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# north county living

OCTOBER 1976 ONE DOLLAR

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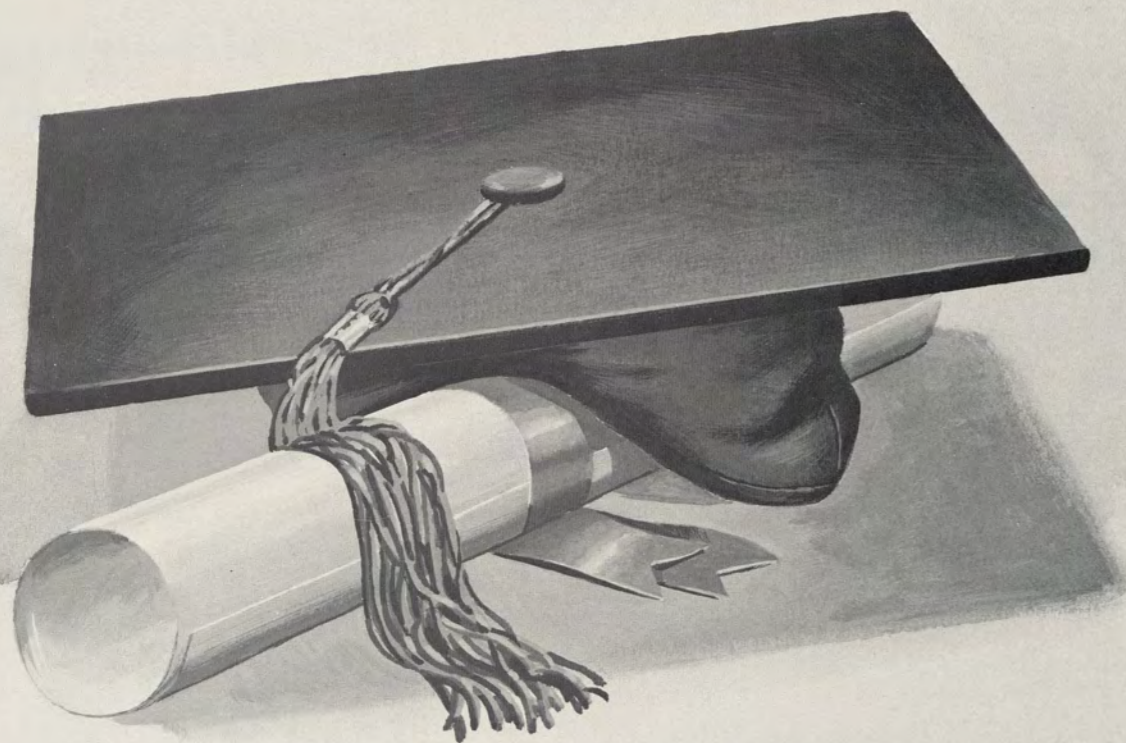
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# SAN DIEGO'S north county living

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## AT ISSUE

Professor Gil Hegemier at the University of California at San Diego is one of this area's foremost earthquake experts and has visited many earthquake sites, including Managua, Nicaragua after the devastating quake there. His warnings in our earthquake feature concerning the inadequate building codes and large numbers of potentially dangerous buildings in San Diego should give cause for concern, especially coupled with the prediction that San Diego isn't going to be earthquake-less forever. In a recent conversation he cited the bridge on the Ardath Road off-ramp of I-5 North at La Jolla as perhaps the safest bridge in the area. Its supports are of steel rather than concrete, one of the few such overpasses in the San Diego freeway system. With luck, maybe you'll be there when the ground starts shaking. Hegemier is working to secure a visa to visit China's earthquake zone, but so far no luck. Photos from his files illustrate our earthquake article this month. Steve Kowitz who authored the article will be remembered for writing another shocking feature for us in July on electroshock therapy.

Our tranquil cover shot of the Ocean-side Harbor gives little indication of the underlying problem—sand. Since the construction of breakwaters at Camp Pendleton, sand has been filling the harbor and avoiding the beaches, causing problems for both areas. Igor Lobanov reports on some plans being made to alleviate the problem and get the sand back on the right track.

We apologize for any embarrassment occasioned by the mention of Paul H. Brenner, M.D. in our August issue of San Diego Living.

Dr. Brenner was not the source of the information we published nor was he consulted before its publication. He had no knowledge of the article before publication and obviously did not consent to it.

Elsewhere in this issue Troy Reynolds has moved from classics to jazz with a review of Joe Marillo and his band now playing in La Jolla. Shay Sayre returns after a month's absence with reviews of three new books appealing to a variety of tastes.

Next month we will feature the community of Olivenhain past and present as well as the garage sale phenomenon and more. ■

## LETTERS

### Alas, No Classics

I only started picking up your magazine on a regular basis about six months ago, and I was both delighted and intrigued by all the changes in its look and feel. But for the last couple of months, I've missed the helpful advice and thoughtful insights that your classical record reviewer had to offer. His disappearance went without explanation, but if he's just on vacation, I hope he's back soon.

Both my wife and I were particularly glad to see the story of Antonia Brico's long and finally fruitful struggle for recognition, since both of us had the privilege of studying under her at Mills College.

Don Strawn  
Encinitas

*Editor's note: Troy Reynolds, our classical record reviewer, is back with us, but has changed his focus to a review of local musicians.*

### Movie Time

Alan Pesin: Please don't build me a clock. Tell me the time.

Marilyn Cooke  
Del Mar

### Communism?

How on earth can John Mortenson equate controls on building with Communism? ("Where are we growing?" September). It is pretty obvious that the man's motivation is purely monetary and that the advocates of open space, planned growth and awareness of the vanishing shoreline are to be run over in his haste to get to the bank. Thank God some care about other things besides a fast buck. Too long have we had our land raped and our communities by the sea violated by the rush to build: build bigger, build higher, build more! It is not the answer. Controls are.

J.J. Smythe  
Del Mar

### Sweeping Generalities

As a parent with a child in the MGM (Mentally Gifted Minors) program at Torrey Pines High School I wish to take exception to the description of the typical MGM student in your article on MGM programs in the September issue. My child is exactly the opposite of the aggressive, out-going student described yet he is still classified in the upper two percentile intellectually. Careful of your sweeping generalities, please.

Arline Schneider  
Solana Beach



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### Observation.

The French have a word for it, Pavé.  
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Paved diamonds! POW!  
Row upon row of diamonds.  
Little diamonds adding up to socko fashion.  
Keen for daytime action.  
Denim looks bully.  
Crêpe de Chine, crackerjack.  
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18 Karat yellow gold earrings with diamonds in pavé \$600.

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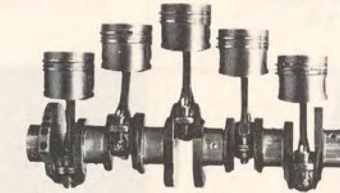
## The 5-cylinder Mercedes-Benz 300D. Another engineering milestone that has quietly inspired a change in traditional automotive design.

The Mercedes-Benz 300D has quietly changed the rules of the automobile game. This 5-cylinder Diesel automobile offers a unique combination of performance, luxury, economy and quality. It is the most powerful, the most complete and the swiftest Diesel passenger car ever sold. Since Mercedes-Benz introduced the first production Diesel passenger car 40 years ago, that is only fitting.

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Another plus: With the 300D you can forget about that expensive automotive custom known as the conventional tune-up. Because it has no spark plugs, points, distributor, condenser or carburetor, the Mercedes-Benz 300D never, ever, needs one.

One more thing. While the 300D is not as big, not as heavy and not as thirsty as most full-sized sedans, this 5-passenger automo-

bile is every bit as practical and comfortable. After all, it is a Mercedes-Benz.

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Over the past five years Mercedes-Benz automobiles have held their value better than any other make of luxury car sold in America. It stands to reason that the 300D will be no exception. After all, since this automotive forerunner is years ahead today, it is bound to be a sound asset while the others are trying to catch up tomorrow.

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1

**Donal Hord Retrospective**  
Exhibition of wood, stone & bronze sculpture  
California First Bank  
La Jolla  
9/13-11/13  
**Photomontage**  
De Loss McGraw  
USD Founders Gallery  
Thru 11/5

2

"Though this be madness,  
yet there is method in 't . . ."  
**Election Day**  
**"Play Strindberg"**  
Carter Centre Stage  
Tues.-Sun. 8 p.m.  
Sun. 2 p.m.  
Thru 12/5

3

**Art: New and Improved**  
Pop art explored  
Sherwood Hall  
La Jolla 8 p.m.  
**People Growing**  
Lectures on the art of  
nurturing human beings  
Center for Studies of the Person  
La Jolla  
Wednesdays 7 p.m.  
Thru 11/24

4

Tired of Polyester?  
**"A Forest of Fibers"**  
Jaca, beargrass, cobweb  
and other ethnic articles  
on display at the  
Bozzarius Trading Company  
Del Mar  
All month

5

Have a Wilde Evening  
**"The Importance of Being Earnest"**  
Mira Costa College  
11/5-6  
Or maybe Simon is more your style . . .  
**"The Sunshine Boys"**  
North County Community Theatre  
Vista 11/5-6

6

Afraid of your own shadow?  
**"Using Fear as a Key to Growth"**  
Center for Studies of the Person  
La Jolla 10 a.m.  
**Dimitri**  
Swiss mime and musician  
Mandeville Center  
UCSD 8:30 p.m.

7

**Art-za-Poppin**  
"Gold Rush of '76"  
Music and arts fest  
UCSD 5 p.m.  
**Carl Bernstein**  
Watergate journalist  
Peterson Gym  
SDSU 7 p.m.  
**Chargers vs. Colts**  
San Diego Stadium  
1 p.m.

8

**"Illusions in the Gallery"**  
Mandeville Art Gallery  
UCSD thru 12/2  
**Rock Art Replicas**  
Museum of Man  
Balboa Park  
Thru 12/13

9

Ice is Nice  
**Ice Capades**  
Sports Arena  
11/9-14  
**Life is a "Cabaret"**  
Broadway Dinner Theatre  
Open run

10

**Tamas Ungar**  
Concert pianist  
Mandeville Center  
UCSD 8 p.m.  
**"Eccentric Imagery"**  
Artschwager, Jenney,  
Zucher, Venet  
La Jolla Museum of  
Contemporary Art  
11/5-12/5

11

**"The Cherry Orchard"**  
Anton Chekhov  
UCSD Theatre 8 p.m.  
Thru 11/12  
**Hold Your Horses!**  
Harness Racing  
Hollywood Park  
Tues.-Sat. 7:45 p.m.  
9/26-12/13

12

**Classical . . .**  
Edward Tarr  
Trumpet and French Horn  
Sherwood Hall 8 p.m.  
**Barbershop . . .**  
"Hallelujah Harmony"  
Barbershop Quartets  
Civic Theatre 8 p.m.  
**and all that Jazz**  
Gus Giordano Jazz Dance Co.  
UCSD 8:30 p.m.

13

Gary Cooper vs. the Bad Guys  
**"High Noon"**  
UCSD  
7 p.m.  
**The First Snow Job**  
Artificial snow is produced in  
Mt. Greylock, Mass. 1846

14

**Art Safari**  
North County artists open  
their studios to the public  
Call Artists Equity for details  
**Chargers vs. Broncos**  
San Diego Stadium  
1 p.m.

15

**Brass Arts Ensemble**  
Mini-concert  
Community Concourse  
Noon

16

**Watch Out for Falling Meteors!**  
The Leonids will be visible  
in the 2 a.m. sky—  
and as long as you're up, take a  
look at Jupiter in the constellation  
Taurus . . . 11/14-18

17

**Is Abstract Really Real?**  
"Real Realism"  
Sherwood Hall  
8 p.m.  
**Mariners vs. Oilers**  
Sports Arena  
7 p.m.

18

**San Diego Symphony**  
Peter Eros, Conductor  
Civic Theatre  
11/18-19  
8 p.m.

19

**California Fibers Toy & Games Specialty Show**  
USD Founders Gallery  
11/19-12/23  
**Don McLean**  
American Pie in concert  
UCSD Gym  
8:30 p.m.  
**Mariners vs. Aeros**  
Sports Arena  
7 p.m.

20

**Guarneri String Quartet**  
Mandeville Auditorium  
UCSD 8 p.m.  
**Santa Arrives by Hot Air Balloon**  
Mission Valley Center  
9:30 a.m.  
**Still Will**  
Marathon devoted to yin energy  
Center for Studies of the Person  
La Jolla  
10 a.m.-midnight

21

Everybody's Favorite Mother  
**Mother Goose Parade**  
Main St. El Cajon  
1 p.m.  
**English/Western Horse Show**  
Miramar Naval Air Station  
9 a.m.

22

Sharks, shrimp and a  
lot of kelp star in  
**"The Hidden Sea"**  
An underwater film  
Palomar College  
8 p.m.

23



Underwater Film . . . 11 / 22

24

**Concert Choir**  
UCSD 8 p.m.  
**Mariners vs. Oilers**  
Sports Arena  
7 p.m.

25

**Thanksgiving**  
Take a turkey out to lunch  
**Macy's Thanksgiving Day Parade**  
Channel 10  
1:30 p.m.

26

Having visions of sugarplums?  
Don't panic . . . it's the real thing:  
**Nutcracker Previews**  
California Ballet Company  
Mission Valley Center  
11/26 5 p.m.  
11/27-28 4 p.m.

27

**"Kennedy's Children"**  
Old Globe Theatre  
Tues.-Sun. 8 p.m.  
Sun. 2 p.m.  
11/16-12/19

28

**"Inherit the Wind"**  
San Dieguito Little Theatre  
Thurs.-Sat. 8:30 p.m.  
Sun. 2 p.m.  
11/20-12/5

**Chargers vs. Chiefs**  
San Diego Stadium  
1 p.m.

29

**The California Scene**  
paintings by  
Charles Christian Nahl  
Fine Arts Gallery  
11/20-1/2

**Learn Something New**  
Registration begins for  
UCSD Extension Classes  
Winter Quarter

30

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Donal Hord . . . thru 11 / 13



Don McLean . . . 11 / 19

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# DINING WITH DUKE

by Duke Marston

Several months ago I reported on the opening of the elegant yet not extravagantly priced **Anthony's Harborside**. Located directly opposite the Star of India on the Embarcadero, it offers a new dimension to seafood dining the Anthony's way.

The Anthony's group of restaurants now covers the spectrum from retail market and snack bar through the cart-serviced elegance of the Star of the Sea Room.

This new venture falls in the mid-ground. A "garden of the sea" salad bar, which features shrimp-laced greens, marinated octopus, crab legs and two chowders in addition to the usual accoutrements, lends an air of informality. The table appointments, however, are of a formal nature with pewter service plates, crystal goblets and royal blue tablecloths.

Service, both from the waitresses and busmen, has been generally attentive and friendly. Before getting into the food, the one glaring minus in the operation is no background music! The clatter of plates and silverware is excessive for such a fine setting and could easily be remedied.

The menu is extensive with seven appetizers, 19 seafood entrees, two meat offerings, two a la carte vegetables and seven desserts. Three children's dinners are also available and may include the salad bar.

The earlier mentioned salad bar is beautifully stocked. Marinated mushrooms, cherry tomatoes, sliced cucumbers in sour cream sauce and bean sprouts complement the crab, octopus and shrimp previously listed.

The chowders, the New England and Manhattan versions of clam chowder, are okay. The New England is not overly thickened with corn starch as is so often seen, yet it has little clam flavor either.

The fried selections provided are familiar to any regular Anthony's patron. Fish'n chips, scallops, prawns and Icelandic lobster are all well prepared, but the specialty items are far more interesting. Red snapper broiled and garnished with an artichoke and mushroom sauce was superb on my first visit. The shrimp Vera Cruz (a blend of onions, bell peppers, celery and tomatoes) was extremely flavorful, but missed the mark at the price charged because of the use of tiny bay shrimp rather than a larger variety.

Coronado Island sculpin, listed as broiled in the menu, arrived breaded and pan-fried yet was succulently delicious. It is a mild white fish reminiscent of sole, but with a bit more firmness and flavor. A cioppino-style casserole is featured, but I have not yet tried it.

Five char-broiled selections are offered: halibut, salmon, swordfish, lobster and a seafood kabob of whitefish, scallops and shrimp. The salmon was beautifully moist on my most recent visit yet had a semi-sweet sauce of undefinable origin to slightly mar its excellence.

The only item I've tried which completely missed the mark, however, was the zucchini frittata offered as an a la carte vegetable. It was overcooked, over bread-crumbed and seemed not in the least freshly made.

The desserts fared better. The Harborside chocolate mousse was properly light, not overly sweet and obviously freshly prepared. Anthony's famous Zabione (their spelling) is simply a sponge cake with rum sauce rather than the classic Marsala and egg yolk confection, yet it was tasty.

The wine list features several popular California Wineries in addition to a few French selections. Wine prices are generally reasonable and the selection is varied enough to allow a range of enjoyment.

Reservations are accepted and I would highly recommend them, especially for view tables, as the restaurant has achieved great popularity in the eight months it has been open.

There are flaws here, but my overall feeling is that you can enjoy a good meal at a fair price in warm surroundings.

Those of you who lamented the passing of the **Jolly Ox** (because of a new off-ramp to come at Mission Center Road on Interstate 8) need sigh no longer. Just reopened as **The Old Ox** it is an architectural and decorator's achievement extraordinaire. The decor has been entirely redone. Antiques and artifacts collected from throughout the West have been used to suggest a late nineteenth century hotel (brothel?).

The menu is beef and seafood, but with several enticing varieties. You will want to try this one—at least once visually and if the menu holds up to its promise, as I'll report soon, many more times for the food. ■



Mrs. Russell T. Baughan and Gary Fudge

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by Shay Sayre

## A GOD AGAINST THE GODS (Doubleday \$10) by Allen Drury

Historical novel fans will definitely want to peek into the lives of the ancient Egyptian Pharaoh Aktenaten and his wife Nefertiti through Drury's new release. Much speculation has been made and written about this bizarre ruler, but never before has he been presented in a manner quite so unique. Instead of a single narrator, Drury utilizes many characters to recount the activities of their Pharaoh. This multiple point-of-view provides the reader with a variety of subjective evaluations and allows intimacy about the situation without the restriction of a single storyteller.

Aktenaten, groomed to rule the Eighteenth Dynasty of Egypt with two principle dieties, encourages instead the practice of monotheism and chooses the minor god as his favorite. (This Pharaoh and the circumstances which surround his decisions are perhaps not as well known as his cousin and wife, Nefertiti, who is portrayed here in a lesser manner than in paralleling historical accounts.)

A disease engulfs young Aktenaten at age ten and transforms him into a grotesque figure, perhaps, he thinks, to his advantage because it further sets him apart from preceding Kings and strengthens his impact.

The agony of deformity, joys of love with his queen and his younger brother, and the disapproval by his subjects of a new religious allegiance, play equal roles in the understanding of the intricacies of this strange King. The reader is truly allowed to explore all facets of the Pharaoh's character and come to his own conclusion, for the author makes no judgments, either moral or political.

The only difficulty in reading about this particular period in history is the problem of matching the names with their proper owners. The appellations are long and unfamiliar and many of the characters are assigned new names periodically, to which they are subsequently referred.

Because of the language, which is laced with involved geographic description, invocations to many dieties, and numerous euphemisms, the reader may have some difficulty getting into the story. But, equipped with a geneologic table of the House of Thebes and a list of characters (provided), one can plow

through the first few chapters until he is comfortable with the style, then begin to enjoy the story of this complex protagonist.

If the reading experience proves rewarding to you, Drury intends a sequel, *Return to Thebes*, which will highlight Aktenaten's younger brother, King Tut.

Once completed, *A God Against the Gods* is favorably remembered, but the archaic style is somewhat cumbersome for pure reading enjoyment.

## THE GREEK TREASURE (Doubleday \$10.95) by Irving Stone

In the tradition of a superb biographer, Irving Stone presents Henry and Sopia Schielman, important archaeologists, certainly, but somewhat less interesting subjects than VanGogh or Freud of his former books.

A fanatic believer in the existence of the Troy of Homer, Henry Schielman sets out to unearth the city despite ridicule from his colleagues and, indeed, all of Greece. His first task, the search for a companion and wife, ended in 1870 in Athens when young Sophia was offered to him by her priest-cousin in an effort to restore her family's honor after the loss of their fortune. Once Sophia was reconciled to the idea of devoting her youth to a cause, she became equally involved with the project and dedicated her life to his work. Together they endured many hardships and criticism, but realized their hoped when the treasure of Priam was retrieved from a well beneath present-day Turkey after centuries of interment.

If the reader is not familiar with Homer at the onset of the book, he is certain to be well acquainted with the epic by the conclusion. Greek history and tradition are explored and depicted carefully and completely; a devotee of Greece is certain to be delighted by the details Stone provides.

This reviewer has enjoyed the author's other biographies more, but only perhaps because the subjects were more unique. Schielmans were dedicated scientists of the Curie type, and notable contributors to our knowledge of the ancients. But it is a long book and often drags with details and quotations. Stone, unlike Taylor Caldwell, might have left out the spice in this one that often keeps biographical novels

continued on page 43

# The Plaza of the Four Flags

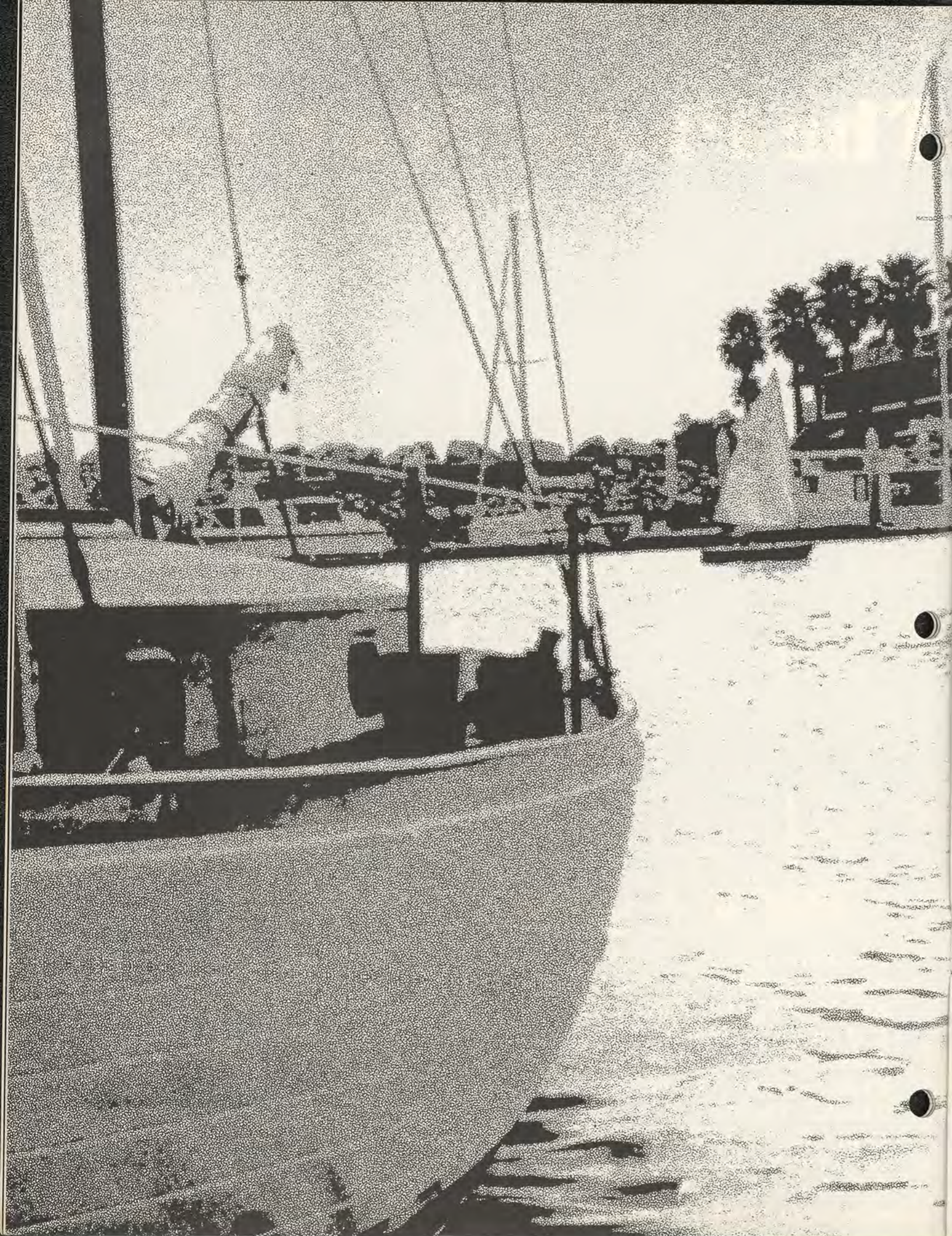


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THE PLAZA OF THE FOUR FLAGS AT LOMAS SANTA FE INTERSTATE 5 & LOMAS SANTA FE DR. SOLANA BEACH



# SAND DOOMS OCEANSIDE HARBOR

Oceanside's once-renowned three-mile stretch of beach is now a narrow strip dotted with heaps of cobblestones and piles of seaweed.

By Igor Lobanov

The name of the game is sand. Sand for the beaches—that's good; sand in the channel—that's bad.

The pleasure boater's haven in Oceanside, officially called the Oceanside Small Craft Harbor, has good things going for it. It's pretty, protected and well placed for yachtsmen cruising between Newport Beach and San Diego. But mention that white granular substance and you can sense storm signals being hoisted aloft.

Since 1963, when the breakwaters and harbor were completed, Mother Nature has been saying, "It's not nice to tamper with me." And tamper we have. For eons, western Pacific coastal currents have been carrying sand southward from one beach area to the next. This littoral (sideways) drift provides for natural replenishment of beaches eroded by winter storms.

Oceanside had been blessed by nature. The broad white expanse fronting the city in the late 1930s was reputed to be one of the best beaches in Southern California—a tribute of no small economic consequence where the tourist business is important. With the onslaught of World War II, the government built nearby Camp Pendleton. Since the marines are in the amphibious landing business, the new base included a protected boat basin at Pendleton's Camp Del Mar, just north of the Oceanside harbor. The long breakwater looping south from the marine basin turned out to be the nemesis of bathers and bikini watchers alike. In one action, this fickle finger of rock routed the floating sand away from the natural beach and sent a steady stream of granules into the mouth of the harbor. The sand also stacked up behind the jetty, thus providing a fine new beach for the marines.

The Army Corps of Engineers is responsible for harbor dredging and beach erosion repair. This past August, the Corps completed the ninth channel cleaning since 1963. To date, Corps dredges have scooped up some 350,000 cubic yards of material and deposited it on nearby beach areas. The cost so far to move the sand back where it was going naturally: \$800,000.

Oceanside's Mayor Paul Graham, a former base commander at Pendleton, is figuratively waving a belaying pin in the face of the federal government these days as he demands that something be done promptly to help the city solve its beach erosion problem. The feds, say Graham, have been terribly lax in resolving a problem which they created. The once renowned three-mile stretch of beach is now a narrow strip dotted with heaps of cobblestones and piles of seaweed. Admittedly, the rounded rocks are serving a useful purpose: they prevent even further erosion as the waves pound relentlessly upon the uncushioned shore.

## CITY HAS PLAN

Fortunately, harbor development plans now underway could help restore the beach and relieve the crowded slips. Recently, the city of Oceanside completed the bidding process and was preparing to contract with a consulting firm to devise a development plan for the 30 acres of land and 70 acres of water within the boomerang-shaped double basin harbor.

"The intent," says Associate City Planner Beverly Wood, "is to create a basic program which will satisfy the Coastal Commission and can be used by local decision makers in the development of the harbor. If the result fits within the framework of the coastal plan," she continues, "then local government will be handling more local planning decisions in the coastal zone. Since the coastal legislation calls for development of existing marinas rather than the building of new ones, the Oceanside development should be favorably received. (There is already a waiting list of over 100 for berths in the Oceanside marina and local projections are that within a decade the demand will be almost double the existing 750 slips.)

"We will consider traffic counts in the harbor and land use: is there enough parking, bicycle and walking trails? Is there enough access to the beach? Are available parcels of land being used as much as possible for



*Cape Cod Village, the main shopping area for the Oceanside Small Boat Harbor. Restaurants, a few stores and marine parts and repair shops are the major attractions. The structure jutting out directly in front of the lighthouse, which is mostly decorative, but does house a boat broker in its base, is the Mainsail Restaurant.*

Photography by Igor Lobanov



Returning to port. The building in the background is a boatel; actually a motel with nearby docking facilities.



A sailboat heads down the harbor past the looming presence of Marina Towers.

The cost so far to move the sand back where it was going naturally: \$800,000.

water oriented uses? Is there a mix of activities for various age groups and income levels so that no one is excluded?

"We also want to get the existing harbor into shape for the changes taking place today in the surrounding areas." Two examples of such changes are the 550 unit complex—North Coast Apartments—now rising in a series of four story structures just south of the harbor, and a new Chart House restaurant, to be located on the eastern fringe of the South Harbor, where the sportfishing operation now stands.

#### SO DOES CORPS OF ENGINEERS

A recent Corps of Engineers expansion plan for the harbor includes two underwater breakwaters placed roughly parallel to shore near the harbor entrance. These submerged jetties would, hopefully, channel the southward drifting sand past the entrance and onto the municipal beach.

The Corps' design also includes two new marinas west of the existing harbor which would extend the facility a quarter mile farther out to sea to add berthing, anchorage and dry storage for an estimated 1,200 more boats. This Corps project is now being nudged through the federal government machinery and may be placed in the U.S. budget within the next few years.

Separating the harbor from the city to the south is the San Luis Rey River in the form of a shallow lagoon which extends between Interstate 5 and the beach. There are plans for the city Re-

development Agency to convert this area into a flood control channel and, if all goes well, the dipping, twisting asphalt strip of road which now runs almost to water level, will soon be replaced by a bridge over the untroubled waters. The lagoon would be left as a natural wildlife refuge, with development limited to foot trails.

As we went to press the U.S. Army Corps of Engineers, apparently in response to Mayor Graham's call for action, issued a 30-page status report on the beach erosion problem which calls for a 20-block long breakwater 1,000 feet off-shore at a cost of 6.1 million dollars. This breakwater, the Corps says, could solve the city's 35-year-old erosion problems. A spokesman for the government agency said that final designs for the breakwater could be ordered by early 1977 and, after a test model has been constructed, actual construction could begin late next year or in early 1978. Construction is scheduled to take less than a year. The proposed breakwater would be located between Tyson and Croswaithe streets where the worst erosion has occurred.

Coordination of ideas in the harbor and redevelopment plans should not present an undue problem, since the city owns all the property concerned and the Oceanside City Council also acts as a Board of Directors for the Harbor District and the Redevelopment Agency. "Hopefully," says Wood, "the city and the Corps of Engineers' plans will solve both the expansion and shoaling problems." ■



The view from the Mainsail.

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## VILLAGE SQUARE



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# ASTROLOGY: ENTERING THE AGE OF AQUARIUS

by Diana Lerner

A recent Gallup Poll reported 20 percent of Americans believe in astrology.

Consider the power of the moon. It controls the tides; when it is full, suicide and crime rise noticeably. Astrologers feel that the nine other elements of the Solar System must also be reckoned with and that, further, the study of their positions relative to an individual's time of birth can provide insights into a person's life, past and future.

Meditation, est, group encounters, the weekend at Esalen, Rolfing, Sufi stories, standing on your head, psychotherapy . . . none of these seem to have done the trick; not to mention the time and money invested. Astrology is certainly not a panacea for all ills, but according to some people, for a few hours of your time and less than \$80 there is a short-cut method to getting you on the road to "togetherness."

### THE AGE OF AQUARIUS

Why, all of a sudden, is there renewed interest in the study of astrology? Astrologers say we are approaching the "Aquarian Age" with seemingly "nouveau" therapies in vogue. Possibly a "bedrock fear" and sense of isolation from our fellow man or a loss of community which was once provided in previous generations by families and religious groups has left us high and dry and in search of our existential identity, a term coined by Dr. James Bugental, a leading contemporary existential psychotherapist. Perhaps a fear of the unknown in all its manifestations has instilled in us a need to put form and structure to things; especially our lives and events surrounding them. Peter Marin in his article "The New Narcissism" says the new forms of therapy "Become a way of hiding from the world, a way of easing our troubled conscience . . . the unrealized shame of having failed the world and not knowing what to do about it."

With all this introspective interest and seeming lack of ability to effectively relate to one another, there is little wonder why a method of short-cut, relatively inexpensive self-analysis is popular with so many.

There are other ways of looking at the astrological phenomenon. Taking a deterministic view, one medical researcher says, "Astrology is like the Universal Jewish mother, a big Jewish mother in the sky. People don't want to have to make decisions for themselves, they like being taken care of and someone or *something* to blame if things go wrong. Blame it on the stars!"

What do astrologers work with that enables them to see into the future? Basically, they set up (cast, erect) a chart. The most informative is a natal chart, a symbolic photograph of the actual zodiacal positions of ten known planets at the precise moment of birth given the exact degrees of longitude and latitude of the birth city. This "photograph" is transposed from the celestial elliptic onto a 360 degree circle. The circle is then divided into 12 segments called "houses" which represent the various aspects of the individual's environment: personality, values, siblings, early home life, creativity, work, partners, sex, philosophy, career, friends, illnesses, etc. The planets—Mars, Mercury, Venus, Saturn, Jupiter, Uranus, Neptune and Pluto plus the Sun and the Moon—are then transposed onto this circle according to their zodiacal positions on the day of birth calculated from an astronomical reference book called an ephemeris. From this complex configuration of planets, signs, houses, angles between these planets, etc., the astrologer is supposed to be able to tell the individual about the natural propensities he was born with, his natal promise.

Astrology is a symbolic study and the planets themselves do not exude special rays from outer space to direct your life. Astrologers say that events occur in cycles and these events are predictable when certain aspects (angles between planets) are formed.

### VARYING SCHOOLS OF THOUGHT

As in most other disciplines (psychology, sociology, et al) there are various schools and philosophies within astrology. The most widely discussed

here is the humanistic approach with a quick look at one classicist's point of view.

The humanistic astrologer drops responsibility for the individual into that individual's own lap. They are concerned with developing the growth potential of the individual; becoming a more fully human person. Humanistic astrologers are trend or direction rather than event oriented and claim that free will is the inalienable right of every individual and not under the jurisdiction of the planets.

Astrology is predicated on the belief that there is order to the Universe and as inquisitive inhabitants of that Universe, we seek to understand that order, especially as it pertains to ourselves and interpersonal relations.

In centuries past, astronomy and astrology went hand in hand describing extra-terrestrial activities. Astrology flourished during the time of the Greeks and continued its popularity through the Roman and Arabic empires. The precise mathematics of the Arabs helped to codify the science and in 1125 the University of Bologna in Italy founded a chair of astrology. It was taught at Cambridge University in 1250. Monarchs past and present have been cited as using astrology.

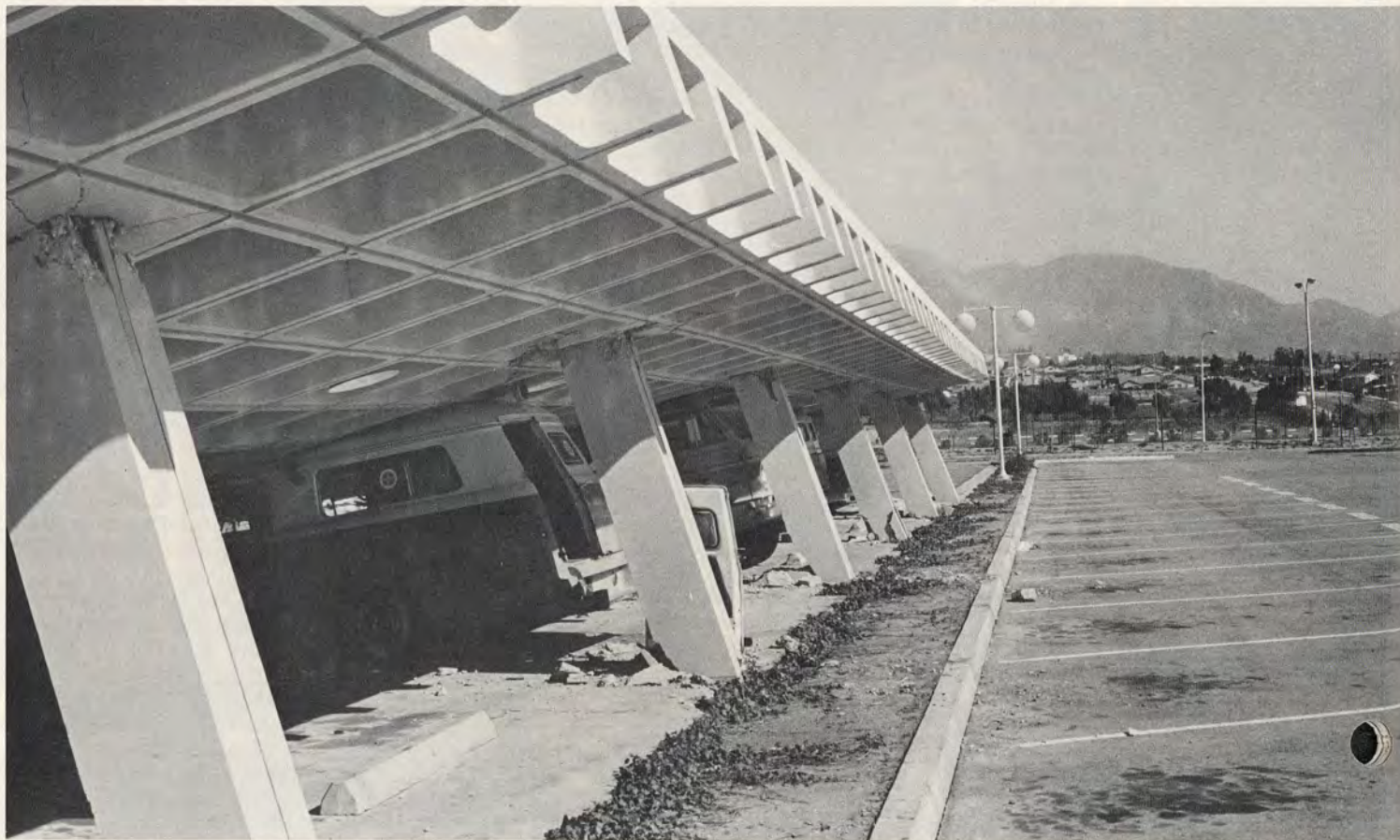
### SCIENCE VS. ASTROLOGY

The recent attack on astrology by 186 scientists ("Humanist," September 1975) was predictable and somewhat valid. Predictable due to the interest the general public has in astrology and valid because of the nature of the scientific critic. Scientists are primarily concerned with facts and figures, the substantiated how and why of things. Astrology seemingly does not fit within the given scientific construct of 1976. They claim that there aren't any acceptable astrological journals describing scientific astrological experiments.

Zipporah Dobyns, Ph.D., clinical psychologist, partially answers their attack in an article entitled, "Reply to 186 Scientists." She opens with, "Welcome to the ranks of your illustrious



A close-up of the giant section of the Olive View Hospital which detached from one end of the building, toppling onto a one-story section of the building below.



The ambulance park at Olive View Hospital after the 1971 San Fernando quake; note the cant of pillars.

# IS SAN DIEGO IN FOR A NASTY SHOCK?

By Steve Kowitz

Recent studies indicate that San Diego is more vulnerable to a local earthquake than had previously been believed.

1976 has been a year of earthquake disasters. 22,000 were killed when tremors struck Guatemala. Later, Russia and Indonesia suffered sizable quakes. A few months ago, two monumentally devastating tremors near Peking did untold damage. The city of Tangshan, with a population of one million, was completely destroyed. Although there are no reliable figures, it is possible that several hundred thousand perished.

It is understandable that already quake-conscious Californians are a little jumpier than usual. Residents of San Diego County, on the other hand, continue to consider themselves immune. Unfortunately, scientists don't hold this view. The fact that there has been no appreciable seismic activity in the county for the past 40 years and no earthquakes that have caused damage since the early nineteen hundreds, far from being cause for celebration, has local seismologists worried.

The longer the time lapse between earthquakes on any given fault, the more pressure is built up and the more likely it is that a sizable quake will occur.

Richard Simons, a seismologist at Scripps Institute in La Jolla, says that the county is either less active than geological evidence indicates—an unlikely possibility—or in the foreseeable future San Diego is in for a nasty shock.

## LOCAL FAULTS CAUSE CONCERN

Recent studies by Jim Brune of Scripps Institute and by Michael Kennedy of the Division of Mines indicate that San Diego is more vulnerable to a local earthquake than had previously been believed. Evidence indicates that the Rose Canyon fault that runs from the vicinity of the La Jolla Cove area through Rose Canyon along Interstate 5 and south through San Diego Bay to the border, is linked with the Englewood-Newport fault system which produced the disastrous Long Beach quake of 1933. It is now believed that the Rose Canyon fault is fully cap-



A pillar of the Olive View Hospital. The hospital was built according to seismic safety standards set after the 1933 Long Beach earthquake, yet the building was a total loss.

able of producing an earthquake in the 6.5 magnitude range on the Richter Scale. This is about the size of both the Long Beach quake and the San Fernando tremor of 1971.

Another earth rift that could shake North County is the Elsinore Fault, running from Santa Ysabel through Pauma Valley and under Lake Elsi-

nore. Its potential for destruction, however is not yet clear.

So sketchy is our knowledge of earthquake dynamics that as recently as the 1950s the San Andreas Fault, the most conspicuous such rift on the planet, was considered to be the product of earthquakes rather than their cause. Only in the past decade, with the acceptance of the theory of continental drift and plate tectonics, has the real significance of the San Andreas Fault become clear.

The theory postulates that the earth's crust is composed of huge "plates," broken off from one original land mass which scientists call Pangea. This giant land mass initially separated to form two supercontinents, Laurasia and Gondwanaland, before breaking into the plates that exist today. There is some dispute as to how many plates there are, but it is agreed that they measure from 30 to 90 miles thick and float about like enormous islands atop the molten mantle rocks inside the earth. These plates move at a rate of a few feet or miles in the course of hundreds of thousands of years.

Almost all of North America and a substantial part of the Atlantic Ocean floor make up the North Atlantic plate, which is slowly inching southeasterly. However, the western edge of California is connected to an entirely different plate, one that carries a large part of the Pacific Ocean floor, and which is moving at an approximate speed of five centimeters a year in a northwest direction. In North America the "seam" of these two enormous plates is the San Andreas Fault.

As the two plates move in opposite directions, friction forces huge stresses into the rocks. Tremors are set off when rocks, subjected to tremendous pressures from this collision, either break under the strain or, due to their characteristic elasticity, snap back to their original shape. In geological terms, Southern California is ten times more active seismically than the rest of the world.



The Sylmar Veteran's Hospital, an older structure built of unreinforced masonite, was reduced to rubble. The hospital was a four-story structure and in this picture, three of the four levels are visible. The fourth is underground.



Olive View Hospital, completed only a year before the San Fernando earthquake struck in 1971, was damaged beyond repair. The arrows indicate the movement of what was the stairwell which completely detached from the building and toppled onto the wing below.

## The longer the time lapse between quakes on any given fault, the more pressure is built up and the more likely it is that a sizable quake will occur.

There is general agreement that a major California earthquake, probably along the San Andreas Fault, is already long overdue. Scientists of the United States Geological Survey (USGS) put the chances at seven out of ten that an earthquake of devastating proportions, measuring eight or more on the Richter Scale, will strike in the next 30 years.

Dr. James Whitcomb of the California Institute of Technology has postulated the likelihood of a sizable earthquake within the next year. He points out, however, that he is merely testing an hypothesis and not claiming to have found a reliable method of earthquake prediction. To date, no such method exists.

### PREDICTING QUAKES

It is a grim irony that China, which achieved notable success with earthquake prediction techniques only a year ago, had no warning for the cataclysmic quake it suffered this year. There is indication that the July earthquake might have been one of the most lethal in recorded history. Nonetheless, there is no question but that the Chinese have been able to predict quakes—and save lives—in the recent past.

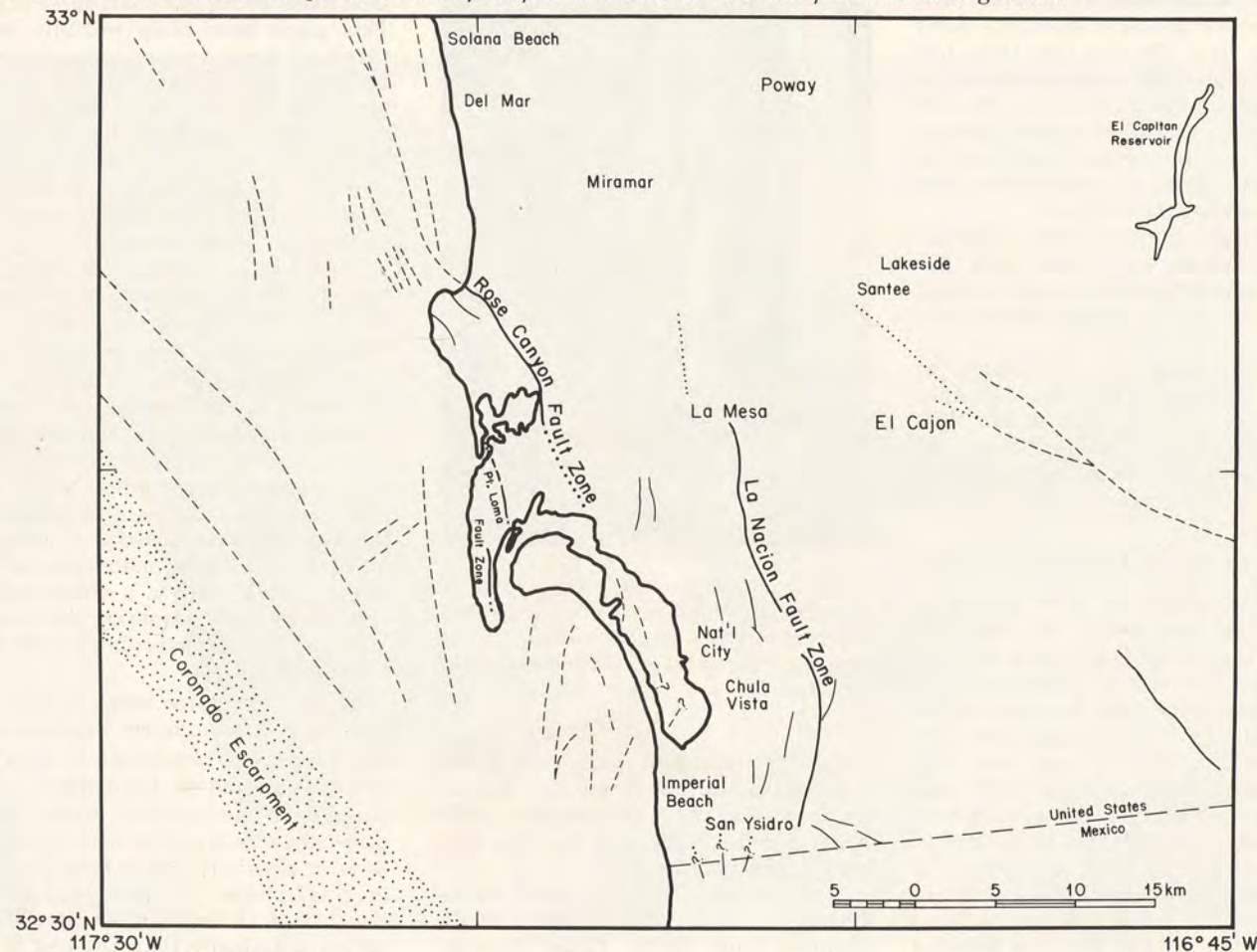
The Chinese rely on an amateur contingent of more than 100,000 earthquake forecasters who keep their eyes open for anomalous animal behavior; changes in water color, taste and level, and changes of tilt and elevation of land masses. Pigs refusing to enter

their sties, horses running about in frenzy, snakes slithering out of holes, bubbling and muddy wells and gas-bearing waters are some of the manifestations that farmers and others are said to have been advised to call to the attention of authorities.

Although these methods have not overly impressed American researchers, one device that has apparently been used recently in both China and Russia to predict quakes is being studied here. Scientists say an increase in the amount of radon, a gas that appears to be released into well water as rocks expand due to strain, might prove a useful indicator of coming shocks.

Another weapon likely to help scientists predict future shocks is the Laser Geodesic Satellite *Lageos* recently launched from the Western Test Range and now circling the globe at an altitude of 3600 miles. It is designed to teach scientists more about the mechanics which trigger quakes by monitoring movements of the earth's crust through the use of lasers.

Given our present inability to predict quakes with any degree of reliability, continued on page 40



Known faults in the San Diego area.  
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# LA JOLLA SOCIAL SCENE

by Alice Dutton



Desi Arnaz and his son Desi, Jr. enjoyed a day at the races with a surprise visit from the family pet Demi.



Mr. and Mrs. John Raitt of Beverly Hills were guests of Mr. and Mrs. Ed Linthicum of La Jolla and Dallas at the Del Mar Turf Club near the close of the season. Raitt is starring in the musical version of "Shenandoah," based on the film that starred Jimmy Stewart.



Mr. and Mrs. Al Russo, owners of Dantes' Restaurant in Escondido, were among North County residents enjoying race days during the 37th season at the Del Mar Thoroughbred Club.



Mrs. William R. Hawn of Eldorado Country Club, Palm Springs, right, had Mrs. Kurt Berger, Rancho Santa Fe, as one of her guests during the Del Mar season.



Left to right, Mr. and Mrs. Donald Roon of San Diego and Mr. and Mrs. John W. Haddock of La Jolla are co-chairmen of The Committee dinner dance, "The Dedication Ball," to be held Nov. 13. The Committee was founded in 1970 by Mrs. James S. Copley. Ball proceeds will go to the Medical Scientific Center of the new Scripps Clinic Medical Institution on Torrey Pines Mesa. The ball will be held at the new medical center.



Mr. and Mrs. Philip Winterbottom of Emerald Bay in Laguna are moving to Rancho Santa Fe where they are completing a home.

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# THE AVOCADO TREE:

## SEXUAL SWINGER AND BIG MONEY-MAKER

by Michael Grady

The avocado blossom opens in the morning and is male, closes about mid-day, and reappears in the afternoon as a female.  
Or vice-versa.



Although avocados are most popular served with vegetables, they are in fact a fruit, a member of the laurel family and related to camphor, cinnamon and sassafras.

28 / OCTOBER 1976

Some people call them alligator pears, from their shape and from the rough, wrinkled texture of certain varieties of the fruit. In the days before refrigeration, they were called Midshipman's Butter because they could be stored on a sailing ship without becoming rancid and could be used in place of "the more expensive spread" by penurious junior officers. In Spain today, they're called *abogado*; in France, *avocat*. Both terms mean "lawyer," but the fruit has nothing to do with the Majesty of the Law; the existing names were adapted by the speakers of those Mediterranean languages as the closest approximation to the original Aztec sounds in *ahuacatl*.

Whatever you call them (and George Washington called them "avocado pears" when he visited the Barbados in 1751, tasted them and enjoyed them), avocados are a major agricultural product of California and in California the major producing area is San Diego County.

### MULTI-MILLION DOLLAR INDUSTRY

Three of the five growing districts with representatives on the California Avocado Advisory Board are in San Diego County, where over 50 percent of the state's crop is produced. And when you consider that the state crop was worth over forty-nine million dollars in 1974-75 (the last year for which complete records are available), it works out that avocados bring a lot of cash into San Diego County.

San Diego is not only the leading dollar-earner of California avocado counties, it has over twice as many acres of orchards as the next-largest producer, Ventura County. In 1974-75, San Diego County had nearly 18,500 acres devoted to avocado trees and Ventura had about 9,200 acres.

That's not bad for a fruit that can't even ripen without man's aid and that grows to maturity on a sexually schizoid tree.

Yes, avocados *are* a fruit, even though one of their most popular uses is in salads, with vegetables. And yes, the avocado cannot ripen to table consistency on a tree. It has to be picked by man and stored at room temperature for several days until the fruit develops the characteristic soft tenderness that gets it quickly eaten whole, or sliced into a salad, or mashed into that favorite *guacamole* recipe.

### THE SEXUALLY SCHIZOID TREE

And yes, the tree is a kind of sexual "swinger." In common with most plants, the flower of the avocado has both male and female elements—but with a difference. Most fruit blossoms are male and female at the same time and if insects don't cross-fertilize blossoms or entire trees, the flowers can self-fertilize, stamens cozying up to sibling pistils for lack of anything better to do. Not so the avocado; the blossom opens in the morning and is male, closes about mid-day, and reappears in the afternoon as a female. Or vice-versa. It seems like a lot of effort to go through, but it evidently works for the avocado. The only problem is that a blossom obviously can't self-fertilize itself under those conditions, so an avocado aficionado who plants the seed in a glass of water after the fruit is eaten will be able to grow an indoor plant from it, yes, but he won't be able to get little miniature avocados to dangle from its branches unless he has a second germinated pit in blossom, as well as a bee-hive in his living room. Most people forswear that last requirement and keep buying the fruit at the supermarket.

The avocado tree is a variety of New World *flora*; it's a member of the laurel family, related to the California bay tree, to camphor, cinnamon and sassafras. The tree and its fruit evidently developed originally in Central America and Mexico and there is some evidence the fruit was on the local table in those areas as early as 700 B.C. Europeans did not get their first taste of the avocado until after 1519, when Hernando Cortez strolled into Mexico City and the first mention of the fruit in Western literature wasn't until seven years later, when a chronicler of the Conquistadors gave a passing mention of it and its pleasing taste.

Later the tree spread its range, first into Peru and then into the West Indies. The first planting in the United States was in Florida (the second-largest producing state nowadays) in 1833. California had its first recorded avocado tree in 1848, planted near



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modern Azusa. But the real growth of the industry began in 1911 when a young man named Carl Schmidt, employed by a nursery in Altadena, was sent to Mexico to find especially good-tasting fruit and take clippings from the trees that produced them.

A number of the cuttings Schmidt brought back to Altadena did not survive, but one particular clipping did and lasted through an extremely cold winter in 1913. To recognize its strength and inner fortitude, the tree was formally named the Fuerte—Spanish for "strong" or "vigorous"—and over the years descendants of this particular tree came to dominate the

avocado market. It produces the "typical" avocado, the smooth, green-skinned variety.

The trouble with the Fuerte, though, was that it produced most heavily in the winter months so that there was comparatively little supply in the summer, although other varieties did contribute as much as they could to the year-round industry.

In 1935, Rudolph Hass, a postman, patented the avocado variety that bears his name and it came first to compliment, then overshadow the Fuerte. The Hass is a dark, pebbly-skinned fruit, available when the Fuerte is no longer bearing. The inside

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fruit is essentially the same; only skin texture and outer color differentiate these two major varieties.

Today the Hass variety accounts for about half of the total avocado crop, with the once-prominent Fuerte in a definite second place, producing only about a quarter of the state's total tonnage. The remaining quarter is made up of a mixture of lesser-known varieties, especially the Bacon and Zutano types. So as it turns out, the "typical" avocado is no longer typical.

#### AVOCADOS AREN'T FATTENING

Tell that to a lady on a diet and she may whop you one with her reticule. But it's true, comparatively. Half an average avocado contains about 136 calories; an average slice contains seventeen calories, about the same amount as in a teaspoon of granulated sugar. That's not really too bad, and even better is that the avocado, although rich in taste, contains no cholesterol. It is also a good natural source of Vitamin E; a half-avocado contains just over two International Units, or about 17 percent of the Recommended Daily Allowance (RDA) established by the Federal Government. The avocado half also gives its eater 15 percent of the RDA of Vitamin C, 12 percent of Carotene and Folic Acid, 11 percent of Niacin, 9 percent of Pyridoxine, 8 percent of Thiamine and Riboflavin.

Mineralwise (to coin a construction) an avocado gives 14 percent of the RDA of Magnesium, 7 percent of iron, 4 percent of phosphorous. And if that isn't enough, it turns out the avocado is also high in natural fiber content. So—in spite of the fact it tastes good—the avocado is definitely good for you as well.

#### WHO BUYS AVOCADOS?

Another curious thing about this interesting fruit is who buys it. According to a recent study, women in the 45 and older age group purchase a little over three-quarters of all avocados sold. No one is quite certain why that's the case, however, this relative concentration of buying power has worried the avocado marketeers some, and they've begun to intensify their efforts to reach the youth market. Until recently, only 16 percent of the women under 25 purchased the fruit, and they bought only about three a year. Now the marketeers have prepared placards to put on restaurant tables where younger people (and others) gather, promoting the avocado along with other placards doing the same for the local house wines; menu clip-ons aim at the same groups; and—I am not joking about this—they have made "pit bags" available so the diner can take home the avocado pit after having had a serving of the fruit in the restaurant and start his (or her) own indoor plant.

*continued on page 44*

# SCRIPPS LEGACY: \$33 MILLION FACILITY TO OPEN

Scripps Clinic has grown from a tiny, three-man operation to a current staff of 1300 physicians, scientists and support personnel.

By Marilyn Williams

#### NEW CENTER NEEDED

The need for a new medical center became clear as early as 1969. In the old La Jolla facilities, promising research had to be postponed or dropped. Hospital and outpatient areas were crowded and could not be expanded or remodeled. The areas for educational programs and conferences were also inadequate. In 1974, construction of the new facilities began.

As in the case of other recent projects, inflation, labor strikes and building legislation slowed construction and markedly increased its cost. Design delays centered around stringent earthquake guidelines and height restrictions. Costs, originally estimated to total \$25 million, rose to \$33 million for the first two of three phases. The third and final phase, not yet begun, is expected to run another \$12 million.

Phase I includes facilities for the hospital, the centralized administration and the physicians of the Scripps Clinic Medical Group. Phase II includes the medical library and research laboratories. Phase III will include additional research areas for many medical scientists who, for now, will continue to work at the present research facilities in La Jolla.

Funds for the construction of the new medical center have come from both federal sources and from private donors. Individuals, foundations and corporations have contributed over \$18 million since 1972. The 50th Anniversary Fund set a goal of \$7 million—\$4 million for construction and \$3 million for endowment. One trustee pledged \$1 million to this fund if a like amount were contributed by January, 1976 and the challenge was successfully met. Scripps will name sections of the new facilities to honor its generous donors.

One of the brightest features of San Diego County is the Scripps Clinic Medical Institutions. Like Scripps Institution of Oceanography and Scripps Memorial Hospital, Scripps Clinic was very fortunate to have the initial financial support of the philanthropic Scripps family. In 52 years of distinguished research and diagnostic medicine, Scripps Clinic has grown from a tiny, three-man operation to a current staff of 1300 physicians, scientists and support personnel. An exciting development this fall will be the opening of its new facilities on Torrey Pines Mesa. Several departments moved into the new facility as early as September, but Grand Opening ceremonies won't be held until the week of Nov. 8-14.

The new medical center is unusually pleasant from an architectural standpoint. Scripps selected the fine firm of Edward Durrell Stone Inc., known also for its architectural design of the Stanford University Medical Center, the Kennedy Center in Washington, D.C. and the American embassy in New Delhi. The low-lying, attractive Scripps facilities overlook the Torrey Pines Golf Course and the Pacific Ocean. At the main entrance is an inviting courtyard with fountains, benches and a variety of trees.

A repeated motif of three concentric squares is seen on the cream-colored outside walls of the new center and again inside on flat ceilings and on the two unusual pyramidal ceilings. "This theme is intended to convey graphically the strength and healing provided by the Scripps Clinic Medical Institutions," said James O. Boylan, Scripps' director of public relations. According to Mr. Boylan, the three squares also symbolize the three aspects of work at Scripps—the humanitarian, the scientific and the practical.

A primary source of private gifts to Scripps is the Friends of Research. This voluntary organization has approximately 1200 members who each contribute a minimum of \$100 annually. Last year the Friends provided close to \$300,000 to Scripps in unrestricted funds, with an additional \$690,000 for specific areas such as cancer research. The Friends of Research encourage deferred gifts in the form of trusts or bequests in cases where donors are unable to make outright gifts.

Scripps receives most of its operating funds from grants, contracts and fellowships. The research budget for the fiscal year 1976-77 alone comes to \$13.2 million, largely from extramural, federal funding. Research support comes from the National Institutes of Health, NASA, World Health Organization, American Cancer Society and many other health agencies and philanthropic foundations. Scripps is actively seeking to build its endowment base; presently only two per cent of research funds comes from this source.

In 1974, the Scripps Clinic and Research Foundation became three legally separate corporations known collectively as the Scripps Clinic Medical Institutions. Each of the three medical institutions represents a function of the former single institution. The Hospital of Scripps Clinic is the diagnostic and treatment center. The Scripps Clinic Medical Group provides professional medical services to the patients of Scripps Hospital. The Scripps Clinic and Research Foundation is now exclusively a research organization.

#### SCRIPPS HOSPITAL

Even a quick survey of the three institutions shows the excitement and sophistication of the medical work at Scripps. The Hospital of Scripps Clinic *continued on page 46*

# THE WIDE WORLD OF TRAVEL

RUTH M. GIFFIN  
TRAVEL EDITOR



## Vaxjo, Sweden: Finding America's Roots

TRAVELS WITH CHORAL PEPPER

Cultural anthropologists claim that without a sense of tradition, an individual is culturally impoverished. Those emigrants who settled among their own ethnic groups in new lands maintained their cultures to a degree, but what about those who separated from their own in this big melting pot? Or those second and third generation Americans whose life patterns are characterized by social and physical mobility?

An intriguing little town in Sweden named Vaxjo has met that problem head-on. Since 1965 when its unique House of Emigrants opened its archives to Americans of Swedish descent, Vaxjo has become a major destination for Americans in search of ancestral roots.

In the years between 1850 and 1930, more than one million Swedes migrated to America. Parts of the province of Smaland, in which Vaxjo is located, were threatened with total depopulation. In subsequent years, however, Vaxjo more than made up for the loss. Today, with a population of 65,000, it is Sweden's fastest growing community.

Meanwhile, those progeny of early emigrants to America are filling up its charmingly restored 19th century *Stadshotellet* while they trace family trees with the help of the House of Emigrant's staff.

Founded by famed Swedish author Vilhelm Moberg, Emigrant House was augmented by his own vast files about emigrating Swedish-Americans along with old letters, diaries, press cuttings, maritime passenger lists and church records obtained from Swedish settlements in North America. By the time the impressive headquarter's building in its parklike setting was opened, the archives of Emigrant House extended far beyond Smaland province. Records of emigrants from all parts of Sweden are now included. With a staff of 10 permanent employees, material still is being assimilated.

A Chicago member of the group I traveled with was elated to discover in the files a Swedish family living in a nearby village who was related to him



*The Vaxjo Cathedral*

on his maternal side. He telephoned them. Not only were they equally elated to discover him, they insisted that he extend his visit so that they could entertain him. When I departed the hotel for my SAS flight from Vaxjo to Copenhagen, he was as nervous as a new groom about to meet an in-law.

If the Swedes we met at Oleo's are any indication, he had nothing to fear. Oleo's is a posh nightspot with a lively orchestra, a large dance floor, good food and the friendliest people you ever will meet. We hardly had ordered our first drinks before Swedes at adjacent tables were raising their glasses to Skol us. Soon they were stopping by to chat or to invite us to dance. Vaxjo's reputation for hospitality is a bona fide one.

If your ancestry doesn't include a Swede, Vaxjo still has a lot going for it as a destination. More than in Sweden's larger cities, here you find the real Sweden. Along with lovely old buildings and typical small-town

charm, you also find sophistication. Cuisine in leading restaurants, like Spisen's, can only be compared to the excellence of cuisine aboard an SAS overseas flight.

The Smaland Glass Museum, founded in 1868, is the oldest and largest provincial museum in Sweden. Its glass exhibits are outstanding, with both antique and modern examples from famed glassmakers all over the world. It also contains archaeological displays, an extensive collection of coins, a forestry museum and an art gallery.

The Glass Museum usually is first on the agenda for visitors. It is here that you can examine the classic patterns of Swedish glass from Smaland's various factories before visiting them first hand to purchase your selections at less than half the retail price. For Vaxjo is the glass center of Sweden—the home of the world-renowned crystal tableware produced by Kosta and Orrefors. No other crystal in the world outsparks them. Kosta, according to many connoisseurs, is the aristocrat of all crystal. One of the secrets lies in its high 30% lead content, compared to only 20% for most other fine leaded crystal.

It was the thick forests surrounding Vaxjo that brought the glassworks in the 1700s when wood was needed to prime the furnaces. Today they operate an oil and electricity, but that is the only modern innovation. Glass still is made here by breath and hand, just as it has been for over 200 years.

When you drive through the thick forests from Vaxjo to visit the factories, it is easy to see why so many Swedes chose to settle in Minnesota and the Northwest. The clean, pine-scented air feels almost painful to pollution-conditioned lungs. Countless lakes and water courses nourish lacy ferns that carpet the forest floor. Splashes of color erupt in flower gardens around chalet-type vacation houses scattered across the countryside.

Yes, Vaxjo is very special. It is a place where they hallow crystal purity in ecology as well as in Swedish glass.



*A hand-blown crystal bowl from Sweden's Smaland*

*A Swedish glass-blower in a factory near Vaxjo practices the age-old art of creating fine crystal by hand.*

# THE BUSINESS CIRCUIT

## TOP SALES MARK AT WILLIS ALLEN

The Willis M. Allen Co., La Jolla Realtors, report the largest volume of sales for the new first six months of 1976, larger than in any previous six-month period in the history of the firm, which dates back to 1914.

Total transactions for the period were \$23,450,245.

The 1976 figure represents a 58 per cent increase in the market value of sales over 1975's \$14,486,000.

Headquarters of the Willis M. Allen Co. are at 1131 Wall St., with branch offices in Rancho Santa Fe and Del Mar.

Tufts University, he holds a standard certificate with honors from the American Institute of Banking, served as state and district director of the 7,700 member professional organization.



Robert G. Hall

A member of the Masonic Lodge, Hall currently resides in Oceanside with his wife, Virginia, who is a primary specialist in the Unified Valley School District. They have two married daughters and five grandchildren and plan to make their home in the Escondido area soon.

## OTT JOINS OCEANSIDE FED



Paul Ott

Paul Ott, San Marcos resident, has joined Oceanside Federal Savings and Loan Association in the newly created Investors Services Department, it was announced by Jack W. Daybell, president. He will also act as a public relations speaker for the Association.

A graduate of Cal Poly at Pomona, Ott most recently served as branch manager for a savings and loan in Escondido. He currently serves as program chairman for the North County chapter of the Institute for Financial Education.

Ott and his wife Sue live in San Marcos with their two children.

## NORTH COUNTY BANK NAMES VICE PRESIDENT

Robert G. Hall has been named vice president/cashier for North County Bank, it was announced by John Peacock, president.

Hall, a native of Greenfield, Mass., moved to California in 1957 and brings 20 years of banking experience to North County Bank. A graduate of

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## CHANNEL 6 OPENS NEW HEADQUARTERS

XETV, San Diego's Channel 6, opened its new headquarters building on Kearny Mesa Sept. 1 with a reception for civic and community leaders from throughout San Diego county.

Guests had an opportunity to wander through the spacious 14,000 square foot TV plant, which houses the station's executive offices, film library, production and traffic departments and promotion facilities.

Serving as official hosts at the grand opening were station vice president Julian M. Kaufman and Channel 6 manager Martin Colby as well as various department heads.

Designed by the Los Angeles architectural firm of Angelikis & Bailey, the Spanish-style structure was built by Callahan Bros. Contractors of San Diego.

Featuring two interior courtyards, with floral design by Nancy Ferber of Have Plants, Will Travel, the building also houses an extensive rear courtyard patio for employees.

Parking is provided for 84 cars in the spacious one and one-half acre setting.

In addition to the formal Sept. 1 reception, the station also played host to San Diego agency personnel and clients at a Sept. 3 luncheon held at the neighboring 94th Aero Squadron Restaurant.



Marty Colby, Station manager and general sales manager



Julian Kaufman, vice president and general manager.

## INVESTOR CLUB MEMBERS SAVE ON GREEN FEES

Home Federal Savings and Loan Association of San Diego is doing away with green fees for members of its Investor Club who buy "The Golf Card" at a special reduced price.

The card is now available to Investor Club members for \$25 single and \$40 dual membership fees. It is on sale to the general public for \$35 single membership and \$55 dual membership fees.

A golf card membership entitles the holder to two complimentary rounds of golf at member courses throughout the nation. Dual members each get two complimentary rounds of golf at each course.

There are no restrictions on the use of the card. It may be used during any season or any day of the week. Memberships expire one year from date of purchase. Simply phone the course for tee times at least 24 hours in advance. When golfers arrive, they are set to play golf with no green fees.

In California alone, there are 23 member golf courses. Private and public courses in over 40 states, Canada, Mexico and the Bahamas honor "The Golf Card." A course directory and free subscription to the "Golf Traveler" publication are included in membership fees.

"The Golf Card" gives golfers the opportunity to play the finest courses in North America.

Membership in the Home Federal Investor Club is available to anyone who maintains a \$2,500 balance in a savings account at Home Federal. Other Investor Club bargains include price reductions at car dealers and merchants throughout California and special vacation trips.

## BEAUTYCARE OPENS CENTER

Beautycare, Ltd. has established a Depiltron Center in Solana Beach at 215 South Highway 101, Suite 208. Dolores Ayoob, west coast sales manager, and Linda Young, trained technician and consultant, offer free consultation and demonstration at no obligation. They use the Depiltron epilator, a new electronic device which removes hair without touching or penetrating the skin.

## CALLISTER GIVEN NEW DUTIES



Thomas K. Callister

Thomas K. Callister, executive vice president of the Meister Company, headquartered in Irvine, has been given the responsibility for sales and marketing of residential products for the newly-formed homebuilding firm, in addition to handling land acquisition, processing and finances. The announcement was made by Howard W. Meister II, president.

Currently, the company is constructing single-family homes at Loma Del Cielo West, off Lomas Santa Fe Drive in North County.

Prior to his association with the Meister Company, Callister was president and chief executive officer of B.H. Miller Development Company of Newport Beach.

## STOCK BROKERAGE OPENS

Sutro & Company, Incorporated, has announced the opening of their new La Jolla office at 1020 Prospect St. E.J. Irvine, Jr., manager, and Philip S. Sindler, assistant manager, are specialists in option writing and tax deferred income.

The firm, established in 1858, is a member of all major U.S. exchanges.

## PSA APPOINTS AD AGENCY

William R. Shimp, president and chief executive officer of Pacific Southwest Airlines (PSA), announced today the appointment of Eisaman, Johns and Laws (EJ&L), Los Angeles, as the new advertising agency for PSA replacing Clinton E. Frank, San Francisco.

Shimp said that the appointment of EJ&L would become effective October 1. PSA, which flew more than 6.5 million passengers last year, spent over \$2 million in advertising.

Jess Johns, President of EJ&L, said that an agency account team would be announced shortly but that he would personally supervise the account.

## POSTERS DISPLAYED AT WOMEN'S BANK

"Women of the First War... a poster history" is the title of a selection of 12 posters from a collection of over 300 original lithographs loaned to the Women's Bank by Paul M. Thomas of Rancho Santa Fe. Thomas has not previously shown his collection, which came out in September in honor of America's finest city week. Posters can be seen through December at the Women's Bank, 5353 Mission Center Road from 9 to 3 daily and 10 to noon Saturdays.



Paul Thomas, Rita McCoy, president of the Women's Bank, and Navy Recruiter Jan Miller

## OCEANSIDE FED APPOINTS ESCROW OFFICER



Sharon Davis

Sharon Davis has been appointed escrow officer of the Vista office of Oceanside Federal Savings it was announced by Vic Freudenberger, Vista branch manager.

Mrs. Davis has received the Certified Escrow Officer Designation by the California Escrow Association. A graduate of Stephens College in Columbia, Missouri, she received her degree in political science. She has since attended Mira Costa College and Palomar Colleges where she attained her escrow certificate. Most recently in the main office Mrs. Davis has been with Oceanside Federal for 4 years.

Mrs. Davis, husband Russ and two children live in Oceanside.

Oceanside Federal Savings currently has assets over \$257 million and nine offices currently located throughout the North County.

## NIETFELD LISTED IN PUBLICATION

William D. Nietfeld, founder-president of a San Diego advertising and public relations firm bearing his name, is one of five-thousand persons worldwide to be chosen for inclusion in the "International Who's Who of Intellectuals."

The first edition of the volume, to be published early next year in London, is a sister publication of the "Dictionary of International Biography," in which Nietfeld has been listed since 1963.

Nietfeld was notified of his inclusion in the "International Who's Who of Intellectuals" by the Right Honorable Alfred Kaye, O.B.E., publisher of the worldwide compendium.

In addition to this newest volume, Nietfeld also is included in "Who's Who in the West," "Who's Who in Finance and Industry" and "Community Leaders and Outstanding Americans."

A former resident of Oceanside, Nietfeld is a graduate of Brown Military Academy and holds a BA degree from the University of Southern California School of Journalism as well as an LLD from Cabrillo Pacific University College of Law.

He is a past president of the North County Press Club, the San Diego chapter of Sigma Delta Chi, the Society of Professional Journalists and a former head of the San Diego Association of Advertising Agencies.

Nietfeld and his wife Christine, who serves as secretary-treasurer of Nietfeld & Associates, reside in La Jolla.

## SDG&E REPORTS DIVIDENDS

San Diego Gas & Electric Company today declared the following dividends on its preferred and preference stocks, payable October 15, 1976, to shareholders of record September 30, 1976.

Cumulative preferred—25 cents per share on the 5 percent series, 23 cents on the 4.60 percent series, 22½ cents on the 4½ percent series, and 22 cents on the 4.40 percent series.

Preference stock—\$2.46 per share on the \$9.84 series, \$1.95 on the \$7.80 series, \$1.80 on the \$7.20 series, \$1.83125 on the \$7.325 series, \$2.0625 on the \$8.25 series and \$0.67 on the \$2.68 series.

As usual, the board of directors will act on the common stock dividend at its September meeting.

## HERITAGE REALTY JOINS ERA

Heritage Realty has been named a member broker for Escondido and San Marcos by Electronic Realty Associates, Inc. (ERA), a nationwide home marketing service.

ERA is a network of more than 600 member brokers and 10,000 sales associates in 1,200 offices throughout the country doing more than \$4 billion in real estate sales annually.

Ron Romanowich, president of Heritage, said he joined ERA because "it offers home buyers and sellers three exclusive invaluable customer aids: photo-by-wire listings, the Home Buyers Protection Plan (BPP) and Home Sellers Protection (HSP).

"ERA is worthwhile because it helps the buyer find a home faster while at the same time saving him money, and protects both the home buyer and seller against major financial loss from unexpected home repair bills," said Romanowich.

The Buyers Protection Plan protects the buyer for one year against the operational failure of that home's central heating, air conditioning, plumbing and electrical systems, the wall, floor and heating units, built-in appliances, water heaters and softeners and sheet metal ducts which were operational at the time of sale.

Claims paid by ERA to homeowners covered by BPP is approaching \$1 million. The homeowner never pays more than a pre-selected deductible charge per service call.

The new Home Sellers Protection provides the same coverage as BPP. The home seller's coverage begins 15 days after the home is listed for sale through an ERA member broker and is good for up to six months, or until the home is sold. ERA pays for the repairs after a deductible charge is paid by the seller per service call. Other than the deductible, there is no cost to the seller while the home is on the market. The Home Sellers warranty transfers to the buyer at the time of sale.

Heritage Realty is located at 457 East Grand in Escondido and 1450 West Mission Rd. in San Marcos.

## OFFICES RELOCATE

Al Kern has announced the relocation of the offices of TEK corporation and Kern & Herold, Inc.

The new offices are located at 722 Genevieve St., Ste. H, Solana Beach, CA, 92075. The phone numbers are (714) 481-8118 and 755-6711.



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# INVESTMENT STRATEGY

by Leslie M. Pollack

Immediately following the Republican convention the market fell off the shelf in the 980-1010 range which had contained it for 48 consecutive trading sessions. Once the bulls faltered the decline was swift and totaled almost 40 points in five days. It may have been caused by the increased likelihood of a Jimmy Carter election, disappointment at the low rate of economic growth in July and August, general market lethargy augmented by the usual summer doldrums, or a combination of all three. The big question now is whether this action is a precursor of serious trouble ahead or merely another downward blip by a generally frustrating market.

In our opinion, it is a correction of minor import similar to those of October and early December 1975. Investors with long memories or good statistical data banks can attest to the fact that the market often goes down before it goes up and it did just that in the fourth quarter of 1975 prior to a 200 point advance.

Technically, the Industrial Average seems to have some support just below 960 and we do not think that the 945-950 bottom of the long trading range which extends all the way back to February of 1976 will be easily breached. Standard & Poor's 500 Stock Index, which some think is more reflective of real market conditions, appears to have a strong band around 98 where buyers increase bids. At present, the S&P 500 is more than three points above this key level and we believe that it will hold.

While it is easy to become discouraged after such a long period of inaction and downward drift, we advise investors to fight off this natural reaction and take stock of the many strong fundamentals underlying equity prices at this time. Rising earnings, increased liquidity, and declining interest rates are a powerful combination which should not be ignored indefinitely by the stock market.

## Fundamentals

There is no denying that the economic advance is losing momentum. Industrial production, though still rising, is now gaining ground very slowly. Inventory growth has reached a point where it is increasing faster than final sales. The consumer pause of the last several months has begun to raise questions about the durability of the whole fundamental picture.

Our retail trade analyst, Dr. Alan M. Silverman, makes a solid argument

that the weakness experienced by most general merchandise retailers since May was caused by an increase in expenditures on leisure activities. Various indicators such as airline revenues, restaurant volume, picture taking, and travelers check activity all point towards a bulge in vacation-oriented spending during the summer months.

It would be most unusual if the economy topped out only 16 months into the recovery period with money loose and many consumer demands unfulfilled. We would be quite surprised if a more normal relationship between consumer spending and disposable income does not reveal itself in the not-too-distant future.

Politics cannot be separated from the fundamental outlook. Although it is not our province to suggest how people vote in November we must consider the various alternatives in relation to the stock market. During the past two years we have made no secret of our admiration for the policies conceived and executed by the Ford-Burns-Simon-Greenspan team and the positive results achieved by them.

The policies of Jimmy Carter that are most disturbing to the stock market are his stated intention to change the tax structure in favor of the lower half of wage earners and away from high earners and investors in general, his willingness to risk higher inflation in order to attempt to decrease unemployment further, and his various promises of a better deal to every special interest group except large corporations, investors, and high income earners. On the other side of the ledger we must balance the facts that he has been a successful businessman, that men often act differently and more responsibly after they have been elected President than before the election when promises come easily, and the historical record of the market which shows that it hasn't behaved significantly worse under Democratic administrations than under Republican administrations. Finally, if the Evangelism and populism of Mr. Carter cause a resurgence of confidence on the part of the American consumer, then perhaps some of his more stimulative proposals won't be necessary.

All factors considered, those who are satisfied with the progress which has been made in the last two years will vote for Ford and those who are willing to risk greater inflation and a revamping of the tax structure in order to have

continued on page 48

# MUSIC AROUND TOWN

by Troy Reynolds

## THE JOE MARILLO QUARTET

Saxophonist-floutist, part-time piano player and be-bopper extraordinaire Joe Marillo has landed another gig in town and jazz fans in and around La Jolla have been turning out to hear him in droves. The man who worked behind the scenes to bring the likes of Carmen McRae, Les McCann, Stanley Turrentine, Kenny Burrell, Stan Getz and Supersax to San Diego for a series of delightful concerts earlier this year at the Catamaran Hotel is playing his own brand of music at the Oceanus Restaurant at 1251 Prospect, across the street from the Plaza in La Jolla.

This city's best jazz musician doubles as its most energetic concert producer and Marillo's return as a performer also marks the end of his most extended, significant and successful collaborative effort to persuade such gifted, important talents to include out-of-the-way, all-but-forgotten San Diego on their touring itineraries. With Marillo doing all the talking and the Catamaran offering them a glossy, attractive setting in which to show their wares, top names were lured into town with a regularity that local audiences haven't enjoyed and won't enjoy for quite some time. The hotel's spacious lounge could and did accommodate large, lively crowds and jazz-starved San Diegans were finally provided with a steady diet of good music of remarkable diversity. In a sense, Marillo and the Catamaran did us all a great service by bringing jazz musicians and their listeners together in such a big, conspicuous way. We all know now that there is a market for this kind of music in town and that there's room here for another real jazz club besides the Crossroads downtown. With Marillo doing us the even greater favor of making music with his quartet at the Oceanus, it looks like we've got it.

To say something about the bar itself, it's in a long, narrow room with lots of redwood on the ceiling, some funky posters on the wall, and a good-sized fireplace at the far end, near where the stage has been set up. The feeling you get when you walk in is one of warmth and conviviality. Unfortunately the room is small and those arriving late (after 9:30 or 10:00) often-

times cannot find seats or must sit up front out of view of the musicians. There is a rumor afoot of plans for expanding the bar which would be good news to many frustrated jazz fans who couldn't get in to hear Marillo and his band.

The players are playful, the music is fun and it's easy to forget all your worries and kiss all your troubles goodbye. Talking with Joe there between sets is pure joy as he goes on about the good vibes he feels playing before appreciative people in a comfortable atmosphere, about his admiration for Coltraine and his taste for be-bop, and about the members of the quartet and the progress they've been making in the few months they've been together.

Each of the players in this all-new band was, of course, doing something else before the band came together. Pianist-trombonist-songwriter Bob Holtz has a degree in history, but the classes he teaches at San Diego State are in the jazz program, which probably says something about where his heart really lies. Wearing rimless glasses and a full beard, he passes as a college prof, but his soft-spoken manner and deft command of the keyboard tell you that he's been this way before and knows his way around the jazz scene. A cloistered academician he's not.

Bassist John Leftwich is a young local talent from Del Mar. His playing is strong and imaginative, enhanced with an occasional push of the waa-waa pedal and/or twist of the reverb knob. He has a wonderful way of throwing his head back and laughing outright in the middle of a real tight line, as though he's reveling in the sound and feel and taste of it all.

Drummer Roger Gilbert had been playing wedding receptions and parties when he signed on. More than just a timekeeper, he's especially good at teaming with other percussionists in rousing, raucous rhythm dialogues. It's enough to make you wish the group had a congos player sitting in every night.

There's talk of an upcoming live album and there may be a benefit concert for the Beach Area Free Clinic. But right now, they're playing every Wednesday through Sunday night from nine until closing at the Oceanus. Go see them. And get there early. ■

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## THE HEART OF HOPE IS TEACHING.

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A happy foursome at the Dalitz reception are Dr. and Mrs. Philip Smith of La Costa and Dr. and Mrs. E.L. Keeney.

Mr. and Mrs. Eddie Susalla, formerly of La Costa, received some 300 friends at the wedding of their lovely daughter Skye to Chase Hotchkiss Coman, son of Mrs. Dorothy Ebright of Carlsbad. The young couple were married under the windmill at Mrs. Ebright's Oak Lake Ranch in Carlsbad. Skye wore an off-white princess-style wedding gown with handmade lace insets in the sleeves and skirt. Around her neck she wore an antique heart and opal presented to her by the famed actor, William Powell and Mrs. Powell. The 300 guests represented many of Skye's friends from La Costa, Pinehurst, North Carolina and Palm Springs. The happy couple will live in Silvedale, Washington, where Chase plans to attend Washington State Veterinary School. Skye attended St. Andrews Presbyterian College and Pierce, where she majored in animal technology.



Allard Roen presents a bouquet to Mrs. LeRoy Lees at the Lees' anniversary party at La Costa. 250 guests toasted the happiness of Teri and LeRoy and applauded the sensational singing of Mrs. Lees.



At the wedding reception for Mr. and Mrs. Donald Monteith Blair, the young couple flank famed lawyer Louis Nizer who, along with his wife, were among the 400 guests attending the reception honoring the Blairs, who were married several weeks earlier at a large wedding in Mexico City. Mrs. Blair is the daughter of Moe Dalitz of La Costa and Averill Dalitz of Dallas. The main part of the Vallarta Room at La Costa was a dazzling forest of white trees and orchids. Dinner was served from 7 p.m. to 2 a.m. in any one of four restaurants representing favorite places of the Blair's. Throughout the evening there was continuous music by strolling violins, the Bob Vos Trio and a marvelous duo called D.J. & Eddie.



Ms. Jane Powell is greeted by Mrs. Averill Dalitz at the wedding reception of her daughter Suzy and Monte Blair at La Costa.

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Inadequately braced chimneys, long picture windows, double garage-door openings and rooms built above them could prove to be distinct liabilities in the event of a quake.

the inherent safety of an area's man-made structures remains our only reliable protection. A powerful tremor in San Diego County could destroy buildings, bridges, overpasses, power plants and dams. There would certainly be danger of landslides, floods, multiple fires and the effects of the possible rupture of the nuclear installations at San Onofre.

A graphic example of San Diego's vulnerability was the havoc wreaked by the relatively small quake that struck a section of the San Fernando Valley on Feb. 9, 1971. The quake measured 6.4 on the Richter Scale, about the size we could expect from a home-grown earthquake on the Rose Canyon Fault.

Ninety-five percent of the buildings and public projects in that area had been constructed after the 1933 building codes were enacted following the Long Beach quake. Many of the buildings had been erected during the past decade. Yet approximately 7500 buildings suffered appreciable damage, almost 1500 of them being either completely destroyed or severely damaged. Over 30,000 other buildings were reported to have suffered lesser damage.

Olive View Hospital, completed only a year before the earthquake struck at a cost of 27 million dollars, was damaged beyond repair. So too was a 65 million dollar juvenile-detention facility that had been completed shortly before the quake. Highway overpasses and other structures proved altogether inadequate to withstand the force. Yet all those buildings and structures had been constructed in conformity with present building codes.

### BUILDING CODES INADEQUATE

"It's a terrible mistake for people to think that the uniform building code

provides adequate earthquake protection," comments Professor G.A. Hegemier, a structural scientist engaged in earthquake research at UCSD. "It doesn't take much analysis to see that the present code has many deficiencies. For example, you just have to look at the San Fernando quake to see that present standards grossly underestimate potential ground motion. Freeway construction is in particularly bad shape. The state is putting out a substantial effort, but there's a lot of resistance in the county to spending money in this area. Making the sort of studies and modifications we need is an enormous economic undertaking."

According to Jack Duncan, deputy director of the Office of Emergency Services, legislation is needed to encourage owners of old buildings—especially pre-1933 unreinforced masonry structures—to make earthquake-related improvements. Instead of having to pay higher taxes for having improved their property, according to Duncan, such landlords should be given tax incentives.

Both Jack Duncan and Professor Hegemier agree that another urgent step would be a survey of all hazardous buildings and structures in the San Diego area.

"The Seismic Safety element of the San Diego City Plan has never been implemented," according to Professor Hegemier. "To my knowledge they have not even taken the first step, which would be a survey of hazardous buildings. Once again, it's a question of economics."

If the San Fernando quake showed that present building codes are inadequate, it also demonstrated that certain trends in home design are detri-

mental to safety. Oddly shaped buildings, inadequately braced chimneys, long picture windows, double garage-door openings and rooms built above them are all elements of structural liabilities in a quake. Structures built on solid rock should fare better than those built on soft ground; reinforced concrete will fare better than masonry. Water-soaked ground is especially hazardous, though most vulnerable are buildings constructed partly on rock or hard ground and partly on soft ground. Such structures are at the mercy of tremendous stress during an earthquake.



Earthquake damage after the 1971 San Fernando quake to an overpass pillar. This freeway section was built according to the most recent highway seismic safety code.

The Office of Emergency Services has recently started an intensive education program to help citizens of San Diego County prepare for and survive a damaging quake. The safest action to take during the shaking, according to the OES, is to kneel down under a heavy table or desk or stand in an open doorway or against a substantial interior wall. Once the shaking has stopped, get out into an open area being careful of broken power lines and debris. A free earthquake safety booklet is available upon request from the Office of Emergency Services at 7939 John Towers Avenue in Santee.

Presently, both the U.S. Congress and the California legislature are working on earthquake-related legislation, but it is obviously not a top-priority issue. Yet given the extensive nature of the active faults in San Diego County and the warnings of reputable researchers and officials, there is good reason not to wait till the next destructive quake is upon us before insisting that measures be taken. If we do not act now, the fault that is likely to do us the most injury will be our own. ■

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Avocados can be a good cash crop for the grower, in strong years at least. An avocado orchard has preharvest costs ranging from \$1200 to \$2000 per acre, and the average return at the packing-house door for 1974-75 was about \$2,111 per bearing acre. That yields a profit range of anywhere between \$7 and \$800 per acre. And of course even the low end of the range isn't dissatisfying when you realize that grove ownership is being promoted widely as a tax shelter so that a minimal profit, or even a loss, can actually translate into much larger long-range profits than it appears at first.

#### MARK-UP MORE THAN DOUBLES

That return per acre itself translates, by the way, into a cash price to the grower in a good producing year of about 23¢ a pound. The "average" avocado weighs about 7.5 ounces, so the grower gets about 11¢ per fruit. But avocado trees do not bear at consistently even levels. One year there will be almost a glut, and the next year production will drop significantly. The 1975-76 growing year was a natural "low" and prices to the grower correspondingly. A San Diego television station reported in late July that the grower received about 30¢ an avocado for the scarce fruit this year, but that in Fallbrook supermarkets the price

range was 69¢ to 79¢ for the same fruit. Normally the mark-up in the supermarkets is about 45 percent for an avocado. This year it is over 100 percent. Nevertheless, people still keep buying avocados.

And when people buy them, they buy them for the taste, although if you had asked an ancient Aztec, he would have told you he ate them not only for the taste, but also because he believed they were an excellent aphrodisiac as well. Alas, modern science does not bear out this folk-belief.

Whatever your motives, select an avocado for eating by the way it feels. If it feels soft to gentle pressure, it's ready to be used. Another means of testing ripeness is to insert a toothpick into the stem end of an avocado you think might be table-ready. If the toothpick goes in easily, the fruit can be used.

When you have a ripe fruit, cut the avocado in half lengthwise, then peel off the skin and discard it from each half. The peeled half can now be eaten whole with a sprinkling of lime juice or lemon juice and salt to taste, or with a dab of mayonnaise. It can also be sliced into salads, or scooped into balls (if you scoop, don't peel the avocado half first, or your hand holding the half will get messy). An interesting and delicious appetizer is a half-avocado served with a stuffing of tiny shrimp in a dressing of mayonnaise and lemon juice.

#### FROM FOOD TO FACIAL

There are a number of other ways of preparing avocados for the table, ranging from avocado soups through avocado sandwiches, guacamoles, souffles, pies and ice cream. It is possible to concoct a meal in which every course is based on the avocado, but in that case you had better count calories—just a little anyway. For those interested, the California Avocado Advisory Board publishes a booklet, "The Avocado Bravo," available for 50¢ which contains a number of recipes and techniques for dealing with its favorite fruit. The Board also offers a free list of suggestions for the use of the avocado in home beauty care, including avocado "facials" of various sorts. The mailing address for the publications is at the end of this article.

While you're waiting for a reply, you might decide to go it alone, and then find you have a half-avocado you want to keep from one day to the next, or a seed you're interested in planting. To keep an avocado half from browning, brush its surface with lemon or lime juice, and reinsert the pit into the half. Both techniques cut down on discoloration.

To plant the seed and get a free indoor plant, stick three or four wooden toothpicks along the mid-line of the seed (you can peel away its brown outer

covering first, or not—it doesn't seem to matter much). Suspend the seed by the toothpicks from the rim of a glass of water, the flatter end down. The water should be tepid, not cold, and should cover about a half-inch of the seed. In two to six weeks, you'll notice roots developing. Eventually you can transfer the seed-root complex to a pot with plant soil in it, doing the transfer carefully to avoid damaging the roots. When the growing shoot from the seed is about six or seven inches high, cut it back halfway, to encourage branching and leafing. Keep the seed in a warm place but out of direct sunlight while it's germinating. And that's about all there is to it, although more detail is given in "The Avocado Bravo."

North County residents have been blessed for a long time by living in the heart of avocado country. Some of us even have avocado trees in our own back yards, or know at which roadside stands we can purchase the fruit for a paltry 20-25¢ apiece. If you haven't tasted the fruit lately or at all, try it; you'll like it.

*Avocado recipes or avocado beauty hints can be obtained by addressing a request to: (recipes) "Avocado Bravo" or (beauty hints) "Avocado Beauty Information," P.O. Box 2162, Costa Mesa CA 92626. Enclose 50¢ for the recipe book; the beauty hints are free.*

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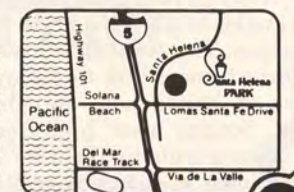
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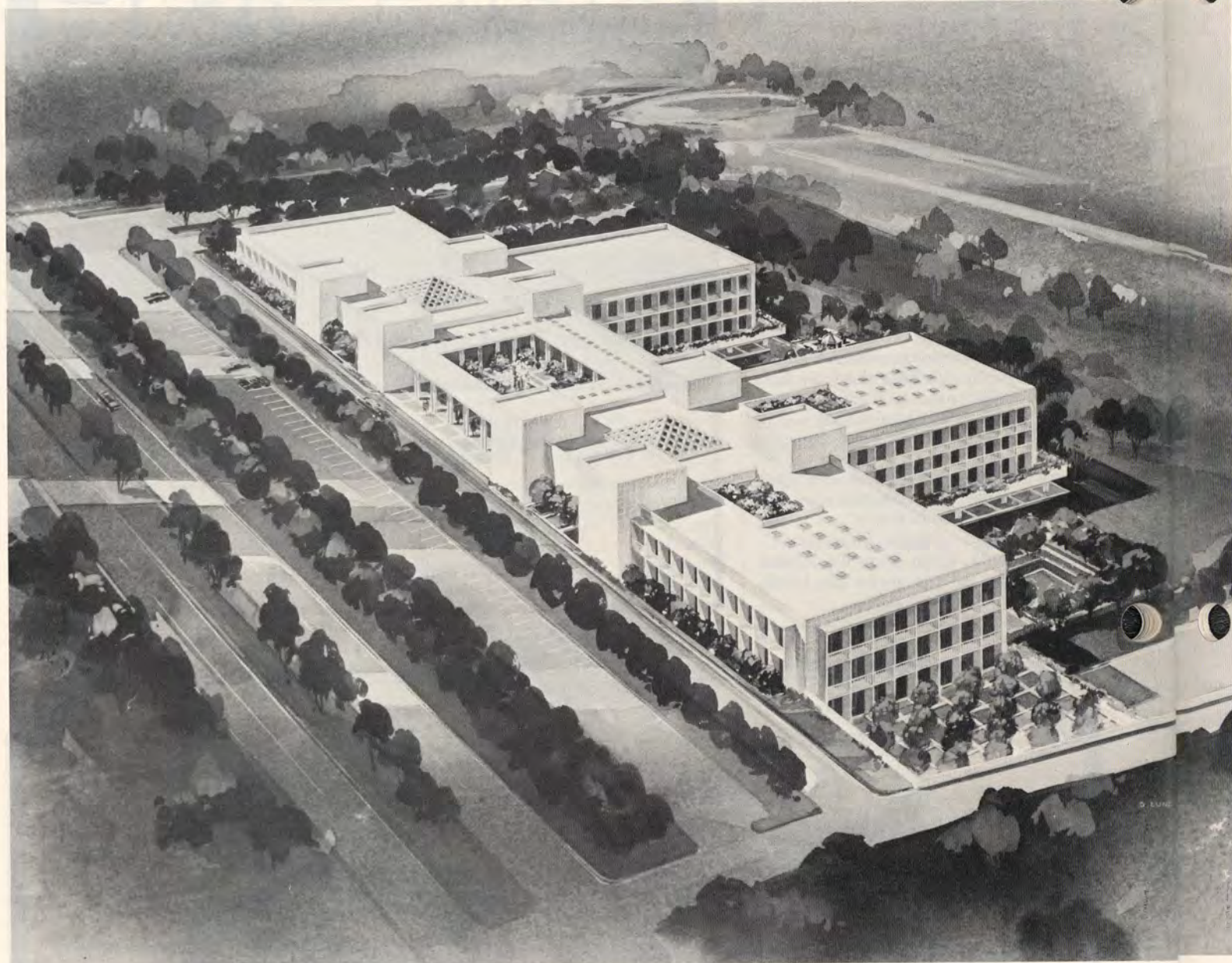
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EQUAL HOUSING OPPORTUNITIES

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Architect's rendering of the new Scripps Clinic Medical Center on Torrey Pines Mesa.

provides hospitalization and out-patient care. It is well-known for its specialized services at the frontiers of medical technology.

New diagnostic tools at the hospital often eliminate the need for dangerous and costly surgery. Scripps has its own EMI Brain Scanner, which uses a series of X-ray exposures made from different angles to show the brain in three dimensions. The scanner is used to detect brain tumors and to discover the sources of headaches, epilepsy and strokes. Scripps uses high-frequency sound instruments to diagnose abdominal problems, to detect blood clots and tumors and to monitor pregnancies—all without potentially harmful X-rays.

Physicians use fiberoptic scopes—tiny, light-conducting glass fibers—to visually examine the interior of the body with only a small incision. Nuclear sensing devices trace minute amounts of radioactive material injected into the body to locate abnormalities in glands or organs. These diagnostic tools often avoid the cuts and costs of surgical exploration and are a great improvement in the quality of patient care.

Especially notable in the Hospital of Scripps Clinic is the pain treatment center. It is designed for the patient suffering from chronic pain who often has found no help elsewhere. The center specializes in neurology, neurosurgery and psychiatric counsel-

ing. Among the successful techniques used to fight pain are biofeedback, neural stimulation, pain-deadening drugs and group therapy.

Another aspect of Scripps Hospital for which it is widely known is its health maintenance program. The emphasis is on thorough, periodic physical examinations to allow early detection and treatment of health problems. A routine diagnostic examination, which operates on an out-patient basis, generally takes three to four days with total fees ranging from \$335 to \$445 depending upon the age of the patient and tests performed.

A formal component of the health maintenance effort is the Executive

Health Program. Approximately 200 American corporations send their executives to Scripps for regular examinations and health counseling. The reputation of the program also brings executives from abroad. "Corporate patients come from as diverse places as Hong Kong, Iran and Germany," said Olive Textor, coordinator of the program. Eastern clinics such as Mayo will urge former patients with current west coast addresses to visit Scripps Clinic for any necessary medical attention.

The normal procedure in the Executive Health Program is for the individual company to contact Scripps and to specify which tests it desires for a particular executive. Normally the company accepts the recommendations of Scripps and then may add additional tests. Each patient, whether or not he is in the Executive Health Program, is free to choose his own physician whom he will see on succeeding visits to maintain personal continuity. Scripps recommends that executives 30 years or under come every four years while those over 50 should have the complete examination annually.

#### SCRIPPS CLINIC MEDICAL GROUP

Based in the Hospital of Scripps Clinic is the Scripps Clinic Medical Group, an organization of physicians who specialize in 18 different divisions of medicine. Many of the group's doctors serve both on the medical staff of the hospital and on the academic staff of the research foundation.

The medical group will be expanding its activities with the move to Torrey Pines. There will be surgery in the new facility. There will be a new primary care division which will emphasize walk-in visits, paramedical personnel and home health care. There will be an expansion of the "satellite" program which will see Scripps doctors joining local doctors in nearby rural clinics that would not normally have access to the modern laboratories and expertise at Scripps. Expansion in the areas of pediatrics and infectious disease is also being considered.

#### SCRIPPS CLINIC AND RESEARCH FOUNDATION

The Scripps Clinic and Research Foundation is one of the largest private, non-university research organizations in the country. It continually attracts post-doctoral fellows with new medical and doctoral degrees as well as seasoned physicians who wish to work at the top laboratories of medical science. Frequent seminars and conferences attract scientists from around the world.

Most of the research at Scripps is basic medical research—to understand

*continued on page 49*

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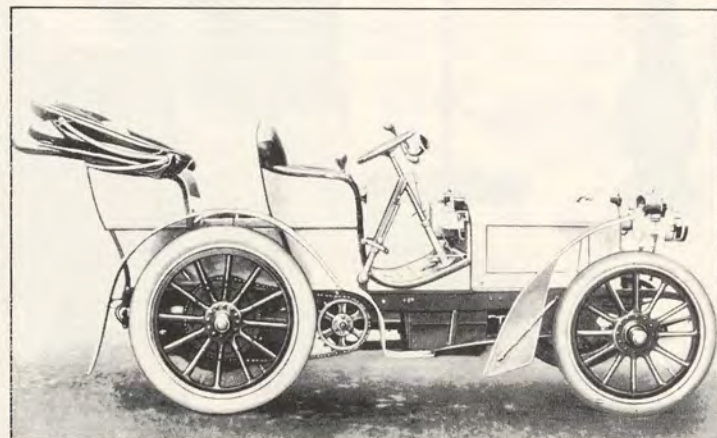
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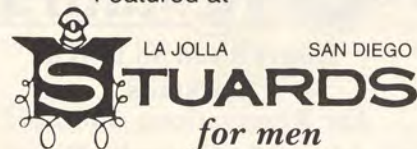
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### Technical Factors

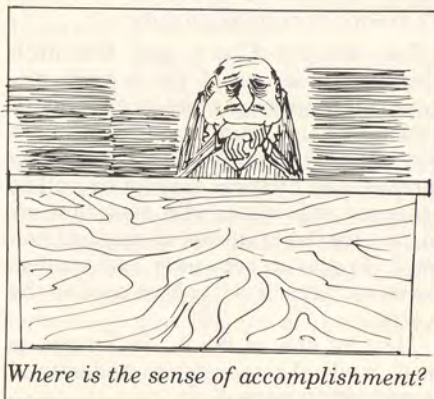
By far the most significant technical event of the year has been the continuing strength in the bond market. It almost appears as if we are in a new bull market for bonds which has reversed the bear market which was in effect from 1946 to 1970. This speaks volumes about the soundness of the financial condition of our banks, insurance companies, corporations, pension and profit sharing trusts, and individual savers and investors. If many of our ills of the period 1965-1975 were caused by the unavailability of money then these conditions have been and are still being rapidly corrected.

The most remarkable thing about this trend is that it is taking place with inflation still running at a reduced but nevertheless high 6% annual rate. While it may be foolhardy to ever become optimistic about inflation, the recent sharp decline of most commodity prices may be a harbinger of favorable things to come.

This thesis has been confirmed by the action of such money sensitive groups as the insurance stocks (both life and casualty), banks (despite their many problem loans), and utilities (both electric and telephone). While the market sometimes makes mistakes, it is at least giving a loud and clear signal that everything is healthy on the financial front.

On the other hand, the action of the "smokestack" groups including the chemicals, papers, and steels has left a lot to be desired, especially in the face of predictions of higher earnings and future capacity shortages. The only logical explanation that we can propound is that this is a correction of their sharp moves upward from their bear market lows. In any event, they are raising a caution signal which cannot be ignored.

Leslie Pollack is chief investment officer of Shearson Management.



Where is the sense of accomplishment?

the biological and chemical basis of disease. Sixty per cent of the research is focused on cancer. Reflecting the different facets of this disease, the research departments take different approaches to the problem and then work in an interdisciplinary manner with their findings.

The emphasis in the Department of Biochemistry has been to isolate and characterize tumor antigens. Working with animals, scientists have produced antibody from virus-induced tumors and are examining the possibilities for immunizing test animals with the antibody. Leukemia has also been a primary concern of the biochemists. The focus has been on the anti-leukemic drug Methotrexate and on cell resistance to the drug after repeated use.

Work in the Department of Immunopathology has centered on the pathological processes that lead to cell injury. Here scientists look at viruses as agents of both malignant disease and aberrant immune response. A current research problem is the relationship between immunological diseases and some forms of cancer therapy. Other studies already indicate that some tumors block the immune response, and investigators are seeking ways to "de-block" this normal defense which would then be free to destroy the tumor.

Immunology is a prime concern of the research program at Scripps. Last year Dr. Frank J. Dixon, director of the Scripps Clinic and Research Foundation, received a distinguished Lasker Basic Research Award for his work that showed that immunological responses, which usually protect people, can malfunction and cause kidney, cardiovascular and joint diseases. His work has also shown that many chronic viral infections can also trigger immunological diseases.

Additional exciting work comes from the Department of Clinical Research. It is currently investigating bronchial asthma, rheumatoid arthritis, dermatologic problems and diabetes. Research into emphysema has led to the discovery of an enzyme responsible for the destruction of lung tissue. Scientists have also found an inhibitor of this enzyme. They are working on the molecular characterization of this inhibitor, since its artificial synthesis could then be a medication for emphysema patients.

The new facilities of Torrey Pines Mesa will undoubtedly enhance the work of the scientists and physicians at the Scripps Clinic Medical Institutions. Working at the frontiers of medical research and patient care, Scripps will continue to add renown to its own name and to the name of American medicine. ■

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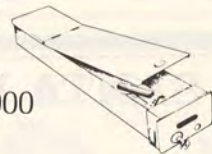
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# RANCHO SANTA FE GAZETTE

EDITED BY LOUELLA LIVERWURST

## FREEDOMS FOUNDATION TO HONOR DR. ROWE

Dr. R. Roger Rowe, superintendent of the Rancho Santa Fe School District, will be honored by Freedoms Foundation Valley Forge (FFVF) at their annual membership luncheon Nov. 3. Dr. Rowe is one of three educators honored by FFVF this year.

Mrs. Harriet Mons Wille, La Jolla, is chairman of the luncheon. Mrs. E.T. Guymon, Jr. is area chairman for Rancho Santa Fe.

## COTILLION ADDS HIGH SCHOOL STUDENTS

The San Dieguito Cotillion dance parties will include 10th, 11th and 12th grade students this year as they begin their 21st season. Miss Gloria Monaghan of Beverly Hills has planned the themes for each dance.

"Fall Frolic," the first party of the season, will be held for the various age groups on Oct. 16 and 23 at the Rancho Santa Fe Garden Club.

Mrs. Marshall Middleton is the Rancho Santa Fe area chairman and the dance chairmen are Mrs. Robert Bruun, Mrs. Al Ziskin, Mrs. Harry Guzeliman, Mrs. Roger Booth and Mrs. Jim Nelson.

Anyone interested in attending may contact the Cotillion Board Chairman, Mrs. Harry Heid, at 756-2708.

## QUILTING WILL BE LUNCHEON PROGRAM

The Women's Council of the Rancho Santa Fe Village Church will hold their October luncheon on Wednesday, Oct. 27 at noon in the Christian Education Room at the church. Ruth Briggs will present a program on "The Art of Quilt Making." Mrs. Briggs will have a display of quilts and she will offer a door prize. Call the church office at 756-2441 for luncheon reservations.



Pictured at the Hayakawa luncheon are, left to right, William Magoffin, H. William Freck, William H. McCoy and Frank R. Warren.



At the Inn at Rancho Santa Fe for the Hayakawa luncheon were, left to right, Col. Ted Culpepper, San Luis Rey Downs; Dr. Hayakawa; Gen. Leo Dulacki, Lake San Marcos, and Gen. Ross Dwyer, Carlsbad.

## LUNCHEON FEATURES CANDIDATE HAYAKAWA

Dr. S.I. Hayakawa, candidate for the U.S. Senate, spoke to a luncheon of 100 people from Rancho Santa Fe and the San Dieguito area recently. The luncheon was hosted by Arthur Meyerhoff, local coordinating chairman. Hayakawa is opposing Senator John Tunney on the November ballot.



Andrew F. Kay, left, with Arthur Meyerhoff

## JUNIOR GOLF CHAMPS NAMED

The Junior Golf Summer Program, sponsored by the Golf Activities Committee and the Women's and Men's Golf Clubs, culminated in a two-flight tournament held on August 14.

The field was divided into the Club Championship Flight with four boys, ages 13 to 15, playing the regulation 18 holes from the white tees and the First Flight with eight boys, ages 10 to 12, playing nine holes from the red tees.

Thirteen-year-old **Rick Brush** won the Club Championship with a 92. **Mark Neel**, 10, won the First Flight.



*Mark Neel, left, winner of the First Flight and Rick Brush, Club Champion.*

## SHOW HONORS LA JOLLA ARTIST



*La Jolla artist Cara at reception prior to opening of her show.*

A private showing and reception prior to the opening in honor of La Jolla artist **Cara** brought together visitors to La Jolla from Europe, Canada and Mexico as well as many San Diego area residents.

Seen congratulating the artist on her one-woman show and sipping sangria were **The Marchesa Rose-Marie DeGregorio**, Cdr. (USN ret.) and **Mrs. Lindsey Claiborne**, Mr. and **Mrs. Ed Hinkle**, Mr. and **Mrs. Lawrence Spear**, Mr. and **Mrs. Pete Newland**, **Mrs. David Fleet**, **Mrs. Fred Speiss** and daughter **Helen**, Capt. (USN ret.) and **Mrs. Jack Coursin**, **Mrs. Robair Mohrhardt**, **Miss Nancy Fitzwil-**

**liams**, **Ms. Linda Chester**, **Dr. Frank Augusta**, **Dr. and Mrs. Mel Goldzband** and **Mr. and Mrs. Irving Krasner**.

The show consisted of 58 impressionistic and genre oils and pen and ink drawings which included 32 scenes of San Diego and Italy. One drawing in particular drew much comment from those concerned with riding, showing and competition in the horse world—a scene of the recent show at the Rancho Riding Club entitled "Run for Blue."

The reception was held in the walled garden of the restored Casa de Pedrona in Old Town.

## GARDEN CLUB PLANS FALL PROGRAMS

Garden Club members have several events of interest planned in the upcoming weeks.

On Oct. 26 at 7:30 p.m. a group of Ranchoites will do a reading of **Jean Kerr's** comedy, "Mary, Mary." **Ms. Kerr** is also the author of "Please Don't Eat the Daisies."

The student movie will be Nov. 5 at 7 p.m. The movies are free for students of all ages and are held the first Friday of each month. November's movie will be "Brother of the Wind."

A travel program devoted to ocean cruises will be held on Nov. 9 at 7:30 p.m. Called, "Cruising—The Only Way to Go," the program is being arranged by **Redmond Travel**. Members will be invited to share their personal cruise experiences and recommendations.

## OPERA GUILD PREVIEWS 'OTELLO'

The Rancho Santa Fe Opera Guild held a cocktail-musical Sept. 26 at the home of **Mr. and Mrs. Arthur H. Glanz**. **Ann-Chase**, pictured here, and **Timothy Braden** sang arias from "Otello," the San Diego Opera's fall presentation.



**Bill and Karla Larson**, owners of "The Collector" in Fallbrook, are known internationally for their fine mineral collections and costume jewelry designs. They had just returned from another mineral-buying trip to West Africa with a small collection of ceremonial statues and artifacts when they decided to redecorate their living room.

This interesting assignment went to **Robert Ely** of Eclectic Interior Design in Escondido. Ely chose three magnificent African sculptures and gave them a prominent place in the room. A grassweave wallcovering was used as a natural background, with chestnut suede sofas, spring buck benches from Kenya and African accessories used to complete the natural look.

Ely went on to redesign and decorate the Larsons' other shop in Beverly Hills, and to design an entertainment room for the Larsons.

His most recent project has been to completely redesign "The Collector" shop in Live Oak Park in Fallbrook. The task involved the addition of new display cases, which presented Ely with unique architectural and design problems. The cabinets had to be designed in accordance with the scale of the total area, so that more cabinets could be added without disrupting the spatial environment. The trim work throughout the shop helps to maintain this balance.

There is an extensive use of suede in the shop. Ely used a simulated suede material to cover the tongue and groove lines in the ceiling, giving emphasis to the exposed beams. The suede was also used to line the jewelry cases, providing a neutral background for the mineral specimens and costume jewelry.

All of the cabinet faces were covered with a grassweave wallpaper. The grassweave gives a natural and light appearance to the wall-to-wall cabinets. This lightness helps to maintain the feeling of spaciousness.

Cork wallpaper with a gold foil ground was used, with the gold foil complimenting the 18k gold jewelry. The beams, posts and pedestals are stained clove brown and the carpet is a dark sable color.

Designer Ely produced a warm and even distribution of light in the shop. Innovative lighting spotlights the rare mineral jewelry and shell displays.

The final design gives a feeling of spaciousness and controlled color tones. ■



**THE COLLECTOR:**  
*Design by Robert Ely  
of Eclectic Interior Design*

*The living room designed by Robert Ely for William and Karla Larson, owners of "The Collector."*



*The interior of "The Collector" in Fallbrook, designed by Robert Ely of Eclectic Interior Design.*

## COMMUNITY CONCERTS ANNOUNCED

Leonard Pennario, pianist of world stature, will highlight the concert series being planned by the newly-formed Rancho Santa Fe Community Concert Association. He will present one of the four concerts to be held during the coming season on Sunday afternoons at the Garden Club.

The other concerts in the series present a variety of musical experiences to the local resident. The season will begin with The Ronnie Brown Trio playing music from "Classics to Jazz" under the leadership of Mr. Brown, conductor and composer. Susann McDonald, the internationally acclaimed harpist, was the first American ever to receive the coveted Premiere Prix from the Paris Conservatory. She will give a commentary on the harp and her selections during her concert. "The Best of Gilbert and Sullivan" will present a varied program of favorites from "The Mikado," "H.M.S. Pinafore" and "Pirates of Penzance." The group, headed by Richard Sheldon from England, is the only professional Gilbert and Sullivan repertory company in the West.

This year's series is sold out and no individual tickets will be sold at the door. If you missed out this year, make plans early to reserve a series ticket for next year's season.



Susann McDonald, harpist



John Wilson Brown with Mrs. H. Chandlee Turner.



The Rev. and Mrs. Lawrence Waddy.



Mexican gourmet specialists Mr. and Mrs. Maury Strom surrounded by their local staff, left to right, Susie Estevez, Patricia Escobedo, Francesca Rodriguez and Lupe Cardona.

## SYMPHONY SUPPORTERS ENJOY MEXICAN FIESTA

The Mexican Fiesta held by the Rancho Santa Fe Auxiliary of the Women's Committee of the San Diego Symphony Orchestra Association at the home of Mrs. H. Chandlee Turner, Jr., auxiliary chairman, was a smashing success, a repeat of last year's stellar sell-out.

Mrs. Edwin Hunter prepared and set out hundreds of glowing luminarias; Desia Ritson arranged the tables and decorations, and Mrs. Maury Strom and her committee prepared a Mexican feast.

Among the 150 Rancho Santa Fe residents and guests enjoying the evening were Adm. and Mrs. Jackson Arnold, Mr. and Mrs. Frank Weston, Mr. and Mrs. Joseph Chamberlain, Mr. and Mrs. Carleton Vail and Mr. and Mrs. John Brown.

Honored guests present included the Rev. and Mrs. Lawrence Waddy (Mrs. Waddy is the Symphony Association president), Dr. and Mrs. Harley Greaves (Mrs. Greaves is president of the Women's Committee), Dr. and Mrs. Dean Gibson (Mrs. Gibson authored "The Symphony Cookbook") and Maestro and Mrs. Peter Eros.

Mrs. Turner's son-in-law, James Luscombe, recorded the evening on film.

## BUFFET BENEFITS SCHOOL

A lavish cocktail buffet aboard the M.V. Elizabeth C.J. Super Senior held recently benefited St. Madeline Sophie's Training Center for mentally retarded children.

The buffet and dancing were planned by Desia Ritson along with Captain and Mrs. Manuel Jorge (owners of the Elizabeth C.J.), Van Camp Seafood, Inc. and Tom Pendergast, Gallery Florist who donated their time and products.

As chairwoman for COMBO for the Rancho Santa Fe Auxiliary for San Diego Symphony Orchestra, Desia put the party package together with the above-mentioned friends for the COMBO TV auction, and in turn bought the party back from the COMBO auction on behalf of the Jorges, the American Tunaboat Association, Mr. and Mrs. Joseph Madruga, Captain and Mrs. Manuel Vargas, Captain and Mrs. Joseph DeSilva and Star-Kist Foods, Inc.

## THE CALIFORNIA: AN ADVENTURE IN SAILING

The sails snap smartly as the 93-foot barquentine *California* glides gently across the swells at the mouth of Mission Bay jetty heading toward the Pacific Ocean. She is carrying a capacity charter group of 49 passengers who are taking the evening cruise out of San Diego.

*California's* three tall masts reach for the sky as the uniformed crew awaits orders on deck from the skipper, Murl "Snuffy" Smith, a veteran of 36 years on the sea. Beside him is the tall, slender figure of the ship's owner, Captain George Falkesgaard, who is of Danish descent.

The smiling passengers talk and enjoy each other's company as the cruise begins. One young woman remarked recently, "It was so pleasant because you could talk to the other passengers without feeling like an intruder."

*California* sets sail and everyone exudes excitement. The romantic scene of being aboard the huge vessel makes one feel like some time machine has taken them back over one hundred years to the mid-1880's.

The foremast has three colorful, square-rigged sails, a type of sail rarely seen nowadays. The main and mizzen masts carry gaff-rigged sails.

Truly a traveling adventure ship, the *California's* keel was laid in Vallejo, California in 1935 and the owners at that time paid a little over \$13,000 for her. Today she is worth over a quarter of a million dollars. In World War II she was put into the service of the U.S. Navy and taken to the Solomon Islands where she was used as a native trading ship shifting Australian spotters behind the Japanese lines.

After the war she circumnavigated the world on a daring voyage which became the subject of a book written by Laila Hadley. The title of the book is "Give Me The World."

Later the *California* participated in a 17 month seismographic expedition around the Solomon Islands and was then sailed to Hawaii where she was put into service as a successful charter ship making trips around the islands. She was used for this purpose until as recently as October, 1975 when she was brought to Marina del Rey, California and sold to Captain and Mrs. George Falkesgaard.

The Falkesgaards completed research of the San Diego area into the feasibility of placing a charter ship in the Southern California port city.

The results showed the convention and tourist oriented port could be successful for charter sailing vessels. It

was then decided to sail the *California* to San Diego and let down the gangplank, so to speak, to all who wished to enjoy the excitement of a cruise aboard her. So far the *California's* reception has been far beyond the early expectations of her owners. Currently operating out of Mission Bay, thousands of passengers have come on board and have enjoyed every minute of their trips.

*California* has been a star in her own right. She was used in the television series, "Adventures in Paradise" starring Troy Donohue and in, "Captain David Grief." Spencer Tracy and Frank Sinatra were the stars of "Devil at Four O'Clock" in which the ship was used.

The huge, white-hulled ship is becoming a common sight in the waters around San Diego. Until you have sailed aboard her you will never know the thrill of taking a charter cruise on the *California*.

Her sparkling white decks are so clean you could dine on them. This is the orderly manner in which the captain keeps the ship. The main salon below decks is comfortable and neatly carpeted. The seats are upholstered in light blue. The hardwoods are varnished and highly polished. As a welcome aboard, a charming hostess asks,

"Would you like some refreshments?" Captain Falkesgaard's wife, Lill, is often the bartender and has received raves over her mixologist talents. The food is well accepted also and can be catered to your request.

Gareth Dodd, *California's* public relations director, has recently made arrangements with Cush Tours of San Diego to bring daily tours aboard. Other organizations who have chartered the ship include: General Motors, many groups from the tour and travel organizations in the area as well as numerous business groups. Nationally the owners, Scandinavian Navigation & Charter Co. in San Diego, are represented by California Leisure Consultants, Inc. in San Diego.

As for modern facilities aboard the three masted beauty, one passenger remarked that it wasn't difficult to learn how to use the ship's head, as the rest room facility aboard ship is called. Tennis or deck shoes are advisable on board, but are not mandatory.

The *California* is the only U.S. Coast Guard certified barquentine in the United States at this time. Interested parties may contact the Scandinavian Navigation & Charter Co. by dialing (714) 488-1041 or California Leisure Consultants, Inc. at (714) 299-2200.

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Astrology is a symbolic study. The planets themselves do not exude special rays from outer space to direct your life.

predecessors who denounced mesmerism (hypnotism) as the work of charlatans, and who said that anyone claiming to see stones falling from the sky (meteorites) was either deluded or lying because stones are heavier than air and could not get up into the sky." She says that scientific methods are needed to help substantiate the claims made by astrologers. She further states, "If we are to believe the Gallup Polls that report that 20 percent of Americans believe in astrology there must be more to it than star gazing." Referring back to the scientists she states, "A sizable number of critics have never seen genuine astrology and they are judging the field purely from newspaper and magazine columns. Such action is equivalent to passing judgment on the validity of psychology on the basis of newspaper columns offering advice to the lovelorn. To be told what is going to happen leaves us feeling helpless to change it. To be told 'why' in terms of our psychological drives and conflicts facilitates solutions." She concludes by saying, "We need true scientists who realize that basic premises about the world are tentative, to be outgrown and replaced in time."

Sydney Omarr, nationally known astrologer (his column is syndicated to 300 newspapers) quotes a conversation he had with Linus Pauling on Sept. 2, 1975: "Dr. Pauling, this is Sydney Omarr with the Los Angeles Times Syndicate. I didn't know you had made a study of astrology..."

"I don't know anything about astrology, but it is a lot of nonsense."

"If you never made a study, why did you sign such a statement?"

"I signed it because I believed it to be correct. I received a book once with birthdates of famous people."

"Is that it?"

"Well, I never read any scientific articles because astrology is not a science."

"Isn't that sort of like misinformed medical authorities who ridiculed your Vitamin C theories?"...

YOU AND YOUR STARS

Astrologers claim that you are much more than your Sun Sign; a term Linda Goodman made popular with her book **Linda Goodman's Sun Signs**. A person (astrologers call them "Natives") has a Sun sign, Moon sign, rising sign, a myriad of planets, aspects (angles between the planets), progressions, etc.

You've always felt more like a Leo even though you were born smack in the middle of September. Chances are, they say, you have a prominent Leo placement somewhere in your chart. If you were born on a cusp day (close to the beginning or end of one sign) then you may even be another Sun sign altogether. If there is a possibility that you are one of these "cliffhangers" then you should consult an ephemeris (an astronomical scientific reference book of the daily planetary positions for the year of birth). Most *avant* bookstores have them in annual editions for about \$1. If you are one of those braver souls and don't want to part with the dollar then just stand there and copy down the planets' positions and return the book to its shelf.

One of the more philosophical astrological buffs in town is Jerry Williams, a practicing attorney and law professor. He and his wife Nola Williams often go on lecture tours together as a package deal. He discusses astrological theory from a historical and philosophical point of view and she talks about the actual practice of astrology. Jerry and Nola have returned from the American Federation of Astrologers convention in Las Vegas where he gave a lecture entitled, "Shakespeare's Dark Lady of the Sonnets Astrologically Revealed."



YOUR DAILY HOROSCOPE

When asked about the daily newspaper predictions he said, "They give a totally false impression of what astrology is all about. They do exactly the thing most astrologers, all the astrologers I know, won't do and that is to tell people how to conduct their lives. They do so in such vague and ambiguous terms that they vindicate the criticism most readily made of astrology: 'The statements astrologers make could apply to anyone,' and of course a genuine astrologer doesn't do that."

What started out to be a cursory interest in astrology has developed into a four-year study of the subject which resulted in a brand new book entitled

Contemporary Astrology.

Dr. Robert Lynch, a psychiatrist who wrote the introduction to Jerry Williams new book says, "This book is more than just the finest book on astrology in the English language. If one had no interest in the oldest science, astrology, this book might rate as one of the best works of descriptive personality typing since Shakespeare."



SAN DIEGO'S ASTROLOGERS

Nola Williams, the professional astrologer and enthusiastic horsewoman in the family says, "I use astrology as a diagnostic tool. You're having problems with your husband which means that you're having problems with yourself; what can you do about it? You want a job in a factory; where would you best be placed? I believe that I am in the helping profession and we need all the helpers we can get." Nola charges \$40 for a chart reading and teaches beginning astrology. For further information call 274-2889.

A Renaissance man who includes astrology in his life is **Robert St. Germane**. Robert is a witty and charming conversationalist, well-versed in literature and music. He uses his experience and talent as an accountant in erecting charts for his clients. Robert, a well-known astrologer of the classical school, has made San Diego his home for the last 15 years.

"A natal chart is one of the many instruments to help understand ourselves. The better we understand ourselves and those around us, the more we are in control of our own lives." Asking how he feels about newspaper astrology he said, "I enjoy Sydney Omarr; he's very bright and glib, but I don't read them because they are based on the premise that everyone was born at sunrise and that is ridiculous." Commenting about the predictive aspect of astrology he said, "I tend to believe that if you don't predict events you're throwing away half of astrology. If you've seen events happen in the past and those same conditions are coming up again you are in a sense 'predicting' based upon past experiences."

Robert heads a research group that has been collecting charts and statistics for over seven years. He is getting ready to publish the results of

those findings. Currently he is fascinated with the similarities of professional tennis players and would appreciate birth information regarding these particular athletes. Robert charges \$75 for a chart reading and conducts advanced seminars in astrology. For further information call 232-2802.

Gina Ceaglio, the grand lady of San Diego astrology, is considered the professional mentor by many San Diego students. A drama and English major at the University of Washington before her present career as an astrologer, she has been in the field for over 25 years. In 1970 she opened the Academy of Astrological Studies in San Diego. Gina is holder of the Gold Card from the American Federation of Astrologers, their highest classification certifying professional competence in the field. Many people consider her center as possibly the best in the country and agree that San Diego is becoming an important center for astrological studies. For further information regarding chart reading and/or classes of instruction call 262-9634.



Lil Canaan says that she was "born an astrologer." "I cannot remember a time when the word astrology did not grab my interest." She had a career in real estate when she began her studies 14 years ago. Since that time she has had her own school in La Jolla called Astrological Research Center, a column in the Sentinel newspaper for two years and is currently celebrating her third season on KSDO radio with a 12:30 p.m. show appropriately called: "My stars by Lil Canaan."

"When I do a chart the first thing I want to know is *who is this person*, in infinite detail." She continues: "I'm going to find out where it is easy in life for this person. Next I want to know where it is tough. I have to figure out how to get into this area of the person's life without making it painful for him. I have got to go back to the beginning because who you are now is the net result of what you were exposed to then."

Asked about what were the most common problems people have that come to her she said, "First and foremost is marriage-love deficiency under the general heading of lack of love. These people are searching and it's part of a world-wide search for self." Lil charges \$75 for a chart reading. For further information call 488-3130.

continued on page 62

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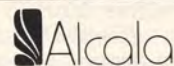
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# MOVIES ON SCREEN

by Alan Pesin



Cliff Robertson with Genevieve Bujold, stars of *Obsession*.

In *Obsession* incredible amounts of technique can be seen, as can the themes and motifs, but substance and texture seem to be lacking. Director Brian de Palma (*Greetings, Sisters*) learned to make movies by watching the films of Alfred Hitchcock; the similarities are conscious, but too frequently superficial.

Cliff Robertson plays a wealthy Southern real estate developer whose wife and daughter are kidnapped. Though willing to pay the ransom, Cliff is advised against this by the police. They place phony money and an electronic device in Robertson's briefcase, which eventually leads them to the criminals' hideout. The kidnapers, using the wife and child as hostages, escape to their car. A chase ensues; the getaway car rams into a police roadblock on a bridge, explodes, and drives into the river below.

Overwhelmed with grief and guilt, Robertson constructs a mausoleum in memory of his dead loved ones on a valuable piece of real estate property, much to the chagrin of his business partner. After pining for fifteen years, Cliff takes a business trip to Rome where he finds a girl who is an Italian duplicate of his dead wife. Like Jimmy Stewart in Hitchcock's *Vertigo*, Robertson tries to replicate a dead woman in a live one. Whereas Stewart, in a tortuous process, persuades a reluctant Kim Novak to change her hair-do, make-up and clothing to resemble the dead Madeleine, Robertson merely makes a weak effort to change a Latin swing into a Bryn Mawr walk.

While de Palma relies on his story to create suspense and interest through

sequences of events to which are added Vilmos Zsigmond's gauze photography and a Bernard Herrmann score, Hitchcock exploits the relationship between the characters and the audience. Often Hitchcock will let the audience know what one of the characters does not know. In *Sabotage* a young boy is given a package to deliver. The audience knows the package contains a bomb and sits on the edge of its collective seat while the boy dilly-dallies. Also effective is Hitchcock's use of audience identification. In *Psycho* the viewer, teased beyond endurance, wants desperately to get a look at the old lady, so Hitch sends Martin Balsam into the house and slowly up the stairs to take a peek. In *Rear Window* peeping at the neighbors through Jimmy Stewart's telescope only serves to tantalize. So Grace Kelly is sent over to search Raymond Burr's apartment for us. When our surrogates satisfy our curiosity, at the risk of their own screen lives, it is difficult not to become involved. Such involvement does not occur with *Obsession*; the obtrusive technique only serves to distance and detach.

From the use of color (the bright red in Genevieve Bujold's scarf becomes the bright red of her blood), to the briefcase which becomes the symbol of the confusion of love with money, to the scissor murder reminiscent of *Dial M for Murder*, to the latent sexual abstractions of necrophilia and incest, to the circular dolly shot at the end, *Obsession* is a movie painted with the Hitchcock palette. But as it takes more than long neck to make a Modigliani, it takes more than a staircase to make a Hitchcock.

## CURRENTLY SHOWING

**And Now My Love**—(Unicorn, Oct. 27-Nov. 2)—French director Claude Lelouch's last film is a multi-layered character epic, following the lives of two people, one a Jewish heiress the other an ex-con turned film director, from birth through their chance encounter years later.

**Cannonball**—A Roger Corman low-budget special directed by Paul Bartel (*Death Race 2000*), this concurrent rehash of *Gumball Rally* stars David Carradine racing cross-country from LA to New York in a souped-up Trans Am.

**Drum**—Steve Carver's sequel to *Mandingo*, about the slave-trade South, is unfit for consumption. Ken Norton, Warren Oates and scores of unsatisfied women stammer through the stench of this exploitation film.

**Face to Face**—Swedish expatriate director Ingmar Bergman's multi-layered confrontations between psychoanalysis, suicide, death, repression and anomie. Liv Ullman and Erland Josephson reprise their performances from *Scenes from a Marriage*.

**Harry and Walter Go to New York**—(Fashion Valley)—Mark Rydell (*Cinderella Liberty*, *The Cowboys*) recreates the Gay Nineties as populated by the likes of Elliott Gould, James Caan, Michael Caine, and Diane Keaton.

**A Matter of Time**—Father Vincente Minelli directs daughter Liza in this Roman love affair, also starring Charles Boyer and Ingrid Bergman.

**Murder by Death**—Continuing along the path made popular by Woody Allen in his earliest directorial efforts, Neil Simon joins the crowded ranks of comedy writers eclectically fashioning new, funny movies out of old, classic genre films. Simon borrows from the detective film to gather together a party hosted by Truman Capote for only the best; Peter Sellers as Charlie Chan, Elsa Lanchester as Agatha Christie, Peter Falk as Sam Spade, ad infinitum.

**Norman Is That You**—Sanford and Son's popular star Redd Foxx joins forces with Pearl Bailey in this MGM romp about homosexuality.

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

**The Sailor Who Fell From Grace with the Sea**—Quality camerawork by Douglas Slocombe slicks up the sex and violence of this Yukio Mishima transmutation to such a high sheen that its light-force is refracted into spiny rays. Kris Kristofferson falls for the widowed-Narcissist Sarah Miles (and Vice-versa), while her pubescent son peeks through the peephole.

**Saint Ives**—Directed by J. Lee Thompson, this Charles Bronson vehicle is about death, double-crossing and dollars. John Houseman does an imitation of Truman Capote, while Jacqueline Bisset and Maximilian Schell pretend to be unwilling participants in this laborious exercise.

**Silent Movie**—Mel Brooks yearns for the golden age of comedy in this homage to the past about three oddballs putting together a star-studded silent movie in the 1970's. Despite the sporadic laughs provided by Brooks, Marty Feldman, Dom DeLuise, Sid Caesar, and a peck of big-name cameos, the best laugh routine is performed by Ron Carey and Harold Gould as valet helping boss on with jacket. The lingering feeling is that the late Frank Tashlin directed the same bits so much better.

**The Shootist**—Probably John Wayne's last major motion picture, this epic Western about a dying gunfighter sums up Wayne's career in one word, character. Director Don Siegel (*Dirty Harry*, *Madigan*, *The Line-up*) has gathered a cast of old friends, Hugh O'Brian, Jimmy Stewart, Lauren Bacall, Sheree North, and others, and given them their chance to pay homage to Duke Wayne. Wayne has starred in finer films, but none with the emotional charge and undying allegiance contained in this one. ■



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President of the San Diego Astrological Society, Joe Guston has been interested in the parapsychological sciences for the last 12 years, astrology holding the major share of that interest for the past eight. He is a former student of Gina Ceaglio and had his own school of astrology in La Jolla called Jathroph till January of this year. A student of Self-Realization Fellowship for the past 12 years, he is more interested in the spiritual side of astrology. Asked if astrology was anti-religious he said, "Not at all; in fact the Catholic church has one of the largest astrological libraries in the world and the Pope has the symbol of Libra sewn on his vestments. One of the most interesting projects going on right now is to try to decipher just exactly when Christ was born."

Guston's approach to astrology uses Jung's theory of synchronicity. He explains, "We were born in a specific place at a specific time and nothing really happens by chance, so if we can set up our specific astrological chart, which is our individual blueprint for what our life's work will be, then we can get on with the business of living more productive lives."

Joe charges \$25 for a chart reading and teaches astrology. For further information call 452-1770.

Dr. George Dillinger, Yale medical school graduate, has an impressive and varied background including board certification in both psychiatry and neurology. He has been trained in bioenergetics (mind/body therapy) and Gestalt (the whole is greater than the sum of its parts) systems. Asked how he got interested in the astrological approach to therapy he said, "I've been studying mysticism and have incorporated it into my own system to a certain extent. My focus is primarily on the body and I found that this is also the focus of mystics and Eastern philosophies. I became interested in different kinds of energy systems that influence people, especially body and nutritional energies, and then found that planetary energies have an influence on the individual. I use a system of astrology called Circadian Time Chart Analysis originated by Gregge Tiffin who studied mysticism in Tibet. One of the main differences between this system and contemporary astrology is that the time chart is based on 'release time' rather than birth time. Release time is the actual point at which consciousness enters the body."

For further information regarding future seminars and/or therapy call 755-1279.

For further information on any facet of the study of astrology contact the San Diego Astrological Society at 298-1610. ■

# ASTROLOGY FORECAST

by Jean Farman

## LIBRA

(September 24-October 23)

While witches and goblins stir bubbly potions preparing to take over on Halloween, Librans can be one broomstick ahead of the game by realizing there are "trick or treaters" already in your midst! Your powerful personality magnetically draws all kinds of people to your doorstep this month. Some are true friends and faithful followers. Others wearing masks have ulterior motives and wait to take gross advantage of your love, money, emotions. Their plastic charm is hard to resist as they tickle your fancy with grand proposals and promises. Be skeptical, take time, demand proof of loyalty. Libra celebs: Joshua Logan, Johnny Mathis, Marsha Hunt.

## SCORPIO

(October 24-November 22)

Scorpio witches and warlocks could be tagged hosts of the year, especially if you spoof the spooks on the 30th instead of the 31st. Be super careful around the 18th when rash impulsiveness could trigger sudden shock. Vital but nervous energy is apt to throw you if it's not controlled. Say goodbye when it's necessary. Scorpio star: Lee Grant.

## SAGITTARIUS

(November 23-December 20)

If you're tampering with a passionate urge to run away with the neighbor's spouse (or anything else as wild or naughty), just remember you won't escape facing the music! Being caught in the act humiliates your dignity. Trusted friends can help you unravel the wool from your eyes about many things. Believe in what's real. Sagittarian VIP: Jaye P. Morgan.

## CAPRICORN

(December 21-January 20)

When the crown of prominence is placed upon your humble head, play the role with humility and wisdom. Capricorns who misuse power will be

dethroned. There may be fifty ways to leave your lover, however, later you'd regret making such a move. An old flame sets you on fire but it's destined to dampen and disappear. Capricorn celeb: Danny Thomas.

## AQUARIUS

(January 21-February 18)

Reach out to explore, experience and touch! Open your curious mind to the new and untried. Wipe away prejudice, fear and superstition, especially during this ghost and gremlin month. The power of persuasion is yours as long as you erase intolerance and brutal frankness. Bend a little, be flexible. Real understanding is not far off. Aquarian VIP: Lyle Talbot.

## PISCES

(February 19-March 20)

Keep your cool Pisces and you've got the world by the tail. Don't let change of plans throw you for a loop. Maybe they were not right in the first place. Stay away from in-laws if they seem bent on rattling your chain. Any emotional upheaval will take its toll on your physical health. Pisces talent: Hal Lindon.

## ARIES

(March 21-April 20)

It takes two to tango, tangle and play tag. And two is always more fun than just one! 'Tis time to share thoughts, feelings, fun and folly. Some Aries will marry this month. Others discover surprising new things about mate, partners, bosom buddies. Swallow stubbornness and make up with close friends with whom you've locked horns recently. Aries dynamo: Vanessa Brown.

## TAURUS

(April 21-May 21)

All is not calm on the homefront dear Taurus. Don't allow family rumbles to become full-fledged volcanic eruptions. Resolve differences before it's too late, but control your temper! Direct energy toward career or job as

progress should be splendid. If that's not your bag then let off steam by renovating cupboards, closets and wardrobe! Taurus talent: Bruce Bennett.

## GEMINI

(May 22-June 21)

The love bug strikes again and guess who the little critter is after? Passions are aroused when you're romantically courted with mental stimulation. Restless Gemini searching for excitement could find it where they work. Be careful here though as accidents and hazards are in the air. Be sociable as your talents and intellect are in demand. Gemini star: Jack Albertson.

## CANCER

(June 22-July 22)

Intuitive Moon Children will heed the message from the cosmos this emotional month. It's time to stay home, give the place a face lift and prepare for the long cold winter. It's also time to stay away from all excitable games, speculation, strenuous physical exertion and heated love affairs! Try to stay within your budget. Moon-child: President Ford.

## LEO

(July 23-August 22)

Life certainly is a challenge, however, it's one's attitude that makes the challenge easy or difficult. Keep this in mind and expect the unexpected all month long. Be careful and alert especially while driving. Make sure you don't forget to lock doors and windows of home, office, car, etc. Someone may even push your passion button! Leo lion: Willie Shoemaker.

## VIRGO

(August 23-September 23)

Don't sell yourself short. Stand up and be counted! If you haven't already tightened the screws and demanded your due, now may be the time. Proceed with caution, use your experience, intellect and intuition, but keep emotionalism out of the picture. Remain practical but be realistic, too. If you're not deserving, you'll quickly find out! Virgo talent: JoAnn Worley.

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