Years**, Editors of the New York Times; **Patton**, Farago; **Markings**, Hammarskjold; **Not Under Oath**, Kieran; **If You Don't Mind My Saying So**, Krutch; **Eleanor Roosevelt**, Lash; **Gideon's Trumpet**, Lewis; **Reminiscences**, D. MacArthur; **Diplomat Among Warriors**, Robert D. Murphy; **The Frontier**, Tilden; **Etruscans Begin to Speak**, Mayani.

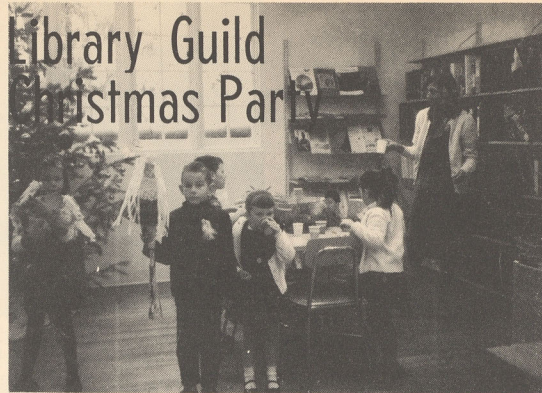
Humor: **Christmas Is Together Time**, Schulz; **The Groaning Board**, Addams; **Kennedy Wit**, Adler.

Poetry: **For the Union Dead**, Lowell.

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MRS. FILLMORE ROSE

Fran Johnson (Mrs. Sam, above at right) our capable librarian, demonstrated on December 19 how easily she can shift roles to that of party hostess. On this date 30 youngsters between the ages of three and eight years enjoyed a party at the library with Christmas stories, games and songs. Mrs. Ruth Briggs told "The Littlest Angel" and "Pedro, Angel of Alvera Street". Activities were climaxed by refreshments and the breaking of a Mexican pinata.

On the preceding day a group of local teenagers had a combination work and fun party when they decorated the library and the Christmas tree in preparation for the children's party. They were rewarded with punch, cookies and a pinata of their own to break. Those participating were: Evie Berk, Mary Ann Briggs, Mimi and Sam Johnson, David Loomis, Tim Mumma, Karen Strohmeier, and Mary, Fred and Margaret Worstell.

With the beginning of 1965 a new area of coordinating service in the community is being inaugurated at the library. Many Ranch residents have in the past expressed disappointment at having tickets which they were unable to use go to waste for lack of finding someone interested and available at the right time. So many of the affairs - whether concert, theater, lecture, opera, travelogue or athletic event - are on a season ticket basis. However out-of-town trips, house guests or other social commitments frequently make it impossible to attend each date in the series. This is the point at which the library will serve as an intermediary with those who can use them. Space on the bulletin board has been designated for this purpose. Any who wish may have free use of the available tickets. High school and college students needing to attend cultural events for course requirements are especially urged to keep an eye on the board.

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"UNEXPECTED GUEST" January 29-February 7

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Opening night found the Playhouse filled to capacity as the audience was treated to Moss Hart's fast paced "Light Up the Sky". Reviewers hailed the performances of Leland Murray as Sidney Green the Runyon like character who is venturing into show business for the first time and Patrick Campbell whose most recent efforts have been for the Walt Disney Studios. Campbell's 'director' with all his eccentricities and funny lines still have regulars talking.

"White Sheep of the Family", a subtly funny English comedy about a family of thieves with a son who wants to "go straight" followed to equally impressive reviews with Gerard Campeau essaying the title role with great aplomb. The Murray-Campbell tandem showed brilliantly as the forgetful Vicar and Cockney 'fence'. Other member of the resident cast are Margaretta Ramsey, leading man Warde Donovan, character actress Jeane Wood, Suzanne Simon, Renee Aubrey and Alex Finlayson.

Preston Foster announced that "Love and Kisses" will play from January 15th through January 24th. Changing the pace beginning January 29th through February 7th the Playhouse will present Agatha Christies' "Unexpected Guest" a mystery, followed by the hilarious "Janus" from February 12th through February 21st. The closing play of the season February 27 - -March 7 is to be announced later.

Matinees will be on the first Sunday of each play run. Performances are scheduled each Friday, Saturday, and Sunday for two consecutive weeks. Matinee prices are \$2.20 and \$3.30. Evenings at \$3.80 and \$4.80. Ticket reservations may be made by calling 722-1753 or 729-1128.

New Scripps Memorial Hospital Serves Rancho Santa Fe Area

LAWRENCE B. COOK
Director of Development
Scripps Memorial Hospital

The new Scripps Memorial Hospital on Miramar Road, one mile east of La Jolla junction, is one of the most modern, up-to-date hospital facilities in Southern California. This beautiful and efficient general hospital did not burst upon our community as the result of the waving of a magic wand. Rather, it is the result of a healthy, well directed growth since its establishment by Ellen Browning Scripps in 1924. That great benefactress set forth the principles by which the hospital has served our ever growing community as follows, "The purposes of the hospital are scientific, educational and charitable and not for profit" and "... to zealously promote and protect the health of the community."

In 1924 there were 44 beds available. This number grew to 115 at the hospital's Prospect Street location. Today, in the new buildings there are 250 beds, and the hospital's growth will not stop here. With the development of the area more and more demands will be placed upon the hospital by the needs of the community. The Board of Directors has planned for this growth with a master plan of development which will eventually provide a total of 750 hospital beds, a medical arts building, convalescent nursing (home), research center and other medical facilities.

The Hospital stands on a 40 acre site so there is ample room for this expansion and for parking.

Mr. Louis M. Peelyon, the Executive Director of Scripps Memorial Hospital points with pride to the many features of the hospital, designed by Charles



Luckman and Associates, who won the 1961 National Design Competition. These features include a center core for each nursing unit to provide maximum efficiency of circulation of people, materials, and patient care. Every patient room is an outside room. Also, the modern food preparation, storage and serving system includes a dietary kitchen with microwave ovens on each floor so that each hot dish can be served hot. The entire hospital is air conditioned.

One of the services provided by the hospital is unique in this area. It is the Intensive Care Unit located on the third floor. Specially trained personnel using the most modern equipment provide constant and intensive patient care. This includes electronic monitoring equipment which was originally developed to read vital functions of astronauts in space. It records blood pressure, pulse and respiration and sounds an alarm if safe levels of tolerance are passed. Other equipment includes cardiac monitors, stabilizers and emergency equipment for use in cardiac arrest. The Intensive Care Unit is a large suite which can serve up to fourteen and includes four private rooms.

Mr. Peelyon points out that the hospital rates have not been raised with the move. On the contrary our patients really are deriving more from their hospital dollar at new Scripps, he states. "Our rates are exactly the same as they were over a year ago, but our services have increased greatly." This includes baths in all private suites and free television in all patients rooms. In addition, new medical equipment and increased staff provide better patient care. Further, although the ward rates remain the same for the new hospital, the number of beds per ward has been reduced. All this adds up to the patient receiving better care.

Scripps Memorial Hospital wants the entire community to become acquainted with its facilities. We hope you will pay us a visit. We are proud of the hospital and invite you to visit us during afternoon visiting hours from 1:00 p.m. to 4:00 p.m. Please ask for Mr. Lawrence B. Cook.



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SCRIPPS MEMORIAL HOSPITAL
LA JOLLA, CALIFORNIA

January 4, 1965

Dear Neighbors:

At 2:00 A.M. on New Year's Eve, a bus hurtled off the road at the Torrey Pines Grade. Within a short time eighteen seriously injured people were in the emergency room at Scripps Memorial Hospital. By that time doctors and nurses were on hand to take care of the injured. There is never a good time for an accident but there could hardly be a worse time than 2:00 A.M. on New Year's Eve. The police report that more lives would have been lost had it not been for our emergency room facilities and the prompt medical attention given the injured by the doctors and nurses. We are proud of this accomplishment.

This is a dramatic illustration of the community services available at Scripps Memorial Hospital. An article in another part of this magazine will tell you how the Hospital stands ready to serve you.

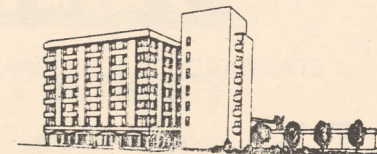
I have had the privilege of serving on the Board of Directors of Scripps Memorial Hospital for four years. It is as close to my heart as Rancho Santa Fe. During that time I have seen the forty acre hospital site purchased, the plans for the Hospital completed and the new Hospital built and in operation. These have been years of accomplishment for they mark the beginning of a great medical center.

Ellen Browning Scripps founded the Hospital and gave the initial building and grounds to the Hospital in 1924. Since then the Hospital has been supported entirely by private contributions. We are proud of this accomplishment.

Within a matter of months the new freeway will be completed and Scripps Memorial Hospital will be even closer in time and distance to Rancho Santa Fe. It is a part of our community. I hope you will become interested in the Hospital, its problems and its future.

Sincerely yours,

William Schofield
William Schofield,
President





European Travel

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of

"TRAVEL RANCHO"

Of interest to families who would like to travel to Europe this summer is the endless variety of tour offerings to appeal to each individual member. Parents with children can go abroad and upon disembarking on the continent take advantage of the many programs available according to the ages and interests of the children and themselves. A number of Summer Camps in such countries as Switzerland, France and the Scandinavian group will enroll children between the ages of 10 and 16 in sessions ranging from two weeks to six weeks. Student tours of Europe for prep school and college age youths are available with emphasis on their needs and social interests and by every mode of transportation from bicycle to jet aircraft. Some tour programs offer summer courses at various Universities in Europe where credits can be obtained in any of the liberal or creative arts.

For the parents — here also a separation of interests can be made. The husband would like to play some of the leading golf courses of Europe or perhaps fish the local trout streams. The wife is interested in landscape design, ceramics, or horseback riding. Introductions can be given and arrangement made for each to give emphasis to their hobbies and sports preferences in almost any country they visit. Perhaps husband and wife would like the opportunity of exchanging ideas with a couple in Europe whose lives and professions are similar to their own. A Dentist could discuss the latest techniques and equipment with a fellow practitioner while their wives could swap ideas of homemaking and raising children.

A family with a common interest such as camping in the Black Forest — cruising the Greek Isles by yacht — fox hunting in Ireland — can do so with all aids and equipment provided and their itinerary pre-planned as they wish.

From the above it can be concluded that a family can now vacation abroad with both adults and children obtaining the utmost in the pursuit of their joint or individual desires and interests.

San Diego Children's Home Project

VEVA FRANCISCO



Mrs. Henry S. Sanger, Mrs. Fred J. Kennedy, Mrs. Frank W. Peters, Mrs. Frank Hutchinson, Mrs. James R. Irwin, Mrs. Neil Randol, and Mrs. Robert C. Francisco met at the Garden Club on December 14th to assist Mrs. C. Gray Stewart in assembling and making arrangements and ornaments which were used by the children of San Diego Children's Home in making their gift corsages and wreaths for their parents and friends.

Mrs. Stewart has promoted and carried out this fine Christmas project for many years. She was joined on the afternoon of December 17th at the Children's Home by the following assistants: Mrs. Elliott Wheeler, Mrs. Jack Powell, Mrs. James R. Irwin, Mrs. Frank W. Peters, Mrs. Charles Ames, and Mrs. Robert C. Francisco.

—O—



THIS IS THE DE BAKSY CHRISTMAS TREE . . . one of the most handsomely decorated trees you will ever have the pleasure of seeing! It takes the entire De Bakscy family three full days to trim the tree because they have approximately 1600 ornaments in their collection . . . some of them over 50 years old! These ornaments come from 31 foreign countries, and have been brought home by friends or members of the family who have visited everyone of the countries represented.

A Christmas Brunch party heralded the Holiday Season at the De Bakscy's . . . with this gorgeous tree the most festive note of all!

Rancho Santa Fe Pharmacy . . . A Real Community Asset

The Rancho Santa Fe Pharmacy carries the largest selection of cosmetics in the North County Area . . . including such famous names as Germaine Montiel, Elizabeth Arden, Helena Rubenstein, etc. You will also find a full line of vitamins, sick room supplies, diabetic needs, drug sundries, greeting cards, tobacco, cameras and film (with 1-day photo finishing and service), stationery, Diet Aids, hosiery, Stover Candies and Blum's confections . . . as well as a complete selection of wines and spirits, mix, ice cubes and glassware in the spacious liquor department.



Ted Fraser, owner and general manager of the Rancho Santa Fe Pharmacy and Village Liquor Store surveys the scene! This attractive pharmacy was opened in March of 1961 . . . and the liquor department was added in August of the same year. Eight months later, in April of 1962, the store was expanded into the quarters previously occupied by the Rancho Santa Fe Realty.



Presenting the personnel! Left to right: Ted Fraser, owner and general manager; Ron Peterson, Registered Pharmacist; Maria Lane, Tobacco, Cigarettes, etc.; Connie Carstensen, Liquor Department; Thelma Stephenson, assistant Cosmetics; Ada Sherman, Cosmetic Department; June Ann Gibbs, part-time clerk; Marian Moore, Bookkeeper.

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Ron Freeman, registered Pharmacist, contemplates his domain! The pharmacy had a prescription file by customer name and prescription number . . . resulting in a foolproof, efficient and exceptionally speedy method of finding prescriptions for re-fill. All ingredients and stock used in filling your prescription are new and fresh . . . and only registered pharmacists handle the actual prescription work.

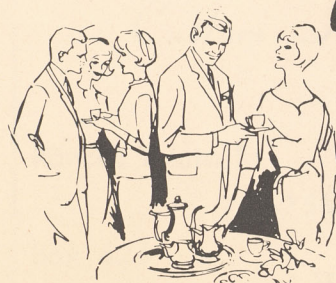


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35th Bank Anniversary

Donald C. Dickinson, Vice President, Security First National Bank, and a member of the San Diego Division Advisory Board, last month observed his 35th anniversary with the bank.

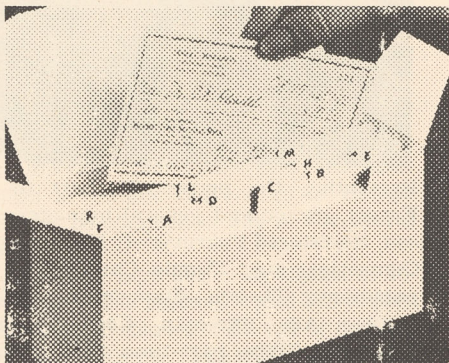
Dickinson, a native of Oklahoma, came to California as a youth, graduating from Long Beach Polytechnic High School and Pomona College. He became associated with the Security First National Bank (known then as the Security

Trust & Savings Bank of San Diego) Chula Vista Branch in 1929 and was advanced to Vice President in the San Diego Division Headquarters and is presently serving on the local Advisory Board.

He is a member and Director of the Rancho Santa Fe Rotary Club; Board of Directors, San Diego Museum Association; Advisory Board, San Diego Council Boy Scouts of America; Treasurer, Beautification Committee, Rancho Santa Fe Garden Club; Past President and Treasurer, Salvation Army Door of Hope Home and currently serving on the Advisory Board; Elder, Village Community Presbyterian Church; and has been very active in all community affairs.

His services and experience through the many years of association with the bank are invaluable.

He resides with his wife, Elizabeth, at Rancho Santa Fe. They have a son, Martin and daughter, Elizabeth.



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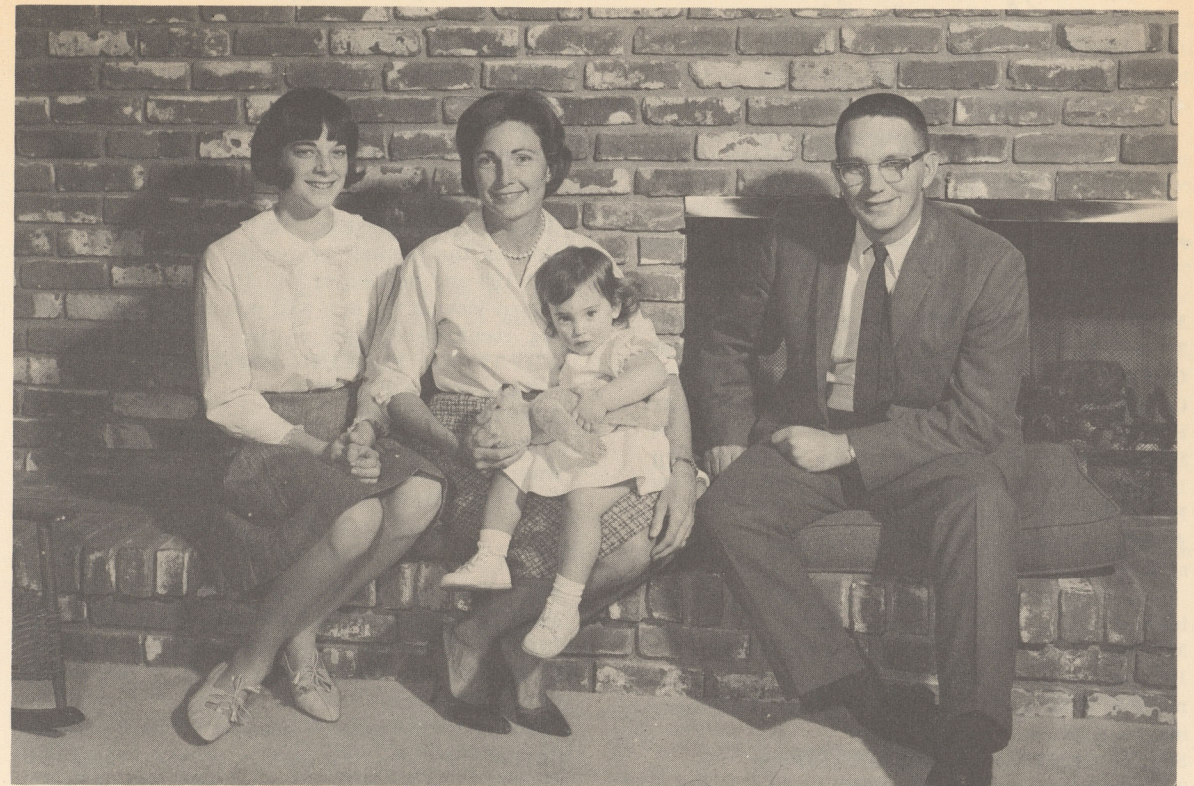
Be sure to ask your branch for details when you pick up your free check file.

Make your financial partner

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

A Page from the Ranch Family Album



Meet Your Neighbors The A. Morgan Jones Family

Rancho Santa Fe is a long way from the Fiji Islands—some 5,000 miles more or less—but Mrs. A. Morgan Jones (more commonly known as Loma) says living on the Ranch is well worth the trip. Both Morgan and Loma are from out of State, Morgan hailing from Ohio and Loma from Sirva, Fiji.

Morgan, who is a graduate of Miami University of Ohio and Ohio State College of Law and is a member of the law firm of Kimball, Jones, and Kelly with offices in San Diego and Del Mar, came to southern California as a Judge Advocate with the Air Force. Loma arrived in 1957.

In January of 1963 the Joneses moved to the Ranch and now live on El Secreto Road. Their family includes Jennifer who is 15 and attends San Dieguito High, Randall Morgan who is 9 (not present in picture) and Jocelyn Beth who is 18 months.

Both Loma and Morgan are golfers and can usually be found playing on the ranch course on the weekends.

Morgan, who started his practice in Del Mar, has been active in local government and is a member of the Public Utilities Commission.

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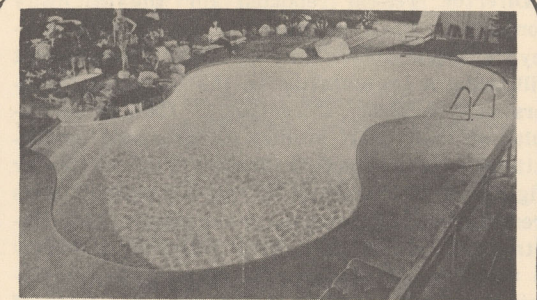
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Association Bulletin and NEWS

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION, FRIDAY, DECEMBER 4, 1964, AT 9:00 A.M. IN THE BOARD ROOM.

PRESENT: Vice President Harris, Directors Hill, Larson, Loretz, Teagle and Thieme.

EXCUSED: President Teitsworth.

ALSO PRESENT: Secretary Van Evera and Assistant Secretary Allen.

The meeting was called to order by Vice President Harris.

MINUTES OF THE PREVIOUS MEETING:

It was moved, seconded, and carried unanimously, that the minutes of the previous meeting be approved, as corrected.

STATEMENT OF GROSS RECEIPTS:

The Secretary presented the Statement of Gross Receipts for November 1964.

DIRECTORS' REPORTS:

Vice President Harris reported for the Finance Committee. He presented for payment a statement from Rancho Santa Fe Engineering Company in the amount of \$1500.00; also a statement from Peat, Marwick & Mitchell in the amount of \$1185.00. It was moved, seconded, and carried unanimously, that both statements be approved for payment.

Director Larson reported for the Golf Course Committee. The Committee recommended to the Board of Directors a six-month trial period be approved for women players to wear tailored slacks on the Rancho Santa Fe Golf Course. The Board deferred action on this recommendation pending receipt of additional information from the Golf Course Committee.

Director Teagle reported for the Highway Committee. Staff members of the County Surveyors Department and Planning Department will make a presentation to the Board of Directors on Wednesday, December 23, 1964, of the results of their staff studies on proposed modifications to the County's Master Plan of Major Highways, as requested by the Association. This presentation will be open to the public. The Secretary was directed to give maximum publicity to this presentation and to inform all Association members by mail of the time and date of this presentation.

Director Teagle reported that he had arranged a special meeting on Wednesday, December 9th, of the Highway Committee with Mr. Rudolph Massman, County Surveyor and Mr. Swanson of the County Planning Department, to make a field inspection of possible highway sites west of the Rancho Santa Fe Covenant property.

SECRETARY'S REPORT:

The Secretary reported on the Covenant restrictions applicable to portions of lots 1 and 2, block 1, El Camino del Norte. In view of the Covenant limitations of 15 building sites on all of lots 1 and 2, the Secretary was directed to bring this particular limitation to the attention of property owners in lots 1 and 2. Final action by the Board was deferred.

The Secretary presented a letter from Mrs. Shirley Keeth, Realtor, relative to the determination of the number of regular building sites on Lot 108 and portion of lots 109, 118 and 119. The Board viewed the site and deferred actions pending recommendations of the Art Jury.

ADVANCED PLAYING PRIVILEGES:

"A"—210, "B"—126.

ADJOURNMENT:

There being no further business, the meeting was adjourned.

H. V. HARRIS, Vice President
DAVID A. VAN EVERA, Secretary

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION, FRIDAY, DECEMBER 18, 1964, AT 9:00 A.M. IN THE BOARD ROOM.

PRESENT: President Teitsworth, Vice President Harris, Directors Hill, Larson, Loretz, Teagle and Thieme.

ALSO PRESENT: Association Members R. E. Cantwell, Jr., H. B. Pratt and J. W. Stockton; Non-Association Member J. Minchin; Secretary Van Evera and Assistant Secretary Allen.

The meeting was called to order by President Teitsworth.

MINUTES OF THE PREVIOUS MEETING:

It was moved, seconded, and carried unanimously, that the minutes of the previous meeting be approved.

SECRETARY'S REPORT:

The **Statement of Financial Condition** for the month of November, 1964, was presented by the Secretary. In conjunction with the financial report, Director Loretz, Chairman of the Clubhouse Committee, gave a resume of Clubhouse operations and finances. He presented for inspection forms which are being utilized to simplify handling of arrangements for special luncheons and dinners; also menus listing available entrees, together with selections to accompany same, which should result in a reduction in overhead costs at the Clubhouse. President Teitsworth expressed the appreciation of the Board for the efforts of Director Loretz.

Change in meeting date of Board of Directors. In view of the fact that the first Friday of the month of January, 1965, falls on January 1st, the Board directed that the January meetings be held January 8th and 22nd, with the Art Jury meeting being held on January 15th.

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Sproul Subdivision Request. The Secretary advised the Board of a discussion held with Mr. Josepho and read a letter from him concerning the request of Mr. F. Sproul, Jr. for subdivision of portion of Lots 1 & 2, Block 1, El Camino del Norte, consisting of 21.707 gross acres, into 4 sites of 4.003, 9.469, 4.201 and 4.034 net acres. It was moved, seconded, and carried unanimously, that this matter be deferred.

Building Site determination. On the recommendation of the Art Jury, the Board of Directors verified that no objections were found to Lot 109 and portions of lots 118 and 119, Map 2129, being considered as one separate building site. The Secretary was so directed to inform Mrs. Vang of this determination.

RECOMENDATIONS OF THE ART JURY:

After due consideration, it was moved, seconded, and carried unanimously, that the following action be taken:

KEEPING OF ANIMALS

RUDD, R. H.—APPROVE, 3 horses on 3.3 acres at Lot 3, Blk 11, San Elijo.

LAUGHLIN, R.L.—APPROVE, 2 horses on 2.43 acres at lot 5, blk. 44, Map 1742 via del Alba.

HANSEN, H. F.—DEFER, 50 horses and get at lots 5 & 6, blk. 36, Rambla de las Flores, pending further discussion with applicants.

FREEMAN, D. G.—APPROVE, 3 horses on 3.0 acres at por. lot 64, 63, 61, Map 2089, Mimulus.

RIDLAND, A. C.—APPROVE, 2 additional horses, making total of 6, on 17.0 acres at lot 9, blk. 32, via del Alba.

SETBACK VARIANCE.

EGOROFF, M.—DEFER, Lot 102, Map 2089, La Fremontia, reduction of setback from 60' to 50'.

ESENWEIN, A. C.—DEFER, Lots 35 & 26, Map 2089, Lago Lindo, reduction of setback from 60' to 50'.

Mr. Minchin appeared representing Mr. A. C. Esenwein in his application for setback variance. Following Board discussion, the Secretary was directed to obtain from the Association Counsel as to the respective responsibility of the Board of Directors and of the Art Jury in the matter of approving or disapproving setback variances.

COVENANT ACCEPTANCE

MORRIS, D. E.—APPROVE, Lot 11, Loma Verde Acres.

DEXTER, Jr., J. L.—DEFERRED Pending consideration of the provisions of Section 5, Article V of the Protective Covenant.

DIRECTORS' REPORTS:

Director Larson, Vice Chairman of the Golf Course Committee, and Mr. J. W. Stockton. Mr. Stockton reported on a study he has been making for the past several weeks concerning the Rancho Santa Fe Association Golf Shop.

Director Larson advised the Board of the resignation of Golf Professional J. P. Boyle, effective on or before February 15, 1965. The Secretary was directed to write a letter to P.G.A. concerning this resignation and make a survey of a possible replacement, with the Golf Course Committee acting in an advisory capacity.

After a discussion of the request that women be permitted to wear tailored slacks on the Rancho Santa Fe Golf Course, it was moved, seconded, and carried unanimously, that approval be given for the wearing of tailored slacks until April 1, 1965, with the policing of the type of slacks worn being the responsibility of the Women's Golf Club.

Mr. Pratt, Chairman of the Golf Course Committee, gave a brief report on the current status of the survey of the sprinkler system for the Golf Course.

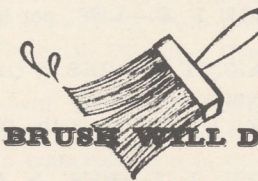
Director Teagle commented on the forthcoming meeting, December 23, 1964, with officials of the Highway Department and Planning Commission, concerning the Master Plan of Major Highways. **ADVANCED PLAYING PRIVILEGES:**

"A"—212, "B"—126.

ADJOURNMENT:

There being no further business, the meeting was adjourned.

DAVID A. VAN EVERA, Secretary



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MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD ON FRIDAY, DECEMBER 11, 1964, AT 9:00 A. M. IN THE BOARD ROOM.

PRESENT: Architect Jung, Member Corlett, Alternate Ridland.

EXCUSED: President Calder.

ALSO PRESENT: Secretary Van Evera, Assistant Secretary Allen, Building Commissioner Dewey.

The meeting was called to order by Member Corlett. The Secretary explained that President Calder was absent due to illness in the family. Member Corlett took the seat as President Pro-tempore. On motions duly made, seconded, and carried unanimously, the following business was transacted:

VISITORS: At 9:45 A.M. Messrs. Green, Lambert and Wier discussed with the Art Jury possible development of portion of lot 2, blk 31.

NEW CONSTRUCTION:

The following applications, approved since the last Art Jury meeting, were confirmed:

(1) **MONROE, F. E.—RES.**, por lot 7, blk 32, La Sencilla.

(2) **DE BAKCSY, A.—RES. & GAR.**, lot 102, Map 2129, Avenida Maravillas.

Art Jury Action was taken on the following applications:

(3) **GOSNEY, J. L.—RES. & ATT. GAR.**, Por lot 1, blk 47, Linea del Cielo & El Camino Real. Final approval granted.

(4) **LEEDY, D. B.—RES.**, lot 52, blk 18, Mimulus. Approved with the stipulation that a finished copy of the contour plan as sketched by the contractor on the copy for Art Jury consideration be provided for permanent record.

(5) **BORST, C. J.—RES., SWIM. POOL & FENCE**, por lots 3 & 5, blk 11, San Elijo. Final approval granted.

HOUSE & RIDING RING, lot 2, blk 34, Rambla de las Flores. Final approval granted.

(7) **RUUD, R. H.—RES.**, lot 3, blk 11, San Elijo. Final approval granted.

Preliminary Plan Check:

(8) **PARKER, D.—Lot 9, blk 24**, architectural style of proposed construction acceptable by Rancho Santa Fe standards.

ADDITIONS, ALTERATIONS, ETC.:

Art Jury Action was taken on the following applications:

(9) **MEDLICOTT, R. G.—GARAGE ADDN. & REMODEL**, por lots 8 & 9, blk 48, Las Planideras. Approval granted.

(10) **HUTCHISON, F. Y. — ROOF OVER EXIST. GARAGE**, por lots 18 & 19, Blk D, Alley between Paseo Delicias & El Tordo. Approval granted.

(11) **RIDLAND, A. C.—ENLARGE HORSE SHELTER**, Lot 9, blk 32, La Gracia. Approval granted.

(12) **ESENWEIN, A. C. — BL. GARAGE, SHOP ADDN., GUEST BATH**, lots 25 & 26, Map 2089, Lago Lindo. Approval granted.

MINOR ARCHITECTURAL CHANGES:

The following applications, approved since the last meeting were confirmed:

(13) **BALDRY, G. A.—PAINT SAMPLE**, lot 29, blk 37, Los Arboles.

(14) **CALDER, G.—PAINT SAMPLE**, por lot 3, blk 16, El Vuelo.

Art Jury Action was taken on the following applications:

(15) **MILLS, J. T.—RES. SIGN**, por lot 1, blk 39, via de Santa Fe. A smaller sign of the rustic or wrought iron style recommended.

(16) **KRAMER, D. — BUS. SIGN**, (Rancho Hardware), Paseo Delicias and La Granada. Approval granted.

(17) **KRAFT, W. A. — DRIVEWAY ENTRANCE**, por lot 4, blk 35, El Puente. Approval granted.

COVENANT ACCEPTANCE:

(18) **MORRIS, D. E.—Lot 11, Loma Verde Acres**. Recommend to Board of Directors that this request be approved.

(19) **DEXTER, Jr., J. L.—Por lot 1, blk 47, Map 1762**. After reconsideration, architectural style not acceptable by Rancho Santa Fe standards.

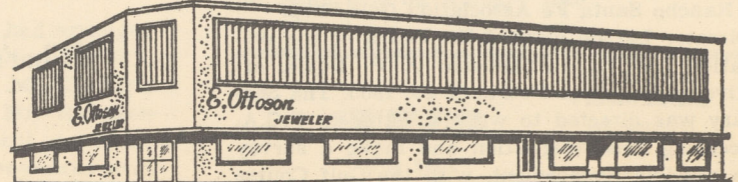
SETBACK VARIANCE:

(20) **EGOROFF, M.—Lot 102, Map 2089, La Fremontia**, reduction of setback from 60' to 50'. After reconsideration, approval recommended as permitting best architectural plan.

(21) **ESENWEIN, A. C.—Lots 25 & 26, Map 2089, Lago Lindo**. Reduction of setback from 60' to 50' not recommended as being necessary to type of additional construction involved.

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KEEPING OF ANIMALS:

(22) **RUUD, R. H.—3 horses** on 3.3 acres at lot 3, blk 11, San Elijo. Recommended to Board of Directors that approval be granted.

(23) **LAUGHLIN, R. L.—2 horses** on 2.43 acres at lot 5, blk 44, map 1742, via del Alba. Recommended to Board of Directors that approval be granted with the proviso that location of stable be resubmitted.

(24) **HANSEN, H. F.—50 horses and get** on 40 acres at Lots 5 & 6, Rambla de las Flores. Recommended to Board of Directors that approval be granted, pending expiration of posting period conditioned upon approval being limited to present owners and eventual elimination of Commercial horse operations in the Rancho Santa Fe area.

(25) **FREEMAN, D. C.—3 horses** on 3.0 acres at por lot 64, 63 & 61, map 2089, Mimulus. Recommended to Board of Directors that approval be granted.

(26) **RIDLAND, A. C.—2 additional horses**, making total of 6, on 17.0 acres at lot 9, blk 32, Directors that approval be granted.

SUBDIVISIONS:

(27) **COBB, D. B.—Lot 10, El Mirar, Map 4458, Los Morros & El Aspecto**, consisting of 4.74 gross acres, into two sites of 2.04 & 2.03 net acres. Referred to Secretary for investigation of applicable Covenant restrictions.

(28) **ORDWAY, G.—Por lot 7, blk 24, La Noria**, consisting of 20.2, plus or minus, gross acres, into 4 sites of 9.0, 4.0, 3.2 & 4.0 net acres. Referred to Secretary for investigation of applicable Covenant restrictions.

MISCELLANEOUS:

(29) The verbal request of the Salvation Army to place a permanent collection box in the Village was denied on the grounds of establishing a precedent applicable to all such charitable organizations.

(30) The Art Jury found no objections to lot 109 and portions of 118 and 119, Map 2129, being considered as one separate building site.

(31) The Art Jury directed the Secretary to send a letter to the Rancho Riding Club regarding policy on zone changes.

(32) Request of William H. Dreyfus, lot 104, Map 2129, El Secreto, to construct an amateur radio antenna was deferred pending further clarification of site.

By **DAVID A. VAN EVERA**, Secretary



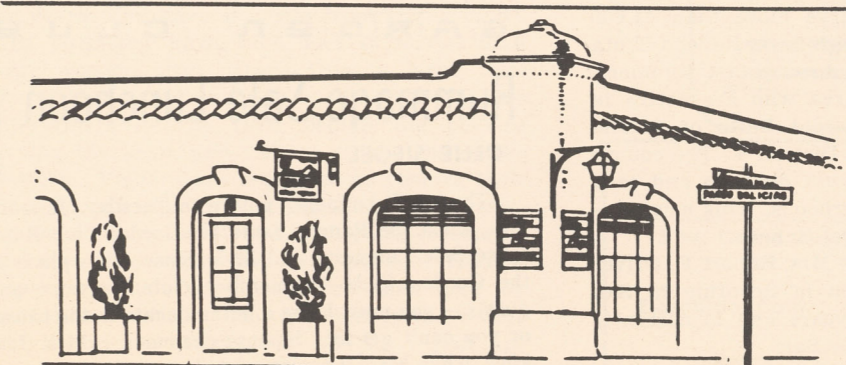
Paul Dobson to Head New Financial Planning Concept for Investors

Mr. William B. Boscow, vice president—sales, for Minneapolis-based Investors Diversified Services, Inc. (Investors), is in San Diego to announce the appointment of Mr. Paul Dobson to the position of Financial Planning Consultant for Investors.

Dobson will schedule a series of meetings throughout the nation beginning early in 1965, designed to train key men in the Investors sales organization as qualified "correlators" in sound financial planning. The correlators will be trained to bring to the customer a team of financial planning specialists consisting of the customer's choice of attorney, a trust officer, a certified public accountant and the correlator himself. The purpose of the new plan is to provide the customer with a practical approach to sound financial problems, which will include arrangements to help reduce the impact of taxes that vitally affect his living and death estate.

"As the consultant for Investors in this matter, Dobson is extremely well prepared in this field. He has enjoyed the distinction of being a life and qualifying member of the million dollar round table of Life Underwriters Association," said William B. Boscow, vice president sales. "Many years of successful selling and training men with Investors qualifies Paul in the furthering of this unique service of financial planning."

Pilot operations will be set up in various regions of the country. Dobson will work out of his new offices in Rancho Santa Fe, California.



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The Girl Scouts

MRS. COLLEY FERNEDING



Juliette Low organized the first Girl Scout Troop in the United States on March 12, 1912. Only five years later in 1917 Girl Scouting was established in San Diego County. San Diego and Berkeley share honors of having the first Girl Scout Troops west of the Mississippi.

By 1928 there were 78 adults and 471 girls in Scouting in San Diego County. Today there are over 20,000 Girl Scouts and 4,000 adults in this area. In fact one in seven of all girls from age 7 to 17 is a Girl Scout.

In 1921 the San Diego Girl Scout Council became a charter member of the San Diego Community Chest and has retained membership in the local federated funding agency to this date. Girl Scouting is also financed by the proceeds of the Annual Cookie Sale and by individual gifts, bequests and donations.

Headquarters of the San Diego County Incorporated Girl Scouts was located in rented office space until 1921 when a small building in Pepper Grove, Balboa Park was leased from the city of San Diego. The present Headquarters is 1231 Upas Street in Balboa Park. The cornerstone for the headquarters was placed and dedicated by World Chief Guide, Lady Baden-Powell. The Country Friends very generously furnished the Presidents room of this Headquarters.

Girl Scout Camps in Balboa Park, Cuyamaca Mountains, and Julian serve more than 41,000 girls and adults. Several girls from Rancho Santa Fe attended the established camp last summer.

Among those in this area who are active in Girl Scouting is Mrs. Harold Baltz of Solana Beach who is chairman of District 4. The county is divided into ten Girl Scout districts and each district into many neighborhoods. This neighborhood is known as Solana-Del-Rancho.

Another devoted adult is Mrs. Robert F. Driver of Del Mar who has been in Scouting in San Diego County for many years and is currently chairman of the 1965 Cookie Sale.

Thirdly there is Mrs. Colley Ferneding of Rancho Santa Fe who has been a Girl Scout for thirty years and is at present First Vice-President of the Council.



Rear Admiral Jack Lee, Manager of Shearson and Hamill & Co. taking out the first burning permit of the calendar year from Captain Ross-maessler of the Fire Department.

New residents to the Ranch should be aware that the burning of any grass, garden trimmings, rubbish, etc., is prohibited without first obtaining a permit. Permits are issued annually terminating on the 31st of December. The burning of rubbish in the open is not permitted on windy days nor between the hours of 10 a.m. and 4 p.m. except during the period commencing December 15th through April 15th when burning is permitted throughout each day subject to satisfactory weather conditions prevailing.

TAKE OUT A BURNING PERMIT NOW TO REPORT A FIRE dial the emergency phone number 756-1126. Give name and correct address.

TRY TO KEEP CALM and state clearly what is burning so that the dispatcher can send the proper equipment. If possible have someone at the side of the road to give the Fire Department on arrival further information.

TO REPORT OTHER EMERGENCIES OR REQUESTING THE SHERIFF Dial the emergency phone number 756-1126. Give name and address and give exact nature of emergency so that the appropriate equipment or agency can be dispatched.

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Business and routine calls dial 756-1522.



Rummage Sale Luncheon

OLLIE SIEGEL

There will be laughs galore on Tuesday, January 12th, when the Rancho Santa Fe Garden Club Rummage Sale Luncheon and Style Show takes place at the Garden Club. Remember club members and guests — **you must bring a hat to donate to the cause, or you can't get in!** Hostess chairman is Mrs. Jenkins; while Mrs. Wheeler is in charge of table decorations . . . which, incidentally, are all rummage sale donations! See you at the luncheon . . . It's going to be a ball!

A Visit to Nasilai Tropicana

By EDITH HAVENS of "CHOICE TRAVEL"



The lure of the South Pacific to me is the contrast in culture between the melanesian peoples which inhabit the many islands in that area with the two European countries in an Asian community; namely, New Zealand and Australia.

While I had the opportunity to visit only three of the islands; Tahiti, Fiji and American Samoa, I had one experience in Fiji which was unique. This was a visit to Nasilai Tropicana which is an experiment in giving the Fijians an opportunity to participate in private enterprise. About two years ago, Mr. Martin Sommers, an Englishman, found a location on the Rewa Delta, near Suva, Fiji, which has a good beach, and two Fijian villages nearby. He formed a corporation with the two nearby villages, Nasilai and Vadrai. The Chief and the Elders appointed a business manager who is on an equal basis with Mr. Sommers. They hold meetings to make decisions which they pass on to the two managers.

The uniqueness of this experiment is that it is the first time it has been tried in Fiji, and to date it has been successful. Mrs. Sommers taught the women Fijians to cook and do housework, and the men of the villages, under the direction of Mr. Sommers have built approximately twelve burrees, or houses, one of which is the kitchen and dining room, another the meeting house, and the others guest rooms. The dirt floors are covered with woven mats, and the roofs are thatched for coolness.

The Kava Ceremony is the formal welcoming ceremony which has been a custom of the Fijians for years. The kava is made from water mixed with powdered kava root, and is served in a large wooden bowl carved from a large tree. The Elders sit on one side of the platform, the entertainers on the floor behind the persons serving the kava, and visitors at one end of the platform. Visitors are requested to remove their shoes on entering the building, and neither talking nor smoking is allowed during the ceremony. The man who serves the kava pours it from a dipper into half of a coconut shell held by another man who in turn carries it to the visitor who holds a similar bowl. As the Fijian approaches, the visitor claps twice, the Fijian pours the kava into the visitor's bowl, who tips up the bowl and drains it, sets it down and claps twice.

The Fijian orchestra members, made up of men only, use bamboo poles cut in different lengths to form various notes, and guitars. The Medicine Man has arranged the Fijian Mekes such as songs, dances, spear dances, etc. — the spear dance is known as the cannibal dance — and each number is introduced by a Fijian who speaks excellent English which is spoken by approximately 25 per cent of the Fijians. The women also participate in some of the mekes and the Fijians are a very friendly people, as well as very intelligent.

The North Island of New Zealand is famous for its pastoral scenes, especially the large number of sheep which are seen everywhere, and for the greenness of the vegetation, as well as the beautiful flowers. The South Island is famous for the beauty of the Southern Alps. I was fortunate to have excellent weather so my trip from ChristChurch to Queenstown in a DC-3 was made directly over the snow-covered mountains and many times we felt we could almost reach out and shake hands with the skiers. The outstanding scenic trip was the one from Queenstown to Milford Sound which was made in a DeHaviland eight-seater biplane, used because it has greater climbing power. There were five of us on the plane and we were making a cinerama, not watching one, because it is such a scenic route — we went up and down canyons, up and over mountains covered with snow, up and down narrow valleys, and the most exciting of all was when we flew into an extinct crater over the only entrance — a waterfall — and then flew at right angles around the inside of the crater which appeared very small to us, and the bottom was an ice-covered lake. Milford Sound, a large fjord, is very beautiful, and the return trip was equally thrilling.

Australia is such a large, progressive country with immensely varied scenery and climate, beautiful cities, great expanses of country in the out-back, friendly people so similar to Americans that one feels at home, that it is impossible to describe it in a few words.

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Collecting and Investing

GUY De WOLF

With Coin Investments being in the news so much lately it seems only fitting that this month's column should be devoted to investing in coins as well as the collecting of coins. This is also an opportune time to discuss coin investments, as at the time of this writing the coin investment market is closing out six months of collapsing prices.

Basically coin investing is nothing more than gambling on the coin collector - the investor purchases a roll or rolls of coins with the idea that as the years progress more and more collectors will come into the field thereby diminishing the supply of the coin he holds, and increasing the demand - consequently pushing the market price of his holdings up and up until it reaches a point where he decides to sell.

The theory is sound and has worked quietly for many years - and overall we do have a situation where more and more collectors are coming into the field, and coins are becoming less and less plentiful. So why then the sharp market decline of the past few months?

This is easily explained - First off tho, let us differentiate between Investment Material and Numismatic Material. Investment material concerns coins bought in quantity, rolls, bags, boxes of proof sets, etc. purchased with the idea of storing until the price rises enough to enable selling at a profit. Numismatic Material concerns rare and choice single coins, early pieces, collections, etc. assembled with the idea of forming a collection, and the profit motive only a secondary consideration.

The market on investment material dropped for the following reasons -

1) The prices overall rose too high too fast. Not too high mind you, because they will go higher yet, but too high too fast - certain rolls recorded gains for months averaging 5 to 10 dollars per roll per week.

2) This skyrocketing market attracted too many collectors - These collectors, lured by the easy money being made by their investor friends forsook their collecting habits to jump into the investmnet field, not realizing that they were supposed to be the eventual customer.

3) Nobody left to sell to. With everybody either a dealer or an investor, there were not enough collectors to buy the material, and the market took an inevitable downswing, with everyone cutting prices daily trying to get out. Teletypes were flooded with sell offers daily and no buyers. If an item did not sell at \$50, the next day it was offered at \$49, the next day at \$48 and so on.

At this writing the market continues its downward swing, but more and more sales are being recorded, and most feel the bottom has just about been reached.

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Bear in mind that Numismatic Material has not been affected to any great degree, and with the exception of Lincoln Cents, key coins and choice early material continue to ride right along, gaining in popularity and sales daily. This might cause one to wonder, why not invest in numismatic material? This is entirely feasible and is being done with success, although the price of numismatic material cannot and will not go down to any great extent, the net gain is low compared with investment material, and in a sluggish market, it is sometimes difficult to sell.

The last great coin surge upwards went from 1952 to 1957 with the 1950 Proof Set rising from \$7.00 to \$140.00. Then when the 1957 slump came and the market went down exactly as it is doing now, the 1950 Proof Set settled at about \$75.00. Our next surge saw the set sell at a peak this summer for as high as \$265.00, is now around \$190.00, and will probably settle at about \$175.00 or \$100.00 **MORE THAN THE SETTLING POINT IN THE LAST SLUMP!** So the purchaser who bought at the '57 high before the slump, is still ahead today at the low in the present slump. This cycle will repeat itself time and time again, and the point is **IT ALWAYS SETTLES WELL AHEAD OF THE PREVIOUS SETTLING POINT.** Therefore the investor who bought in at the top this summer, instead of trying to sell, should simply store his material and wait for the inevitable market rejuvenation.

1965 will be a year of the collector, look for marked interest in early and rare coins, gold coins, foreign coins, type coins, and collections. But also look for several large quiet investor purchases, as many will be buying back in at rock bottom - getting ready for the next ride up.

A word about the coin shortage - It is my understanding that in 1955 a group of experts was commissioned by the Government to investigate a possible coin shortage in the future. This group, after lengthy investigation reported that if a new mint were not put into operations immediately in 10 years there would indeed be a drastic shortage of coins. The Government promptly recated by closing the San Francisco Mint. We now have the predicted shortage and it is being blamed on vending machines and coin collectors. My word!

If you have any questions concerning your coins, coins in general, the value of coins, or have any coins you would like identified, drop me a line care of this paper, I'll do my best to answer them all - Thank you, Guy DeWolf.

Sylvia Amtmann Wed to Roderick Mitchel Kell

One of the most beautiful weddings of the year took place on Sunday, December 27, 1964, when Miss Sylvia Amtmann became the bride of Roderick Mitchel Kell of Portland, Oregon, in a lovely ceremony in the Village Church, Rev. Roland Anderson officiating. A bank of white poinsettias decorated the altar, flanked by two candelabra.

The bride wore a traditional white satin full length wedding gown, with a short veil . . . and her bouquet was of white roses and lilies of the valley. Her bridesmaids were the Misses Sue Ostrander, Sue Dryud, and Judith Kinsey. Best man was Christopher Kell; while usher duties were shared by Stan Low and Jurgen Amtmann. The wedding reception was held at the Garden Club in Rancho Santa Fe, and after a short wedding trip, the bridal couple took up residence in Mountain View, California. Both Mr. and Mrs. Kell are graduates of Lewis & Clark College in Portland, Oregon.

TENNIS TALK . . .

FRAN JOHNSON

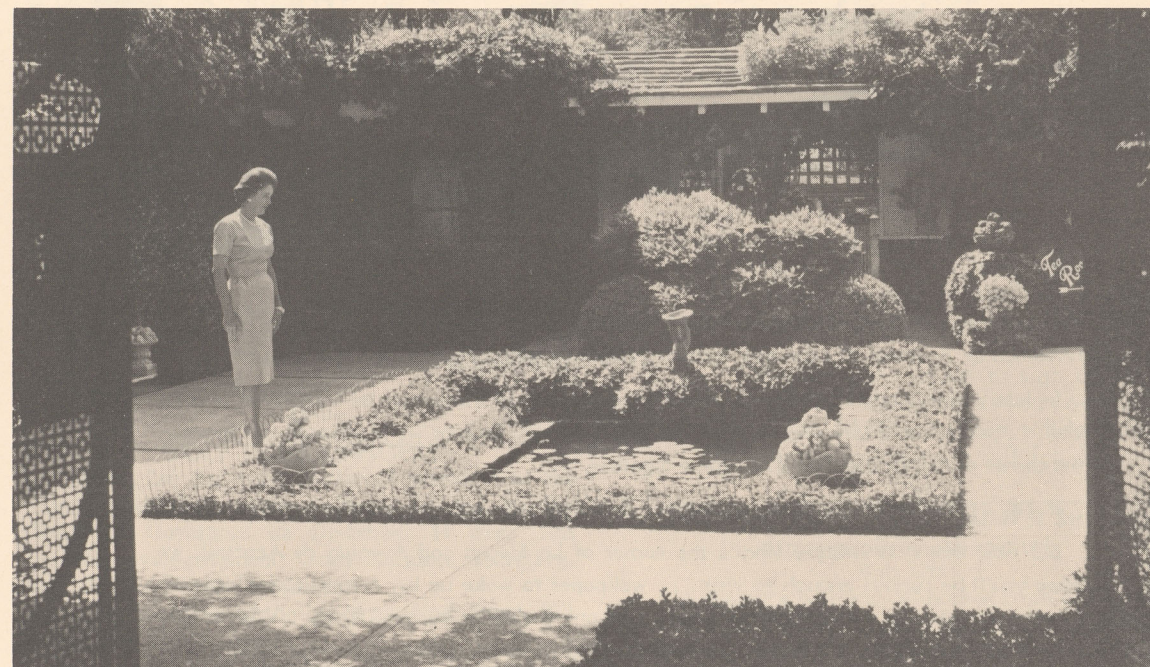
Rancho Santa FE Tennis Club will enter one men's and two women's teams in the North County Doubles League, with competition scheduled to begin Jan. 10 for men and Jan. 16 for women. Other teams expected to play in the League are Oceanside, San Dieguito, El Camino, and Escondido.

Ty Cobb is captain of the Ranch men's team. Virginia Dewey and Irene Perry will lead the two women's teams.

On Mrs. Dewey's team will be: Jo Worthington, Jo Nance, Pat Woolley, Louise Loomis, Janet Mannion, Merle Dutton, Mildred Dacus, Fran Johnson, Sheryl Fellows, Patches Fellows, Sally Johnson, Pat Manion, Isabel Hill, Sue Hughes, Betty Herbert, Betty Savage, Jan Cantwell, and Christy Pharr.

Playing on Mrs. Perry's team will be: Pat Todd, Flo Day, Mary Day, Mary Anderson, Kay Wasser, Candy Perry, Joy Emrick, Shirley Hoadley, Sally Cocks, Lois Harris, Diane Stone, Mimi Borst, Kathleen Sweeney, Thyra Fellows, Linda Phillips, Molly Beerkle, Betty Brooke, and Mary Novak.

Last year Rancho Santa Fe took first place in the women's competition.



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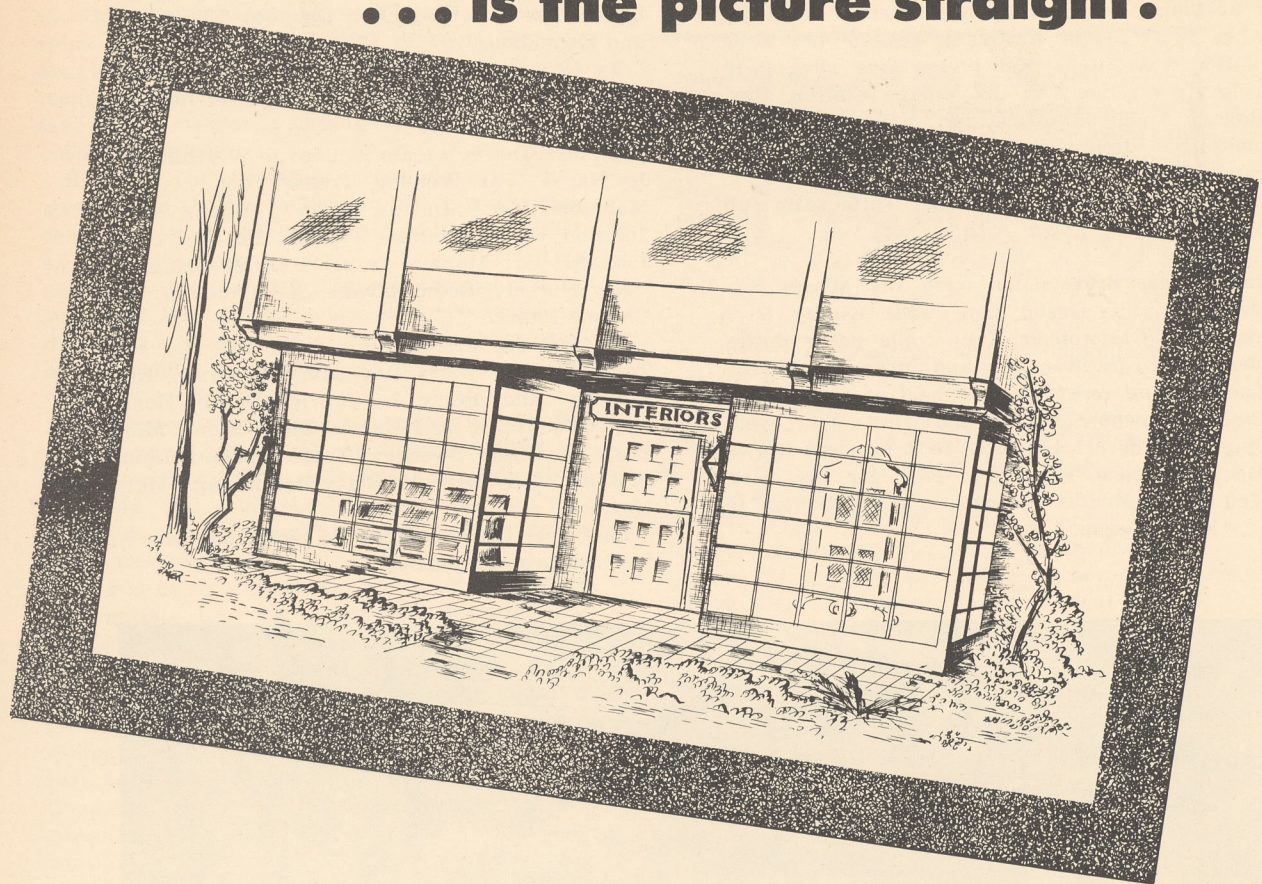
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RANCHO SANTA FE ENGINEERING
Corner of La Flecha and Via de Santa Fe **RANCHO SANTA FE**

... is the picture straight?



It looks like "The Old Curiosity Shop" and is located across from the Inn at La Flecha and Avenida de Acacias. It's the new home of Shepard's Interiors.

In last month's advertisement we mentioned moving to the corner of La Flecha and La Gracia . . . people were referring to us as the New Curiosity Shop as we mentioned our location on the corner of two streets that don't come together.

It was very humiliating, being an interior decorator who couldn't get the picture straight.

But now that it is straight (that's the corner of La Flecha and Avenida de Acacias), we do hope you'll be curious enough to visit . . . wallpaper to wake up by, carpets to be kittenish by, draperies, furniture or room accessories to be any period or personality by. With access to suppliers of every type of furnishing and decorating material, we can tastefully furnish even a curiosity shop (if that's where you choose to live) down to the last harmonious picture . . . a picture that blends, a picture that reflects the true you . . . although you may wonder if you have to straighten it yourself. . . corner of La Flecha and Avenida de Acacias . . . corner of La Flecha and Avenida de Acacias.

SHEPARD'S INTERIORS
756-1129 RANCHO SANTA FE 756-1139



RANCHO SANTA FE GOLF CLUB

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HARRY J. LEE President
DR. NED FOWLER Treasurer

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Directors
JOHN BERKSON - HERB PRATT
JIM STOCKTON

IN SORROW WE SEE THEM GO

As widely-reported in the press these last three weeks, Jim and Carol Boyle are leaving Rancho Santa Fe Golf Club after almost 12 years of service.

Jim has been named head professional, with two assistants, at the new Borrego Springs Country Club, and Carol will assist him in the pro shop as she has done so capably and courteously here at the Ranch.

As this magazine went to press, plans were being completed for a farewell party in honor of the Boyles, who are expected to leave before the end of the month.



JIM BOYLE DAY — JANUARY 30

The men of Rancho Santa Fe Golf Club will officially say farewell to Jim Boyle at an all-day Outing Saturday, January 30 according to program chairman Worth Warner.

The Jim Boyle Day Program will include an 18-hole golf tournament, played as a best-ball of twosome, with pairings made by draw. Following the golf, there'll be a no-host cocktail party with hors' d'oeuvres provided, and a big steak dinner.

Members are urged to sign up for the golf and stag dinner as soon as possible. The \$7.50 entry fee will include prizes and a going-away gift for Jim.

THEY SAID IT COULDN'T BE DONE!

We don't know what the world record is for "short-interval scheduling" of holes-in-one . . . but we doubt if many people on this world fired two as close together as Charlie Bock did last month.

After aceing the seventh hole on December 7 (as duly reported last month) the Colonel laced a 3-wood into the hole from the back tee on Number 17 on December 16. Dr. John Novak and Sam Hill (who are getting used to this kind of adventure) watched the shot alongside Dale Arehart.

Now, let's see, Charlie . . . there' still number three and number 14 to go!

GOLF CLUB OFFICERS

Harry Lee has been re-elected president of the Men's Golf Club. Other officers elected by the Board of Governors on December 14 were Jim Stockton, vice-president; John Berkson, secretary, and Dr. Ned Fowler, treasurer.

Other members of the board are Herb Pratt, Bill Freck and Worth Warner.

NEW S.C.G.A. PRESIDENT

Lynn A Smith of Annandale Golf Club, was elected president of the Southern California Golf Association following the annual meeting at San Gabriel Country Club November 6.

Smith succeeds Charles H. Laws of San Gabriel.

TURKEY SHOOTERS

Winners in the December 20 Turkey-Shooting activities were Mr. and Mrs. J. Matzinger (143); J. Beerle and Peg Booth (151); Mr. and Mrs. R. Wallace (152); Mr. and Mrs. J. Shaw (155); Mr. and Mrs. J. Lee (156); Mr. and Mrs. C. Gibbs (158).

In the "men only" division, winners were M. Lenz and W. Huntley,

OBSTRUCTIONS . . . No Relief if Stroke is Unnecessarily Abnormal

Bob Utz

A player's ball was 38 inches from a water pipe which was exposed about three inches above the ground. The player demonstrated with a wide and highly unorthodox follow-through that he could hit the pipe. He then told his opponent he was permitted a free drop due to the obstruction. The opponent said he couldn't because he felt the player was overdoing his swing.

The purpose of Rule 31-2 is to provide relief if an immovable obstruction interferes with the stance, backswing or stroke in the direction in which the player desires to play.

It is a question of fact whether interference exists. In the event of a question, the Committee must decide.

In the case cited above, it is obvious that the player could only claim interference through the employment of an unnecessarily abnormal stroke. He was therefore not entitled to relief.

(Continued on next page)

BATTLING THE BARRANCA

by DON FRICK

ments about the wonderful results of the fall rehabilitation program . . . and we add our hearty Amen.

TWO — Jim Boyle. Here we can make comparisons, because we've had the opportunity to work very closely with several other golf professionals in the East. We only knew Jim for six months but he measured up to our conception of what a Pro should be — teacher, gentleman and a humble man with constructive personality and a true desire to be of service.

At the same time, we hasten to add . . . we are confident that the Association's Board of directors, with the advice of its Golf Course Committee and the Men's Golf Club will come up with a satisfactory replacement who can follow in the footsteps of our departing pro. Many applications are being received and an appointment will probably be announced any day.

Meanwhile golf goes on . . . and the crowds at the club during the few nice days we had over the Holiday Weekends attest to the enthusiasm of the members. The **Thursday Team** swings into action late this month against Redlands Country Club at Redlands, then hosts Rancho Bernardo and San Marcos among others.

Sunday Team, guided by Ralph McAfee and Ed Dacus, opens up on January 31. League opponents include Bonita Valley, San Diego, Stardust, La Jolla and El Camino.

Good luck to both teams. Bring home the bacon!

Bill Freck (or was it Don Frick?) has already brought home some winter laurels. He won low gross in a field of 50 Shearson-Hammill Co. brokers from all over the country in a one-day tournament at the Dorado Hilton Country Club in Puerto Rico December 8. Bill has an 80 on the tough par 72 course. Then he came home and back-nined touring **Pro Larry Mowry** 34 to 36 on January 3.

Overlooked last month was our recognition of the distinguished service plaques presented to **Ken Knudsen** and **Jack Berry** at the Annual Party in December.

KEEP SWINGING!

George's FINE FOOD SINCE 1916

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- CLOSED MONDAYS

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We are late-comers to the Rancho Santa Fe scene . . . and our opinions don't count for much yet . . . and maybe never will. But we're going to go on the record on two subjects right now.

ONE — the excellent condition of the course. Every golf course we ever saw until this year was buried under snow by mid-December, so we have nothing to compare our Ranch course with . . . but it's hard to see how anyone could expect a course to be in any better shape at this time of year. We've heard many com-

The Southern California Golf Association has adopted the Integrated Data Corp. electronic handicapping system, following nearly a year of study and investigation of all such systems. They think it's the best, and so do we after a year of experience with IDC. From now on we must remit to SCGA rather than directly to IDC.

It follows that SCGA has been forced to adopt a new membership policy. In short, it is now necessary that any club member desiring a handicap must not only pay the three bucks for IDC, but also must shell out three skins for SCGA membership. Frankly, we're not overjoyed with this new development, but find ourselves powerless to do anything about it. This means we need another three bucks from about 15 members who elected the con-SCGA option when remitting 1965 club dues. Please make your check payable to the Rancho Santa Fe Golf Club and leave at the Golf Shop or mail it to P.O. Box 598. Many thanks.

Harry J. Lee, Pres.

No doubt by this time all members have received an important piece of mail from the club, containing the 1965 club membership card, two SCGA membership cards (to those supporting SCGA this year), a folder explaining a little about the Southern California Golf Ass'n., and most important of all, an announcement of "Jim Boyle Day", Saturday, January 30.

It is hoped by the committee in charge, headed by Worth Warner, tournament chairman for '65, that every club member will take part in the special "adious" day for Pro Jim who has resigned to take the head pro position at Borrego Springs Country Club. Jim has served us well for 12 years and his smiling face and congenial manner will be missed around the club. Let's give him a rousing sendoff. Sign up for the big day's events in the golf shop!

A portion of the January mailing bearing some explanation is the double SCGA card. As explained by SCGA, two cards per member have been issued this year so that one may be permanent on your golf bag and the other for your wallet. Many have requested this, it is said, because they have found that occasionally there is need for the verified handicap card when they might not have their own clubs.



Fairsex . . .

Dorothy Robbins

XMAS PARTY

The party this year was the best ever — thanks to our tournament chairman, Katie Knight and her aid, Pat Wolf, Marion Millar for the prizes, the decorating committee comprised of Jane Stockton, Doll Freeman, Katie Knight and yours truly, Jane Stockton for the lovely music on her organ, Jack Campbell for the delicious food, served cheerily by Virginia and Rita. The following teams were victorious: Christopher-Ridley, Pickinger-Crabtree, Williams-Millar, Anderson-Thieme, Hadden-Boothe, Matzinger-Peters, Lasswell-Hetzler, Conklin M. Huntley, Wilcox-Grimm, Hammond-Squire, McAfee-Tillotson, O'Malley-Slaughter, Dobler-Mangan, Magness-Sundkvist, Cwik-Fowler, Morton-Sattem.

INDISPOSED

Dorothy Bock — Pat Paulin — Estelle Gygax.

GOOD NEWS

The familiar figure of Ida Mae Moore will be seen on the course soon.

FLASH

The Association Board has agreed to a three months trial period beginning January 1st for the wearing of tailored slacks on the golf course.

REMINDER

When playing away from the home course be sure to post your score and leave score card for the handicap chairman at the course played. If you forget to post at the club played, you may post at the home club and your score card is requested. When playing away, if your IDC number is requested, this indicates that you do not need to post, the handicap chairman will do so.

HAPPY NEW YEAR

This thought is best expressed by a quotation from our "Queen of the Links", Mrs. Zilch — "High Spirits and Low Scores". May this be the experience of all you happy hackers.



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Suggestions from Your Golf Course Marshals!

Your Marshals make no apology for continually reminding transgressors of the fundamentals rules relative to golf course etiquette.

We have stated repeatedly in this column the need for more care on the course and again we highlight the faults and lack of consideration some players have for fellow members by NOT

1. Repairing ball marks on the putting green
2. Raking the traps. Footprints are a silent indictment of the last player to visit this bunker
3. Letting faster player through, and by Not
4. Keeping carts off the tees.

Please leave the course in the condition you would expect to find it.

Do not forget non-observance of the simple rules of golf course etiquette adds unnecessarily to the cost of course maintenance.



HERE'S A GOOD GOLFER, He is repairing his ball marks on the green before continuing on with his golf game.



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STAN MYERS, Associate

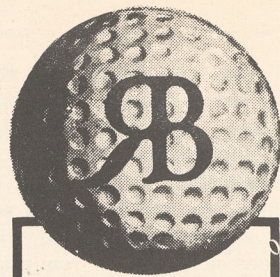
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RSF Federation of Republican Women Will Hold Annual Meeting

MRS. COLLEY FERNEDING

The date has been set for Monday, January 25th at the Country Squire Tea Room. There will be an out-of-town speaker, and Mrs. James Pike, County Chairman, will install the officers for the new year. Chairman of the meeting is Mrs. Colley Ferneding; while Mrs. Frank Driggs is in charge of publicity. Since Thursday, January 21st, is the deadline for reservations you are urged to make yours by calling either 756-1577 or 756-2282. The time of the luncheon is twelve noon (sharp) \$2.50 tax and tip included.



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San Dieguito Family Service Will Hold Annual Meeting

MRS. COLLEY FERNEDING

The San Dieguito Family Service will hold its annual meeting at the Torrey Pines Inn on Tuesday, February 2nd at 6 p.m. A no-host cocktail hour will precede the dinner. Installation of officers will follow, and the speaker of the evening will be Mr. Ernest F. Witte, Dean of the School of Social Work at San Diego State College. Invitations will be in the mail shortly, and reservation cards should be returned promptly. The charge for dinner will be \$3.75, tax and tip included.

Rancho Santa Fe Red Cross

VEVA FRANCISCO

A Board Meeting was held on Tuesday, January 5th at the Garden Club, conducted by Chairman Mrs. Hans Amtmann.

The joint efforts of Garden club members, coupled with Red Cross members on Tuesday, December 8th at the wreath-making workshop held in the Garden Club, made it possible for your Red Cross to deliver sixteen beautiful large wreaths, and two 15-ft. garlands to the Naval Hospital of San Diego, where the lovely touch of "Christmas Greenery" was very much appreciated.



An Ode to Clara

by the GEORGE D. SKINNERS

Clara! Clara! Come to Christmas,
Only gate across the isthmus
At the market is through Clara.
Everyone who wants to bear a
Bundle home for Christmas dinner
Goes to Clara for beginner.
When the wagon wheels a whopper,
Clara clicks up every copper.
Every turkey, every biscuit,
Every scallion, every brisket,
Gets a backhand to the pile,
Gets a bit of passing smile,
Gets a ringing cash-box thump
From Clara.

Long may she wave
O'er the land of the plump
And the home of the brave!
With Christmas cheer to Clara.

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If you happen to have a hem that needs shortening, a zipper to be replaced, or major alterations of any kind, call **MARIAN JONES** at 753-1511 or 753-1584. She'll come directly to your home on Tuesdays or Thursdays, do the fittings on the spot returning the following week with the completed garments . . .

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Country Friends Complete 11th Year of Community Service

INEZ BELL

1964 found the Country Friends going into their 11th year of community service. This group, largest of San Diego County charitable organizations, started with 8 Rancho Santa Fe women, now boasts a membership of 1347.

This year a new type of membership was introduced. In addition to regular and honorary members they now have 4 life members; Mr. and Mrs. La Motte Cohu, Miss Erna Clark and Mrs. Dorothy Patton. You may become a life member with a donation of \$100.00.

At the Board of Directors meeting, held at the Village church on January 4, the spring membership luncheon was discussed. It will be held on February 11 at the Twin Inns in Carlsbad, with a no-host social hour beginning at 11:00 A.M. followed by luncheon. All members and potential members are urged to call Mrs. Dorothy Patton for reservations. Mrs. Charlotte Hale of the North San Diego County Association for Retarded Children, will be the principal speaker.

Also discussed was a check presented to the San Diego Speech and Hearing Center for the purchase of a Sono-Graph (clinical and therapy equipment).

The Board of Directors will pay an agency visit to the San Diego Children's Home Association, Ltd., 3002 Armstrong, at 11:00 A.M. on January 18. A no-host luncheon will follow.

The Country Friends Shop



DIDI COHU

The Country Friends Shop has just completed taking its annual year-end inventory while the shop closed between Christmas and New Years. Among the newly acquired items listed are a Cherry corner cupboard, mahogany bookcase, old copper (including a half-gallon milk can), a pair of matched Sheraton console tables — and over one hundred pieces of Repousse sterling silver flatware.

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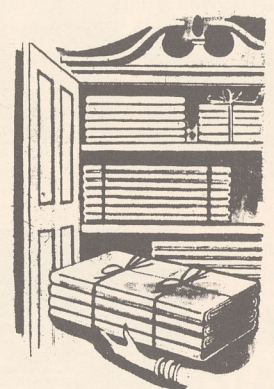
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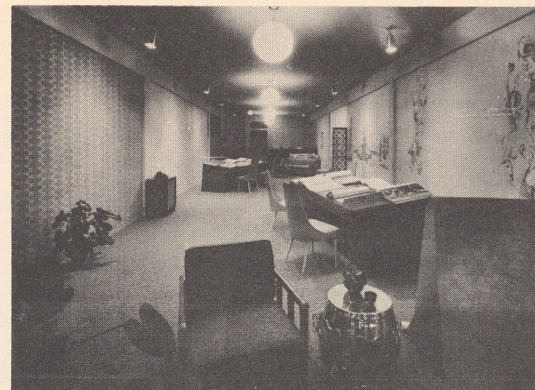
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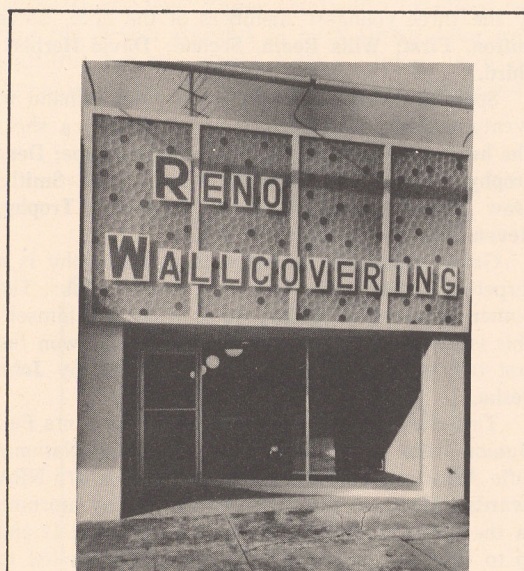
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Reno Wallcovering Opens in San Diego



Pretty Mrs. June Reno (at the Country Squire Courtyard of Shops) has a good reason to be smiling these days. Her husband has just opened a new and exciting store in San Diego (at 3830 5th Avenue in Hillcrest) which has one of the largest selections of wallpaper in San Diego County. There are over 10,000 patterns to select from . . . featuring such famous names as "Van Luit" . . . "Berge" . . . "Sanitas" . . . "Walltex" . . . "Wall Trends" . . . "Wall Covering West" . . . Murals and companion papers. Color consultant services are available . . . and if two or more complete rooms of wallpaper are selected, all color-coordinating will be done without charge. If you prefer, Mr. Reno will be glad to bring a selection of wallpapers to your home for your convenience . . . and professional paper hangers are available at your request.

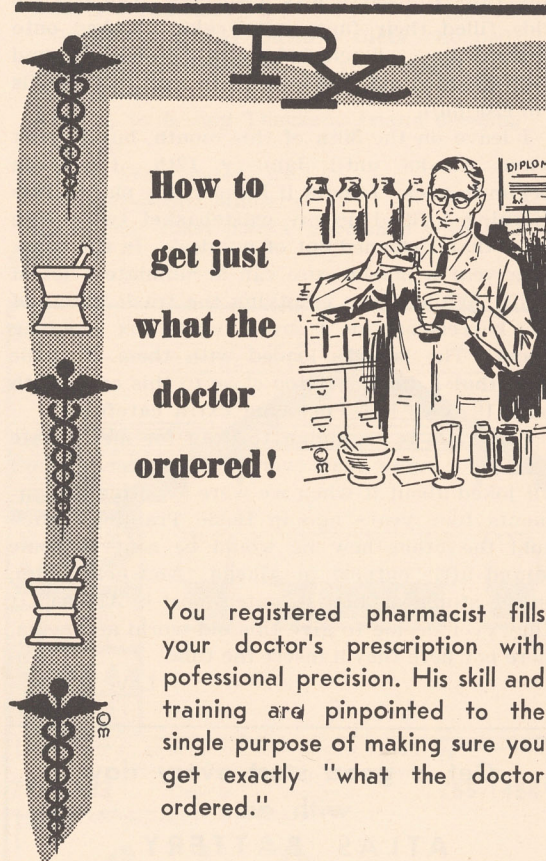


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FOUR HANDSOME GENERATIONS gathered at the Chester Root home on Christmas Day! Robin (the mother), Lois (the grandmother), and Rose Ranson (the great-grandmother . . . who would believe it) are pictured holding 2½ month old Christopher Pratt.

Mr. and Mrs. Larry Pratt (the former Robin Root) held a second anniversary party on December 30th which was attended by many of her Ranch friends . . . including Candy Evans Nelson; Dee Devine; Kent Chapin; Patty Twining and Connie Wager. The Pratts live in Fullerton, California.



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RANCHO SANTA FE PHARMACY**
WE DELIVER! 756-2433

This is a priceless Christmas letter . . . sent to Betty Blaisdell from a cold and weary son, Phil . . . stationed, well, you read it!

Drcary December 1964
Snowshovel Haven
Iceberg #2, Alaska
Last Position:
65° 46' N 169° 06' W

Dear Mom:

I just got your letter telling me about your move into the Country Squire Courtyard of Shops. You must have broken all speed records. I remember the spot very well, and I can't wait to see how you're set up. It certainly is a stroke of luck that you got in in time for the Christmas business. How did you do it?

Not much is new here. I saw another reindeer out the window this morning as I was sitting at breakfast sinking my puffed wheat. It's snowing polar bears and the wind is blowing like there is no tomorrow. Yesterday, Santa Claus flew in (on a C-127, not a sleigh) and I had to help set up chairs, flood-lights, and about a ton or two of gaudy yuletide decorations in preparation for a party given that evening for the Eskimo kids in the village. The tree had to be imported—there isn't a tree on the whole island, you remember. When we had finished tacking up the lights and sowing the tinsel, I'm sure you would have described the scene as "a fantasy in neon"! At any rate, the party was a success. The Eskimo kids filled their faces with cake, climbed onto Santa's knee, listened to him "ho-ho-ho", and even grunted out a stanza or two of Jingle Bells (in Eskimo).

I leave on the 30th of this month, but I won't leave Alaska until January 12th. I've even begun to pack. I doubt if I'll miss my plane. This morning I filled up my wastebasket twice with junk that I cleaned out of my desk. In the space of a year a person sure can accumulate a lot of stuff. While I was emptying the trash in one of the barrels outside I saw a white fox snooping about. The island's loaded with them. I made sure that I didn't get too close to this one. With only 19 days left I'm being extra careful.

The time is beginning to drag for me. I hate this place more than ever. I remember how we all joked about it when we were awaiting assignments four years ago in Basic Training. Each told the other how he would be sent to some stupid little outpost in Alaska. And here I am, in the stupidest, littlest, outest-post in Alaska. If they ever decide to give this old world an enema, here is where they'll insert the tube!

Love, Phil

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Winners Announced in 3rd Annual RSF Small Bore Rifle Tournament



COL. YEATON, Founder, Instructor and Club Leader

Teenagers between the ages of 12 and 19 recently competed in a small bore rifle tournament under the leadership of Col. Yeaton of Rancho Santa Fe.

Winners were as follows:

First match (prone match) **Lee Smith, First; Bill Cope, Second; Tom Cope, Third.**

Second match (kneeling match) **John Desha, First; Jack Buchans, Second; John Lee, Third.**

Third match (standing match) **John Desha, First; Bill Cope, Second; Jack Buchans, Third.**

These three matches were fired slow fire at 50 feet on NRA standard targets. The combined scores of the three positions make up the grand aggregate, **John Desha, First; Bill Cope, Second; Jack Buchans, Third.**

There was also a tyro match and it was entered by the three youngest members of the club, **Steve Dutton, First; Wills Booth, Second; David Herbert, Third.**

Sporting shoot . . . 5 shots are fired offhand in twenty seconds (rapid fire — 4 seconds to a shot) **The hunter safety trophy won by William Cope; Deer Trophy, John Desha; Rabbit Trophy, Lee Smith; Crow Trophy, Charles Buman; Woodchuck Trophy, Steven Siegel.**

Grand aggregate and championship trophy is a perpetual trophy awarded by the Rotary Club. The winner receives a miniature to keep for himself. This is the third year of the Rotary trophy, won the first two years by **John Fox, Third year by John Desha.**

This club, "Los Tiradoritos de Rancho Santa Fe" (Junior Rifle Club) is affiliated with the National Rifle Association (NRA) . . . so all awards are NRA awards. Meetings are held every Saturday morning on the Johnston Ranch, and every boy aged 12 and up to (but not including) 19 is cordially invited to join. Call Col. Yeaton (756-2105) for further information.

CLUB LEADER NEEDED

Any interested man (friend or father) 21 years of age or over is urgently needed to assist Col. Yeaton with the Junior Rifle Club. All it requires is one hour of your time on Saturday mornings. Won't someone please volunteer for this very worthwhile youth project?

CALL COL. YEATON
756-2105

Gourmet Steals

BETTY BLAISDELL

Now that Christmas is over (for another six months) and King Kalorie has had his revengeful "Ball," I suspect a food column is about as popular as that belated gift of laced-up fruit cake, held over in the mails and delivered about the time the door wreath goes back to garage storage!

It all tasted so good though, didn't it? Even we, in the Courtyard, busy as we were, snatched at wonderful goodies behind scenes. Each day a delicious snack turned up from somewhere, and the day after the tearoom closed! — creamed chicken a la king, layered fudge cake, salads and such. The crowning offering was a superbly cooked and delivered hot-in-the-pot chicken noodle dinner by Betty DeBakcsy at high noon the day before Christmas. What a gal is this one! As you all must know she's a great do-it-herselfer, and when it comes to chicken and noodles, if she hasn't grown the chickens you know she has made her own noodles. A dessert was included, too . . . dark chocolate cups (made by Betty, of course), each holding a tiny mound of minty mousse. Betty, is there a name for your minty mousse? It was devastating!

Even after Christmas we, in the Court, were still gourmandizing on thin, moist slices of breast of turkey, and Jimmie Young's sister had baked for him a most aromatic and light bread made from rye and white flours and flavored with cardamon, which we ate until there was no more.

So back we are to FOOD! We cannot stop eating, naturally, but can, we now, desist from fattening fluff. Mrs. Yager Cantwell's excellent recipe for Welsh Rarebit is both rib-sticking and healthful for the whole family. Janet, with no coaching from me, specifies "Black Diamond"

Canadian Cheddar in her recipe, and to this I do say "Amen." It's marvelous flavor and melting—with no-stringing qualities set it apart from any other cheese for this dish. Here it is:

WELSH RAREBIT

2 tablespoons butter
2 tablespoons flour
¾ cup milk
¾ cup tomato juice
1/8 teaspoon soda
2 cups grated (or crumbled) Black Diamond Cheddar
1 egg
Salt and pepper (taste before adding)

Melt butter, stir in flour. Add milk, stirring constantly until thick. Stir soda into tomato juice and as soon as it has finished frothing add it to sauce. Now stir in slightly beaten egg. Cook one minute, then add cheese and allow it to melt. Serve at once over toast. Feeds 3 or 4—three hungry or four not so hungry.

One other favorite recipe of Janet's snatched from Chicago's famous Pump Room, is something she likes to do with an intimate group (another couple) around her chafing dish. It's called

CANAPES AMBASSADOR

Melt in chafing dish 6 pats of butter (3-4 tablespoons)

Add: ½ cup chopped green pepper

¾ cup chopped tomato

Cook a little and stir.

Add: 1/3 cup tuna

Small tin of flat anchovy filets, chopped

1/4 cup hard-cooked egg yolk (about 2)

Stir again.

Add: ½ to ¾ cup Thousand Island dressing

Caviar

Dash Worcestershire

2 tablespoons Madiera

Serve over toast points, garnished with lemon slices.

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New International Center Planned for UCSD Campus



**HELEN
LOVENBERG**

The Zonta Club of La Jolla recently raised over \$1,000 towards the building of a permanent International Center adjacent to the UCSD campus on Torrey Pines mesa.

Perhaps a little history of Zonta is in order—Zonta International is a classified service organization of executive women in business and the professions. Zonta was organized in Buffalo, N. Y., on November 8, 1919. There are currently 473 clubs in 24 countries with a membership totalling 17,450. Service is conducted on three levels: international, district and local.

Internationally, the Amelia Earhart Fellowship Awards have annually provided \$2,500 each to five young women for graduate study in the field of aeronautical engineering to honor the renowned flier who was a member of the New York City Zonta Club at the time of her disappearance in 1937. Last year three Earhart scholars received their Doctorates—two at Cal Tech and one at Stanford. This year there are seven scholars. A second service project on the international level is a fund for which Zontians have provided 125 \$500 scholarships for 68 refugee girls in Ramallah, Jordan.

District and local projects vary with the needs and opportunities of the area and community.

Since the fall of 1961, the Zonta Club of La Jolla has sponsored and maintained an International Center for the foreign and American students at the University of California, San Diego. It was felt that such a center would be advantageous to foster goodwill and a cosmopolitan spirit among all students on the constantly expanding campus.

Due to this growth, the Center was incorporated in April of 1963 thereby enabling Zonta to share what they felt should be a community project and necessity.

Until this past summer, the Zontians rented a house on Eads Ave. in La Jolla for the use of the students as a meeting place for discussion groups, dinners, gatherings and also as temporary housing for newly arrived students and their families. Due to the fact that the major part of the campus is moving rapidly to the mesa, the house in La Jolla was proving inadequate for the needs and convenience of the students.

It is the plan of the La Jolla Zonta Club and International Center, Inc., to plan and raise the necessary funds for a permanent structure adjacent to the campus.

Zonta International President J. Maria Pierce's '62-'64 biennium theme "Expanding Dimensions" was promoted at the 37th International convention in San Francisco this past July by a philosophy well said by Daniel Burnham—"Make no little plans; they have no magic to stir men's blood."

Of local interest—Helen M. Lovenberg, Administrative Assistant at Shearson, Hammill & Co., Inc., is finishing her second term as President of the La Jolla Zonta Club. She also is a member of the board of directors of International Center, Inc. Mrs. Vivian Woodward, Asst. Secretary of the Santa Fe Irrigation District is also a member of the club.



Aftermath...
MICHELE M. EVANS

**This morning wears a veil of mourning
And wraps itself into a shroud
Sea gulls announce day aborning
And on the cliffs the terns all crowd.**

**The sea is quiet as a tomb
Shells wash silently upon the shore
Spawn of the seas primevil womb
The breath of mortals breathes no more.**

**The ghosts of ships long gone loom here
Forgotten by all save time alone.
Who's left to guard a watery bier
Or judge whose sins are to atone?**

**Who can count an hour or eon
Where landmarks are or seamarks place
A spot in time if all watchers fade
Die and nothings left but space?**

**Beneath the waves, a city's grave
A culture silenced forever, hence
Ages to come unbarred, the brave
New world discovers our ruins dense.**

**Pushed from the sea's unfathomed depths
Earth's face been lifted once again
Ruins of towers, buildings met
Spawn of our spawn, God's children, men.**

**White skull bones tossed upon a beach
With vacant eyes turned to the sun
In empty gaze remembering each
Was mortal before day was done.**

**On Eternity's Film recorded
Of ages past and yet to come
Walk wraiths of common men afforded
Their span, born, loved, fought, died and none,
Not even the victors immortal.**

**If there are no more watchers left to watch
Only Knower knowing the play is run
Does this detract one iota from
The splendor of the rising sun?**

**The whole story's told in one sea shell
Perfection in a fluted line
One grain of sand within fortells
A world from small atom divine.**

**So earthquake, plague or bomb befall
To decimate the earth and leave
Few left to struggle on, recall
Life does go on — to this they cleave.**

**One lifetime's really nothing more
A mote before the bright sunlight
A wave upon Eternity's shore
Only God has — forever bright.**



CHURCH SERVICES

— THE VILLAGE CHURCH —

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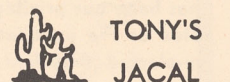
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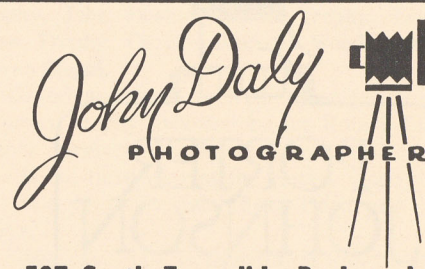
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Presbyterian Church Women Hold Inspiring Christmas Program

The Christmas program, held at the Village Church in mid-December, was one of the most delightful it has been our privilege to attend. Rev. Anderson officiated at the installation of officers, after which newly re-elected President, Mrs. Arthur Hill, welcomed all members and friends. A program of Christmas Carols was thoroughly enjoyed, as Mrs. Joy Hujak shared her thrilling musical talent with us through the strings of her harp. Mrs. Remington was the featured speaker of the afternoon, and her message — as always — was most inspiring. A social hour followed.



Our beloved Mrs. Remington chats with Erna Clark at the tea and social hour following the delightful Christmas program.



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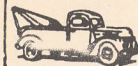
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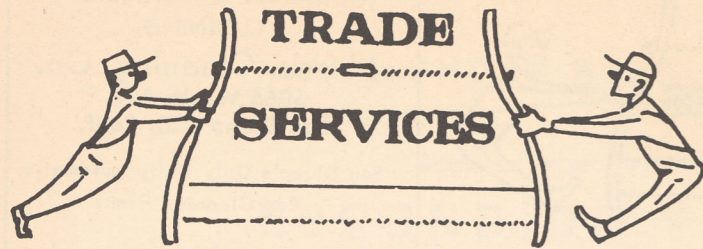
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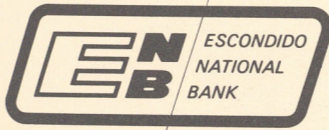
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