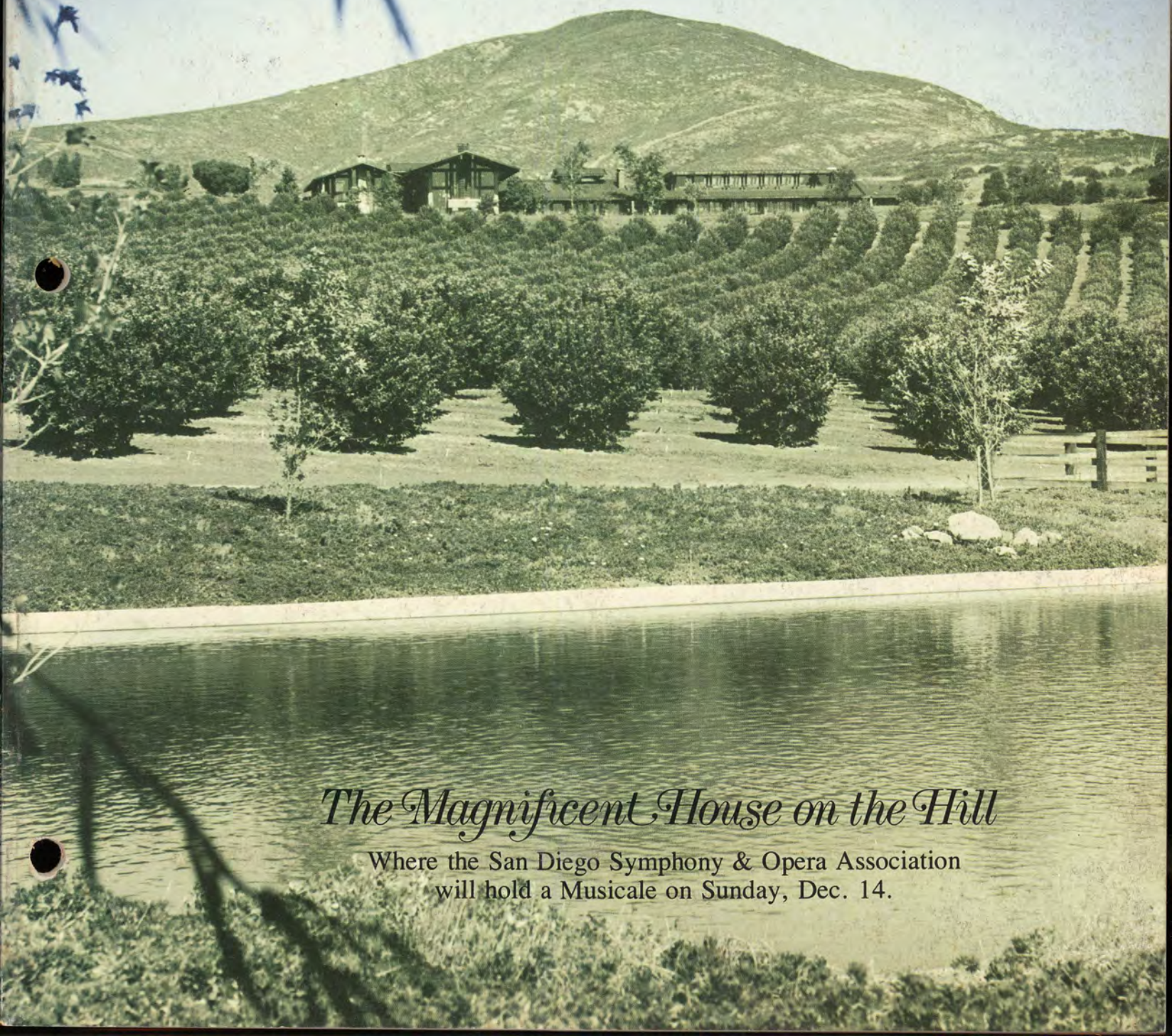


SAN DIEGO'S

NOVEMBER 1975 ONE DOLLAR

# north county living



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# whatta lifestyle!

by Pat Walker



The Masons: Keiko, Jennifer, Teddy, Mike, Ted, and Brenda.

## JUST KICKING AROUND

Ted Mason is another one of the world's sparklers . . . tall, handsome . . . with the most flashy baby-blues this side of Frank Sinatra. Keiko Mason is all things womanly . . . she is an absolutely stunning beauty with a household of four children. Her "first family" are 18-year-old Brenda and 16-year-old Mike. When Teddy arrived as a surprise "second family," the Masons reacted with their typical effervescent, dynamic love and adopted charmer Jennifer to balance out their table and their lives. Being in the Mason household is like having center ring tickets at a circus with high energy popping on all

sides of you. The older kids work and attend school. Black Belt Ted is a California Highway Patrolman who instructs Tang Soo Do (Karate) in the Masons' Oceanside studio, teaches for Carlsbad Parks and Recreation Department in Self Defense and Karate, and continues his learning by expanding into the Japanese fencing arts of Kendo. Keiko wears the Black Belt and has instructed Self Defense classes for women at Mira Costa College. Despite her gentle femininity, Brenda has defended her 1st Grade Red Belt in Tang Soo Do and took first place at the Long Beach Internationals the past two years while in the Men's Brown Belt Forms Division. Mike's

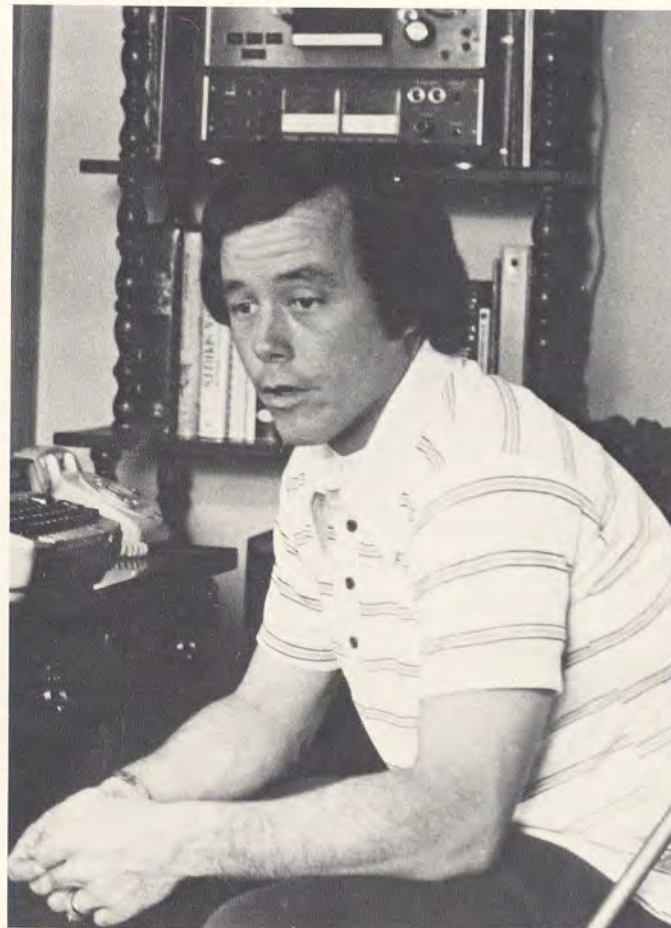
ability is highly respected and his most recent interesting competition was beating Marion Bermudez in Karate. She's the gal who is making headlines in boxing and martial arts lately. Mike said he wasn't aware he was competing against a girl, but when he was behind on scoring and was informed of his opponent's uniqueness, he moved right in and reversed the standing with renewed vigor. If ever North County gives a SOFTY Award (Southland's Outstanding Family . . . That's You!!!) it would be firmly cemented in the Mason household. It is a pleasure and a privilege to see six people functioning in such loving and active splendor! □



Ralph Costantino

## A COLORFUL MAN

Costantino is back! The king of color reigns again! Ralph Costantino has closed his lovely tucked-away shop in Lake Tahoe and has returned to the area he loves the most . . . San Diego's North County. Several years ago, Ralph had a gallery in La Jolla from which came the most colorful paintings in the Costantino style . . . a style which is highly recognizable and very popular with today's art collectors. After living in this area for many years, he traveled to Houston and Ft. Worth, Texas where his art found a home but his heart didn't. He returned to California . . . the area which is really home to him . . . and has opened a studio on South Cedros in Solana Beach in the old Bill Jack Building . . . the quonset hut complex which offers high ceilings and lots of illumination for painting. Besides working in oils and acrylics, Ralph is working in metal arts and producing many imaginative pieces from wrought iron. But the most exciting thing is that Ralph has finally agreed to teach, and is conducting classes in acrylics and oils for those who have admired his techniques for years and who now can become part of the Costantino color cult! □



Tom Gable

## FINANCIAL WHIZ-ZARD

Tom Gable first piqued my interest because of my deep admiration for anyone who could turn out 30" of copy daily for a column in the Evening Tribune newspaper and guarantee its consistently high quality. I was surprised to find that Tom Gable is really not a battery of 17 secretaries turning out information under a collective anagram of Tom Gable. He is a highly-tuned multi-talented gentleman who does his own research and writing for the respected column which bears his daily by-line. He researches and stores incredible amounts of information which he sorts and sifts. He was Business Editor for the Copley Press until recently when he joined with Gail Stoorza to form Stoorza-Gable Company of La Jolla. This new entity in the marketing communications-public relations field is the joining of two high-powered people in the area of publicity and promo communications. Besides being a member of: (and take a deep

breath!) San Diego State Alumni Association, Sigma Delta Chi, North County Press Club, San Diego Press Club Board, Society of American Business Writers, and being the San Diego correspondent for the Wall Street Journal for 2½ years, being the Forbes Magazine business correspondent, and Business Editor for Copley Press . . . he is also a WINO. Yep . . . that's capital letters. Tom is a member of Wine Investigation for Novices and Oenophiles, "a non-profit highly-dedicated organization devoted to the appreciation of fine food in a social atmosphere with a goal of education and enjoyment without pretension." Tom not only writes for the WINO newsletter (called Dregs . . . why not?) but he also writes a wine column as a Copley staff writer. His articles have been printed in California's unofficial bird periodical . . . the PSA Magazine. Tom Gable is a spark-plug man who invigorates people and is in love with living. Watch out world . . . here comes action! □

## JUST TRUNKIN' ALONG

There was a time when Encinitas' Sandi Undraitis would get the morning housework done and then trundle herself and two children down to Glenpark in Cardiff to play tennis. And then friend, John Price, said, "Hey Sandi . . . how about sewing up a few swimming trunks for me to carry in the shop?" Sandi grabbed the comet by the tail and has been orbiting ever since. John Price was one of those tanned, young beach bums who made a couple of surfboards for his buddies and ended up calling his hobby Surfboards Hawaii. Since those early days, John has sold his company, Surfboards Hawaii, and opted for skiing, but the "few things" that Sandi sewed has grown into a fabulous Encinitas-based business. It employs 12 seamstresses and supplies 150 foreign and domestic stores. Sandi started with bikinis and swim trunks, introduced the outrageous crocheted bikini for those lucky enough to be able to wear two doilies and an antimacassar, and then produced

a fabulous line of island-splashy prints. You can spot the colorful Sandi prints a block away . . . with or without shades on. Recently she sewed a shirt with the material inside out, and the reverse-side muted tones started a fashion craze in the sports world. Sandi owns the shop Summer Girl on Highway 101 in Encinitas from which comes labels like Seat Covers, Custom Skins, Sandi Pants (bikinis), Summer Girl, Mini Skins, Nee-Nockers, and the newest Wind Skin which is a shirt-windbreaker for sailing and skiing. Her shop is like a trip into the garment district with its singing sewing machines and racks of shirts hanging like Easter-dyed stalactites from the high ceiling. She still keeps the retail side of the store open, where a bod can be clothed with the most colorful, sensible sportswear on the market. Sometimes this business lady takes time to play a smashing game of tennis . . . playing with the same sturdy directness with which she guides her thriving garment house. Her service is outstanding in both. □




Sandi Undraitis

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# SAN DIEGO north county living

November 1975 Volume 14 Number 11



About the cover:

The elegant, spacious Sahn house overlooking the rolling hills of Rancho Santa Fe will be the scene of a Christmas musicale for members and guests of the San Diego Symphony and Opera Associations. Photography by Tony Francis, House of Portraits, Del Mar.

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## Time capsule.

Centuries of mystery are locked in the starkly beautiful cliffs at Torrey Pines...yet, no secret is so full of wonderment as the spirit which propels man into the future. An enigma of time, that spirit is capsulized here in one man's pursuit. Like the graceful flight of this hang glider, there's a special spirit at San Diego Federal: we're soaring ahead, providing new dimensions in financial service throughout California.



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# This is Living

by Don Dedera

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## THE DISPENSABLE MAN

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Recently out of town on a job I found myself inside an electronics plant where workers unwilling to bring sack lunches could obtain a meal by dropping coins into machines and pigeon-holes lined up along three walls of a large room.

Literally, soup to nuts. Every conceivable lunchtime fare, hot and cold, was offered. Paid correct tribute, these batteries of machines and chutes and cubbyholes dispensed crisp chef's salads (roquefort, russian or oil-and-vinegar?), chili beans and iced tea and shrimp cocktail and Eskimo Pie. The ranking marvel was a contraption so clever it could reject all counterfeits to change dollar bills into coins.

Another miracle of the space age, thought I.

Another feather in the cap of the NOW generation.

Alas, later, this theory could not stand up under a light reconnaissance through research materials.

Why, as far back as 1884 an American, W. H. Fruen, invented a coin machine for dispensing drinking water.

Next the slug was invented, spontaneously and separately, by 100,000 Americans. The slug, or some other system of cheating, continues to plague the industry. There is also something in human nature which makes it want to injure a machine which cannot be beaten.

"It has been found in practice," complained one early dispenser manufacturer, "that although the apparatus is perfectly successful when not designedly misused, articles such as paper, orange-peel, and other rubbish have been maliciously placed in the slit provided for the admission of the coin."

Thomas Adams' Tutti-Fruitti gum machines had New York chawing before the turn of the century.

Soon afterward all manner of small items were stocked in, and rather erratically dispensed from, coin machines. Boiling water for foot warmers. Bon Bons. Envelopes and postal cards. Cigars. Perfumes.

Briefly in Corinne, Utah, divorce papers were legally dispensed from a machine to clients for \$2.50.

The first automat was opened in 1902 in Philadelphia, serving everything from soup to wine. In 1908, a machine

began to issue drinks in paper cups. Before and during World War I, improved machines sold Life Savers, paper towels, and lighter fluid — and the first big breakthrough was in 1925 with the discovery that people were willing to pay 15 cents to a machine for cigarettes they could buy for 11 cents from a human.

Lured by bonanzas in nickels and dimes, American inventors brought forth a cigar machine that would say, "thank you," a commissary vendor loaded with butter and eggs and squab, a coin-operated shoe-shiner, the pay-as-you-go washing machine, and the selective candy machine.

In 1944 a pair of airmen, piqued because they couldn't buy a mug of mud late one night, set out to create a coffee vendor. Lloyd Rudd and Cyrus Melikian tinkered with an old soft drink machine and a batch of surplus airplane parts until their robot would ladle out coffee by the cup. Some of that first stuff tasted like Bendix brake fluid, but by golly, it was hot, and the investors got rich.

For a while it seemed that other countries were far ahead of American coin-operated dispensing industry. In postwar Europe machines sold coal, soap, deodorant, toothpaste, cosmetics, lipstick, fresh fruit, small household supplies and tools, vegetables, and pastries. Once in Denmark I saw a machine capable of delivering 24 varieties of open-faced sandwiches, including some stacked precariously with thumbnail shrimp and sardines.

But good old American ingenuity closed the gap, with metal monsters disgorging ice cubes, dry cleaning, toys, insurance — even frozen fish bait.

Tomorrow, predict the vending industry dreamers, the machines will be peddling entire stores of merchandise. The customer will punch choices on a computer card, and the goods will be selected and delivered, securely wrapped with a bill totaled, maybe automatically charged to the customer's bank.

Surely, just inside the Pearly Gates there now is a Coke machine to refresh the new arrivals.

And elsewhere, behind the gates of Hell there reposes a counterpart machine, where parched newcomers may drop their slugs.

PHOTOGRAPHY BY TONY FRANCIS



## The Magnificent House on the Hill

SAN DIEGO SYMPHONY & OPERA  
ASSOCIATION TO HOLD  
MUSICALE SUNDAY, DEC. 14,  
FROM 1 TO 5 P.M.

The Rancho Santa Fe Estate of Mr. and Mrs. Roland Sahn will be the scene of a gala Christmas Musicale for members and guests of the San Diego Symphony and Opera Associations.

Vice-Admiral Raymond Peet is chairman of the event and his co-chairmen are Mrs. Jack Lewis Powell, Rancho Santa Fe, and Mrs. Anderson Borthwick, Point Loma.

The Sahn Estate, located at the top of a 100 acre rolling site overlooking orchard, stream and landscaping, is an architectural masterpiece of singular beauty and elegance. The reception

rooms of the 20,000 square foot home will be open to the members and guests of the two organizations who make reservations. No tickets will be sold at the door.

Music will be provided by the Mesa College Olympiads and the Brass Arts Quintet. Choraleers will greet the guests as they enter. Decorations will be done by the owner, Mrs. Sahn. Champagne



Left: Reflected in the magnificent tiled pool in the spacious Pavilion Room are, left to right, Mrs. Philip Gildred, Mrs. H. Chandlee Turner, Mrs. Harold J. Cokely and Mrs. Gilbert W. Fitzhugh. Below: Mrs. Anderson Borthwick in front of the mirrored bar in the Pavilion Room of the Sahn home.



Above: Mrs. Anderson Borthwick, Point Loma, and Mrs. Jack Powell, Rancho Santa Fe, co-chairmen of the Christmas musicale, in front of the kaleidoscopic entrance gate to the elegant Sahn house. Left: Mrs. John M. King admires the elegant sunken dining room with its imported dining table and gracious plants and accessories. Below: Mrs. Eugene Fletcher in the sky-lighted, glass-enclosed entryway leading to the Sahn's magnificent living room.

and sandwiches will be served in the vast solarium which features an indoor pool and therapy pool framed in the greenery of hanging and upright plants.

The Sahn home is best expressed in the owner's words. "I would like my home to be a series of islands, each containing a necessary area to be enjoyed separately as my mood dictates, yet function as a whole. The structure should contain natural materials with lasting strength and massiveness. I like texture, not pattern; opaqueness, not transparency; objects, not things."

The result is a motif featuring redwood and concrete with understated decor. Floor-to-ceiling stained glass double doors open into the entry gallery, the central link joining all the living areas. It is 16' x 48' with a 26' ceiling height. A laminated winding oak stair lands on a bridge, suspended between the concrete columns, leading to the master suite.

The living room is approached through a glass arch. It is accentuated by its lofty ceiling with a continuous skylighted ridge. Focus is also centered on the huge concrete walk-in fireplace located in the sunken conversation pit.

Centered in the massive concrete arch at the other end of the room is a white bronze and blown glass chandelier designed and executed by Gene Flores. Most of the furniture was designed by Arthur Elrod and the Architect.

Proceeding down the entry gallery you pass the elegance of the sunken formal dining room. The magnificent dining table is from Italy, the crystal chandelier from Germany. The carpeting, as was all the carpet in the house, was executed by Fields.

Leaving the dining area you enter the family room-kitchen. Again, there is a concrete fireplace at one end and at the other a free-standing oak case containing a bar, T.V. and storage. The kitchen is a beautifully tailored work center with its marble work tops, rosewood and oak cases and functional accents of stainless steel and laminated plastic.

Crossing through another glass link, you enter the lofty magnificence of the Pavilion Room. In both summer and winter this room is a center of much activity. The walls can slide open in summer permitting the warm breezes to circulate throughout. There is a

mechanical humidity control system which maintains comfortable climate conditions in all seasons. In the center is the large mosaic tile pool with a jacuzzi bath at one end. The floor is grey tile imported from Germany.

The last glass bridge leads to dressing rooms, Sauna and mechanical spaces.

The construction is of board formed concrete "T" columns supporting a roof system of twin laminated redwood beams and rafters connected with exposed bolting. The exterior and interior walls are vertical redwood with extensive use of glass creating a close relationship between the exterior and interior. Heavy overhangs and shaded corridors protect the interior from the summer sun. The ground floor is concrete banded honed marble. Stone used in the construction was quarried on the site.

Doors, windows and casework together with some hardware and furnishings were milled on the site giving the house a warm, handcrafted appearance.

In the words of owner Ronald Sahn, "If I had to do it over, I wouldn't change a thing."



*For a Lovely Holiday . . .*

Photography by Robert Carlseen



Mrs. David Fleet, Caroline herself, with Seegar, Mrs. Joseph Stone

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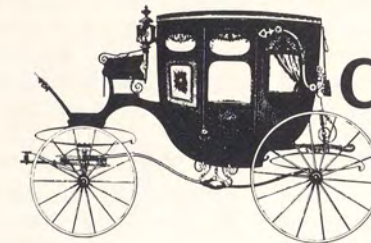
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*. . . And A Peaceful New Year*

Photography by Robert Carlseen



Mrs. Joseph Stone, Mr. and Mrs. David Fleet



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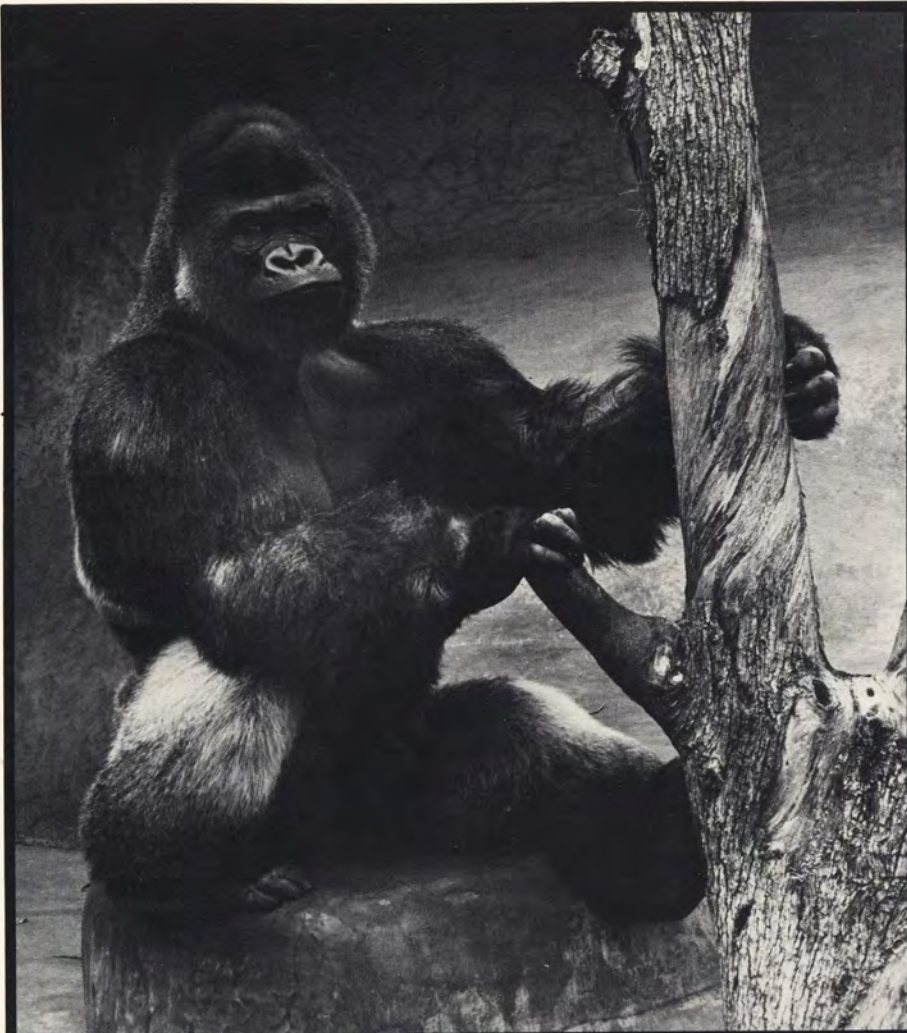
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## CONSTRUCTION WESTWOOD RIDGE

The first phase of Rancho Bernardo's Westwood Ridge community is now under construction. Twenty-four of the 28 homes in the first phase are sold even though the homes have just recently reached the framing stage.

Models decorated by Quinn Robertson Design Associates are open daily and provide realistic design ideas to buyers of these contemporary style homes. Prices range from \$47,950 to \$62,950.

The popularity of these one and two-story single family detached homes has persuaded Avco Community Developers, Inc. (ACD), developer of Rancho Bernardo, to begin sales on the second phase much earlier than planned. There have been 10 sales already and construction hasn't started.

The most popular floor plan to date is the four-bedroom, two-bath 'Mesquite' model. The plan features a 15 ft. high vaulted ceiling in the living room and, as in all the Westwood Ridge floor plans, an abundance of large windows throughout the home.

"We've made the yards surrounding the homes at Westwood Ridge part of the indoors by careful planning and placement of an unusually large number of windows," said Jim Saivar, Rancho Bernardo's marketing director.

Two new two-story plans have been added to the Westwood Ridge community since the opening. "Originally, we were turning away many families that like the concepts behind these homes but needed four or five bedrooms. So we have added two large-family homes," said Saivar. "Homes are now available with up to 2,258 sq. ft."

Part of the appeal of Westwood Ridge homes is due to homebuyers' automatic membership in the 13.5-acre Westwood Club (for a monthly membership fee) just one block away. The club offers everything from swimming, handball, racketball, volleyball and an indoor basketball gymnasium to Little League and crafts classes. It is an outstanding family club open only to residents of the Westwood section of Rancho Bernardo.

Also within walking distance is the new Westwood neighborhood shopping village. Westwood elementary school is about two blocks away.

Information concerning the Westwood Ridge homes is available at the Rancho Bernardo Information Center one block east of the Rancho Bernardo Rd. exit. The decorated models are located at Duenda and West Bernardo Dr. and are open from 10 a.m. to 6 p.m. daily. □

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## LOCAL ARTIST FEATURED IN ART MAGAZINE



Lomas Santa Fe resident Claire Jones was recently featured in Southwest Art magazine. A watercolorist, she is represented in this area by Art Centre of Rancho Santa Fe. Mrs. Jones was on the faculty of two watercolor workshops this past summer: Jade Fon Workshop at Asilomar in July and in August at the high Sierra camp sponsored by Merced College.

The above photograph, by Solana Beach photographer-journalist Fielding Greaves, is of a painting done by Claire Jones of the old school at San Marcos as it appeared before being moved to its present location.

Americana subjects by the outstanding watercolorist Claire Jones have the ring of authenticity due in part to her lifelong enthusiasm of the look of small towns and rural countrysides, and in part to her mastery of painting.

Decended from original settlers of Marblehead, Massachusetts, and member of a seven generation California family, she attended Otis Art Institute, Laguna Beach School of Art, and graduated from Stanford University where she was allowed independent study in art.

She began a continuing program of study with established watercolorists which she still pursues at least a few weeks each year. In addition to her painting, she frequently demonstrates and conducts workshops.

Winner of over a hundred awards and with collectors around the world, she is represented in galleries from Bar Harbor, Maine to Pasadena, California. Additionally, she shows at a few select invitational shows such as the Death Valley Encampment every fall.

She is a board member of the exclusive and prestigious Watercolor West and constantly travels the country finding subjects for her distinctive paintings. □



## How to save for retirement without taxing yourself.

If you're not participating in a formal retirement program, you can set aside — in a tax-sheltered Individual Retirement Account — additional money for you and your family to live on once you retire. The Pension Reform Act of 1974 allows you to make a maximum annual contribution up to \$1,500 or 15% of wages

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10	21,220	14,570	6,650
15	39,180	25,450	13,730
20	64,960	39,750	25,210
25	101,970	58,560	43,410
30	155,100	83,280	71,820

Note: Figures assume 25% income tax bracket

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# Places and Faces

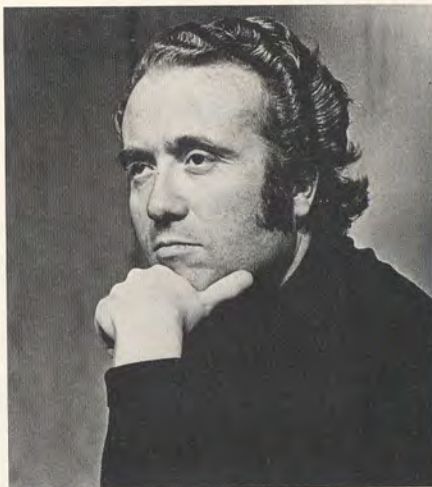
## ALCANTARA SELECTED AS GUEST CONDUCTOR

Theo Alcantara, silver medal award winner of the "Dimitri Mitropoulos International Conducting Competition" in New York and a graduate in conducting

from the Akademie Mozarteum in Salzburg, has been named guest conductor for the San Diego Opera's American Professional Premiere production of "Rusalka."

The lyric opera by Antonin Dvorak is scheduled for performances on Dec. 3, 5, 7, and 9 in the Civic Theatre.

Alcantara was conductor with the Frankfurt Opera Theatre in Germany from 1964 until 1966. He has conducted



Theo Alcantara

many of the major European orchestras including the Berlin Radio Orchestra, Salzburg Mozarteum Orchestra, Paris Philharmonic, and Copenhagen Radio Orchestra.

Currently, Alcantara is Music Director of the Grand Rapids Symphony Orchestra and Michigan Opera Association. He has held the post of Director of Orchestras at the University of Michigan since 1968.

Presently, in addition to his conducting duties in the state of Michigan, which also includes an average of 25 concerts with the Detroit Symphony Orchestra, Alcantara appears regularly with the Madrid Opera Festival, International Opera Festival in the Canary Islands, Grant Park Festival in Chicago, Detroit Opera Theatre, and several opera houses throughout Germany.

Born in Spain, he was assistant conductor at the Teatro de la Zarzuela in Madrid at the age of seventeen and earned degrees in piano and composition at the Conservatorio de Musica in Madrid. □

## APOLOGIES TO "MALCOMB"



Our sincere apologies to the owner of this beautiful kitten, Miss Kerry Sturdevan, of Solana Beach Camera, for omitting her picture credit in the October "Living." The irresistible photograph is of Malcomb, age three months. □

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# Faces

## WASI HOLDS FALL LUNCHEON

The Annual Fall Membership Meeting and Luncheon of The Women's Association for The Salk Institute (WASI) was held in October. WASI president, Mrs. Harriet Mons Willie presided and Mrs. Theodore Lambron was chairman of the luncheon.

The purpose and role that the Salk

Institute and WASI play in our community was illustrated by the fast-paced,



L to r: Mrs. Michael B. Wilkes, La Jolla; Mrs. Joseph Coddou; Mrs. William Spicer, and Miss Dorothy Anne Williams, Headmistress of The Bishop's Schools in La Jolla.

multi-media presentation held at the Kona Kai Club. It was a beautiful Fall day and approximately 200 members of WASI and their guests attended the luncheon.



L to r: WASI President, Mrs. Harriet Mons Wille and Dr. Floyd E. Bloom, research professor, the Salk Institute.

Seated at the head table were: Rabbi and Mrs. Morton G. Cohn; Mr. Delbert E. Glanz, vice-president and treasurer at the Salk Institute; Mrs. James Knox, former president of WASI; Mrs. Harriet Mons Wille, WASI president; Dr. Floyd E. Bloom, research professor and director of the Arthur Vining Davis Center for Behavioral Neurobiology at the Salk Institute; Mrs. Theodore Lambron, chairman of the luncheon, and The Reverend Maurice Chase.

An informal social hour was followed with a luncheon at 12:30. A convocation was offered by guest Rabbi Morton Cohn and after the serving of luncheon, WASI president Harriet Wille opened the agenda with a welcome to all members and their guests. A trio of speakers were introduced: Mrs. James H. Knox, former president of WASI (1970-72) who gave a mini-history of the association; Delbert E. Glanz, vice president and treasurer of the Salk Institute who presented slides illustrating the various research areas; and guest speaker, Dr. Floyd E. Bloom, research professor and director of the Arthur Vining Davis Center for Behavioral Neurobiology at the Salk Institute who spoke on "The Neurosciences: Broadening Man's Health Horizons." Dr. Bloom's highly technical message was delivered in layman's terms and accompanied by slides. The agenda was concluded by a blessing from guest, The Reverend Maurice Chase. □



L to r: James H. Knox, La Jolla; Miss Beth Scott, Del Mar, and Mrs. Frank L. Whiteside, Rancho Santa Fe, daughter of WASI president, Mrs. Harriet Mons Wille.

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# Places and Faces

## WINNERS CIRCLE TENNIS CLUB BENEFIT



Miss Winners Circle Tennis Club, Jim Watkins, actor Jock Mahoney and jockey Willie Shoemaker flank actor Jack Klugman at the end of the Horsemen's Benevolent and Protective Association Benefit. Jack Klugman was the honored

guest and emcee at WCTC where all-day tennis and celebrity-watching added a large amount of funds to the HBPA coffers. Klugman and Shoemaker both played creditable tennis to the delight of the crowds. □

## CHAMBER ORCHESTRA PRESENTS PIANIST

The La Jolla Chamber Orchestra on Nov. 22 will present Vasso Devetzi, pianist, performing works by Schubert, Mozart and Chopin. Albert Goldberg of the Los Angeles Times said of Ms. Devetzi, "Weep, weep for magical moments lost, but write it down not to miss Vasso Devetzi on her next time around."

Ms. Devetzi will perform Schubert's Sonata in B flat Major, D. 960; two works by Mozart: Sonata in A minor, K. 310 and variation on a Minuet by Duport, K. 573, as well as three works by Chopin: impromptu in F sharp Major, Opus 36; impromptu in A flat Major, Opus 29 and Scherzo No. 3 in C sharp minor, Opus 39.

Ms. Devetzi's performance will be in Sherwood Hall at the La Jolla Museum of Contemporary Art at 8 p.m. □

## PARTY HONORS UW LEADERS



Mrs. Peter B. Mitchell (right) is pictured in her Fallbrook home with Mr. and Mrs. O. Morris Sievert of San Diego who were among her guests at a cocktail party recently which honored United Way/CHAD Combined Campaign leaders throughout San Diego County. Sievert, who is president of Solar, is also the board president of United Way of San Diego County. □

## HOSPITAL OPENING

San Dieguito Hospital introduced their new facility at an open house recently with tours of the building and refreshments. The new hospital is located at 360 Santa Fe Drive in Encinitas. □



Mr. Allan Ritchie, new owner of Encinitas Ford.

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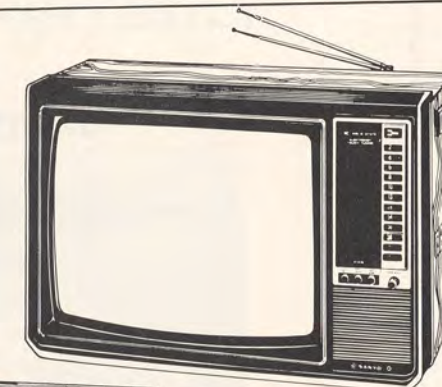


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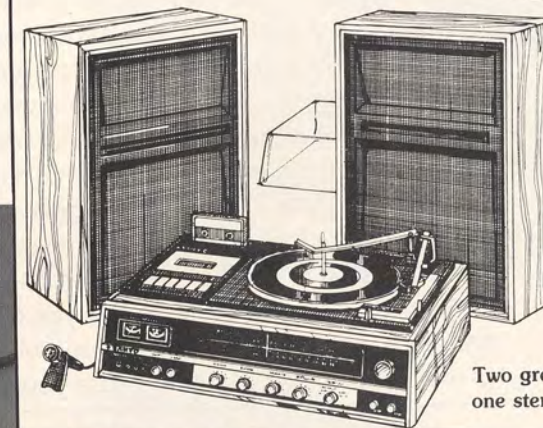
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20 years	74,670.18	44,098.33	30,571.85
25 years	119,540.63	65,870.01	53,670.62
30 years	185,653.39	95,067.33	90,586.06

Note: Figures based upon an earning rate of 7% compounded daily with a yearly contribution of \$1,500, less income taxes of \$375 per year. Assumes a 25% income tax bracket.

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## Places and Faces

### PATIO PLAYHOUSE SETS SCHEDULE

The Patio Playhouse at 1511-23 East Valley Parkway in Escondido announces three up-coming plays.

"Celebration," written by Tom Jones and Harvey Schmidt, is a musical bedtime story for grownups. Jones and Schmidt co-authored "The Fantasticks" and "I Do! I Do!". "Celebration" opened Oct. 24 and closes Nov. 22 with performances Thursday through Saturday at 8 p.m.

"Revving Up," a whimsical look at the events leading up to the American Revolution, is directed by Bennett McClellan, who originally wrote the play for an Old Globe workshop. Billed as good family entertainment for the Christmas season, "Revving Up" opens Dec. 5 for a two-week run with performances Friday and Saturday at 7 p.m. and Sunday at 2 p.m.

A cockeyed salute to the bicentennial year, "George Washington Slept Here," opens Friday, Jan. 9 for a one-month run through Feb. 7. Performances will be Thursdays through Saturdays at 8 p.m.

Reservations for any of the plays may be made by calling 746-6669. □

### BLOOM SPEAKS TO WASI

Dr. Floyd E. Bloom, research professor and director of the Arthur Vining Davis Center for Behavioral Neurobiology at the Salk Institute, was the guest speaker at the Women's Association for the Salk Institute (WASI) Fall Membership Meeting and Luncheon. Held at the Kona Kai Club on Shelter Island Oct. 8, Dr. Bloom spoke on the topic, "The Neurosciences: Broadening Man's Health Horizons." □

### UNICEF CARDS NOW AVAILABLE

The new UNICEF Greeting cards, including birthday, invitations, thank-you's and notes as well as Christmas cards, are now on sale at the United Nations Association Building in Balboa Park and other locations throughout San Diego County. Desk and wall calendars in French-English and Spanish-English are also available, it was announced today by *Anne Marie Kaukonen*, UNICEF Card Chairperson.

Every year, new designs are donated by artists all over the world; this year's cards include designs from a Renaissance tapestry and Mexican Indians, cartoonists and avantgarde

painters, illustrators and artists from a score of countries.

*Mrs. Kaukonen* points out that giving UNICEF cards offers an extra joy — the joy of helping needy children through the United Nations Children's Fund.

"The purchase of just one \$2.25 box of UNICEF greeting cards, for example, can provide enough antibiotic ointment to cure 12 children of trachoma; one box of Mix-and-Match will stock a village pond with fish for a future protein supply," she

says. "For the mothers and children involved, it seems a real miracle."

Cards can be personalized; they can be ordered by phone or in person from the United Nations Association. Also available for gift shopping year round are international dolls, toys, books, puzzles, and song books for all ages.

One assortment of UNICEF cards is available at the Broadway Department Store; for the location of other outlets near you or for a color brochure, phone the United Nations Association, 233-8457.

"You can make a world of difference by buying UNICEF cards," *Mrs. Kaukonen* reminds us. □

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# Louella Liverwurst Days

## DISTINGUISHED RANCHO SANTA FE VISITORS



Mr. and Mrs. Jules Kase from Forest Hills, New York, recently spent a few days relaxing in Rancho Santa Fe and enjoying the Whispering Palms Golf Course. Actually, this was the "pleasure part" of a business trip — as Mr. Kase is the National Advertising Manager of "Playboy" Magazine . . . a position he has held since 1958. Their trip to the West Coast was sparked by Playboy's 9th annual cocktail party at Sheraton's Shelter Island Inn hosting members and non-members of Magic-Bagic. This distinguished group has absolutely nothing whatsoever to do with sleight-of-hand! It's the Men's Apparel Guild of California, and the Boys' Apparel Guild of California; both of whom were holding their fall meeting in San Diego at the Royal Inn at the Wharf. Many manufacturers and Playboy advertisers also attend this annual meeting; and the Playboy-hosted cocktail party is one of the highlights of the event. This year Playboy's April "Playmate", beautiful Vicki Cunningham, came along to pose with each guest . . . a sensational finale to a sensational party! Mrs. Kase is a career woman in her own right; in charge of a group of pediatric doctors in Forest Hills. The couple has two children: Peter, vice-president and comptroller of a division of Bradford Corporation; and Nina, head nurse at a mental health clinic at Metropolitan Hospital in New York. □

24 / NOVEMBER 1975



## JEWELRY BOUTIQUE OPENS IN VILLAGE

A new addition to the village shops in Rancho Santa Fe is a custom-design jewelry boutique. Jewelry by George, owned and operated by George Willis, is tucked away between Rancho Santa Fe Travel and Rosie's Antiques on Paseo Delicias.

George designs and fashions his works using beautiful jewels to create unique settings in gold and silver for rings, bracelets, pendants and necklaces. He will design a setting with your specifications in mind or create a work sure to please the most discerning critic. □



George Willis, jewelry designer, welcomes you to his new Rancho Santa Fe shop.



Models Carolyn Johnston, Jane Warren and Marcia Stone show off some of George's original works at his champagne opening last month.

## VILLAGE CHURCH ANNOUNCES COMING EVENTS

Readers Club continues to meet the third Wednesday of the month. On Wednesday, Nov. 19 at 1:30, Marjorie Hill (Mrs. Preston) will review Marianne Alireza's most interesting book "At the Drop of a Vail" in The Library.

The Women's Council will sponsor a Congregational Dinner on Thursday, Nov. 20 at 6:30. An interesting program is being planned to follow the pot luck supper. For reservations, call the Church Office — 756-2441.

Members of The Women's Council continue to work each Wednesday in Fellowship Hall between the hours of 10 and 2 in preparation for the traditional Christmas Tree Festival which will be held this year on Saturday, Dec. 6 from 10 until 2 p.m. in the Christian Education Building of The Village Church.

Shoppers will have an opportunity to choose from a most interesting array of Christmas related items: lovely wreaths; hand made Christmas ornaments; Christmas trees, each individually decorated; handcrafted gift boxes; beautiful needlework and gifts for all ages.

As in the past, shoppers will have an opportunity to select homemade goodies, cakes, pies, cookies, homemade breads, jellies, casseroles, salad dressing and other tasty treats from the Gourmet Booth.

A grab bag will be a popular attraction where surprise gifts already wrapped in readiness for Christmas will be available. This can prove to be a very painless way of shopping for the holidays.

A spectacular room filled with Christmas poinsettias and other plants, flowers and garden items will be an exciting feature of the Christmas Tree Festival again this year.

Tickets may be purchased at the Church Office or from members of the Women's Council. Tickets may also be purchased the day of the sale at the door. The price of the ticket is \$1.00 which entitles shoppers to refreshments and a chance to win a most exciting door prize. Mrs. Paris Adkinson is ticket chairman.



Pictured with a sample of the items to be sold at the Village Church Christmas Tree Festival scheduled for Dec. 6 are, left to right, Mrs. James Johnston, Christmas Tree Festival chairman; Mrs. Irvin Hummon, Women's Council president, and Mrs. Paul Wassmansdorf, workshop chairman.

## MEXICAN MOONLIGHT FIESTA

The beautiful Spanish home of Mrs. H. Chandlee Turner, Jr. on Lago Lindo was the recent setting for a gala Mexican Moonlight Fiesta held for the benefit of the San Diego Symphony. The home itself was beautifully decorated . . . from the cheerful illuminarios which lined the walkways, to the dramatic table setting surrounding the pool. No-host cocktails preceded the gourmet buffet dinner — all of which was prepared by Mrs. Maury Strom, who outdid herself with the delicacies provided by herself and her able staff. Guests, many in gay Mexican attire, thronged to the party. Everyone agreed that it was an overwhelming success from the first sip of an exceptional Margarita to the last bite of a homemade Mexican "dulce"! □



The two most responsible for the evening's success! Mrs. Maury Strom and Mrs. H. Chandlee Turner, Jr. Mrs. Turner, at whose home the party was held, is chairman of the Rancho Santa Fe Auxiliary of the San Diego Symphony.



Mr. and Mrs. Michel E. Puyans



Mr. and Mrs. M.S. Rosenberger



Left to right: Mr. Alfred A. Gregory; Mr. and Mrs. Anderson Bothwick, Point Loma.



Mrs. Joyce Behdjou



Mrs. Desia Ritson



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Mrs. Walter J. Podbelniak, Mr. Robert Orlik, Mrs. Marie O'Rand.

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# Louella Says

## AFTERNOON AT RANCHO CINTAS

There was music, merriment, food and beverages at Rancho Cintas one Sunday afternoon in October, as hosts of friends gathered to see the new and beautiful horse ranch facilities *Michael D. Cintas* had designed for enjoying his favorite sport. Food and liquid refreshment booths were placed conveniently around the ground — and guests stopped casually at each one. Tacos — made in front of your eyes! A glamorous array of fruits . . . choose your favorite! Cheeses from many countries . . . sample to your heart's content! It was a beautiful afternoon as guests overflowed the newly remodeled home, the paddock area, pool and lawn . . . enjoying to the fullest the joie de vivre spirit of the happy occasion. □

Mike Cintas (center) with good friends Mr. and Mrs. James Lockwood. The Lockwoods are residents of STONERIDGE, a lovely subdivision in Poway. Mrs. Lockwood enjoys playing tennis daily; while Mr. Lockwood is a devoted golfer.



Dr. and Mrs. David Handlee with Dr. Tom Laughlin



Mary Pinkel and friend.



Mr. and Mrs. Tom Slattery.



Laura Dupre and Denise Cintas Parish



Newcomers to the Ranch, Mr. and Mrs. Albert Frowiss with Steve Sharp.



Mr. and Mrs. Emmett J. Manion



Left to right: Dee Hartman, Judy Sullivan and Bill Lockett.



A bevy of beauties! Mrs. M. R. Cintas, Mrs. Allen Neil, Mrs. Kay Wasser, Mrs. Lorraine Sterkel and Leslie Sterkel.



Mr. Don Schwartz, famous horse artist and author standing beside one of his paintings in the Cintas library.

## THE LOMAS SANTA FE GOLF & TENNIS SHOP FOR A "California Christmas"



Vic Dhooge, director of the tennis department and Kevin Fleming, P.G.A. Golf Professional, director of the golf department at Lomas Santa Fe Country Club, shown in the Golf and Tennis Shop.

The beautiful Lomas Santa Fe Country Club includes among its outstanding services and facilities, an exceptionally versatile Golf and Tennis Shop.

Vic Dhooge is a former Junior Davis Cup team player and directs the tennis department; Kevin Fleming, P.G.A. Professional, is a former tour player and previous winner of the San Diego County Open and operates the golf department. Both professionals have been conscientious and exacting in their choice of merchandise.

The many beautiful styles for ladies' tennis dresses and warm-ups include such prominent design names as Oleg Cassini; Billy Jean King; Puritan, by Chris Evert; Loomtogs; Spaulding; Court Casual; Point Set; Allie Mae, and Head. For the gentlemen, tennis clothing by Wilson, Court Casual, Izod, Rally Rags and Dunlop is featured. Shoes are available by Adidas, Tretorn, Converse, Bata and Fred Perry.

Ladies' golf clothing by David Smith, Sweet Swinger, Etonic, Haymaker and Vera

is complemented by Lazybones and McCracken shoes. Gentlemen's golf clothing has been designed by Ben Hogan, Izod, Silver Fox, Etonic, Thompson and Kimberton with Footjoy and Greenjoy shoes offered for comfort and performance.

Needless to say, sweaters, jackets and a large selection of hats are included in this generous inventory of becoming sports clothing.

The very talented Vic Dhooge, director of the tennis department, is available for private or group instruction, from beginning tennis through tournament coaching. His very able assistant is Bob Jackson,

who also manages the Golf and Tennis Shop. Dhooge has initiated many tennis activities continuing throughout the year, such as Junior Clinics, Club Junior and Adult Singles and Doubles Championships, exhibition matches, participation in the Junior World Team Tennis League for North County (tied for first with Escondido, 1975), representation in North County Junior Tennis Patrons' League (winners, 1975), and monthly Twilight Tennis Socials. Vic, former

captain of the Michigan State University "Big Ten" doubles championship team, has lost none of the drive and motivation that put him on top, but brings to his business association a quiet understanding of problems which plague the typical tennis player, and this is a rare, valuable quality — a bonus to his students.

There are eight excellent courts, four of which are lighted, with plans for an additional four courts.

Both Vic Dhooge and Bob Jackson are available between 7:30 a.m. and 5:00 p.m. for equipment advice as well as instruction.

The affable golf director, Kevin Fleming, P.G.A. Professional, teaches on one of the most inspiring courses on the California coastline.

The fit of the equipment to the individual is one of the prime requisites for good performance in any sport and both Kevin Fleming and Vic Dhooge enjoy the privilege of offering this service to their clientele.

For a thoughtful gift that will be continually valued, do your "California Christmas" shopping at the Lomas Santa Fe Golf and Tennis Shop.

Week Days: 7:30 a.m. to 5 p.m. Week-ends: 7 a.m. to 5 p.m.

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# Louella Liverwurst Says

## OPERA GUILD SPONSORS PRE-OPERA DINNER



Rancho Santa Fe Opera Guild Members were engaged in behind the scenes activities which began the 1975-76 San Diego Opera Season Saturday, Oct. 4

Mrs. Walter J. Podbielniak, general chairman of the pre-opera dinner at the U.S. Grant Hotel before "Il Trovatore," and her committees set the mood for the nineteenth century Verdi opera with colorful decorations of many spectral shades of chrysanthemums from gold to vermilion. Multi-colored candles of the same hues and accents of ivy were featured.

Chairmen of host couples were Judge and Mrs. Lloyd S. Nix. Greeting guests as they arrived were representatives chosen from the ten opera guilds of San Diego county. The host couples from the North County area were Mr. and Mrs. Stephen Fletcher, Mr. and Mrs. Richard Haugh, Mr. and Mrs. Edward C. Walter, Mr. and Mrs. Carl Croft and Mr. and Mrs. Jack Lewis Powell. □

## VISIT TO SALK INSTITUTE



Mr. Delbert Glanz, vice-pres., operations, Salk Institute.

The regular Monday luncheon meeting of the Rancho Santa Fe Rotary Club was held at Salk Institute on October 20th; and 68 members enjoyed a catered luncheon and a tour of the facilities. The meeting was hosted by Mr. Delbert Glanz, vice president, operations, the Salk Institute. □



Left to right: Jim Tolley, immediate past president of Rancho Santa Fe Rotary; Charles "Chuck" Badger, president of Rancho Santa Fe Rotary, and Dick Wehmeyer.



Left to right: Rotary — Ann Peggy Booth, Admiral Joe Williams and Fred Booth, facilities consultant, Salk Institute.

## GARDEN CLUB BEAUTIFIED



Last month's beautification project on the grounds of the new Rancho Santa Fe Garden Club drew many able volunteers, including Bill Bray, above left, and To Pham Thai, Vietnamese refugee sponsored by the Village Church.



Barbara Bray arrives at the Garden Club with refreshments galore for the hard-working crew.

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# Astrological forecast

by Jean Farman



## SCORPIO (October 24-November 22)

Look out world, the volcanic Scorpio is going to erupt! This won't be just a temporary explosion, it is a radical personality change that spans a period of seven years. The first week of November could be dangerous if Scorpio would rather fight than switch. The desire for freedom and independence is liable to cause words and actions you will surely regret. Expect the unexpected — even a secret admirer who turns to jelly everytime you walk by. An expert in the art of seduction, be careful your sensuous teasing doesn't send someone into a cardiac arrest! Scorpio celebs: Johnny Desmond, George Fenneman, Helen Reddy.



## SAGITTARIUS (November 23-December 20)

Tis time for Sagittarians to take the phone off the hook and put Do Not Disturb on the door. Message from the stars this month is to give yourself a much needed rest. Otherwise you'll invite illness to take its toll. Don't believe the rumors you hear as they're laced with more fiction than fact. Sagittarian star: Margaret Hamilton.



## CAPRICORN (December 21-January 20)

Capricorns hold the results of November in their own hot little hands! If you take

pains not to offend the wrong person then you can walk away with the grand prize. Your children, or those of others, are liable to make you sit up and take notice. Confidential information will be something to smile about. Capricorn talent: Sam Levenson.



## AQUARIUS (January 21-February 18)

Polish your pearly whites and flash that charming smile because November shines the spotlight of publicity and attention on you. Be sure you're ready to receive the clamor coming your way. Just remember there are jealous souls in your midst who would steal your thunder by trying to make you look unworthy or foolish somehow. Aquarian celeb: Joe Garagiola.



## PISCES (February 19-March 20)

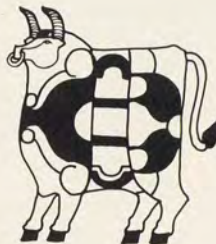
All Pisces people are aware of their uncanny sixth sense. But beware of gremlins who play games with your intuitive antennae around the 8th. Secure that money belt and do not allow family or business partners to get you into a financial bind. Travel looks terrific if you are lucky enough to flee the scene. Pisces person: Robert Conrad.



## ARIES (March 21-April 20)

If you wake up blushing from a sensuous sexy dream you can always tell your

roommate some story about how unusually warm it is for the month of November (unless of course you'd rather chase your roomy around the bedroom)! If not, you'd better sock some tennis or golf balls to release sexual energy. Aries star: Omar Sharif.



## TAURUS (April 21-May 21)

An occasional fight clears the air and may be good for the soul but you had better be certain you fight fair! Do not purposely throw fatal poison darts into someone's sensitive feelings. Pick and choose when it comes to spending or loaning money and don't let your sympathies fall victim to someone's sob story. Taurus TV celeb: Tom Snyder.



## GEMINI (May 22-June 21)

If your nerves are tied in knots and you break out in a catastrophic case of worry warts, head straight for the jacuzzi or visit the nearest movie house featuring a roaring comedy. Imagination could be causing your anxiety. Your head clears about mid-month when you discover all that fretting and stewing was needless! Gemini gal: Maureen Stapleton.



## CANCER (June 22-July 22)

Moon children are apt to find their playmates too expensive or demanding the first week of November. Second thoughts about future games with the

likes of such creep in creating doubt. Even young people play ring-around-the-rosie with you keeping you delighted but totally confused. Use creative talents, they're screaming to be released. Moon child: Leslie Caron.



## LEO (July 23-August 22)

Super surprises wait for Leo right behind your own front door. Something you have wanted for a long time could materialize right before your very eyes. Family members are on your side too, so don't be shy about asking their opinion or for their help. A new career could spring from an imaginative creative hobby. Leo lad: Regis Toomey.



## VIRGO (August 23-September 23)

As long as you don't contract foot in mouth disease or inadvertently let the cat out of the bag, this can be a brilliant month for Virgo. Money has a splendid way of finding your pocket and it couldn't come at a better time. As long as you don't spill the beans, secrets are safe. Virgo star: Elliot Gould.



## LIBRA (September 24-October 23)

Charm and magnetism follows lucky Libra right through November. Put your best self forward when trying to impress higher-ups. Even though they don't say so they are keeping a close eye on you. The only bugaboos would be a tendency to self-indulgence at the table and giving everyone the benefit of the doubt. Libra lady: Virginia Bruce.

Pi Seelen  
Rancho Bernardo

## Dear Bill

I think I'm going to advertise in the 'lost and found' for last year. I certainly don't know what happened to it! It seems yesterday that I sent thank-you notes for holiday parties. Then, Easter slid by. As it went I thought, never mind summer is coming, I'll have time for a lot of things. Well, the 4th of July arrived before the Easter egg dyes were put away and in less time than it takes to say 'teeny, weeny, polka-dot bikini' it was Labor Day. And now would you believe *Thanksgiving* is breathing down our necks! I say if Ben Franklin wanted to invent something he'd have been better off to have forgotten about electricity and concentrated on a time machine to freeze time. Well, they did it on Star Trek.

Anyway, speaking of Thanksgiving brings up the subject of food and the cook book published in 1890 that you sent me is simply fabulous. I'm copying a suggested but *authentic* breakfast menu that is typical of the era. I assume you had to live in a 'Beacon Hill' or 'Upstairs, Downstairs' establishment but even so . . . are you ready?

Oysters on the half shell  
German carp with sauerkraut  
Omlet with bacon (one familiar face!)  
Sheep's Trotters A La Vinaigrette (Your stomach will be amazed!)

Hashed Woodcock in a croustade with soft eggs  
Potatoes, housekeeper's style (for us peasants, I presume)

English snipe in papers (The Times, no doubt)  
Monk's beard salad (no recipe on this)  
Lafayette cakes with rum

The preparation for Sheep's Trotters is worth pasting on your refrigerator door. I'll condense the instructions. "Scald and scrape trotters with a knife in order to remove all hairs; cut the soles from the hoofs so as to suppress a part of the woolly tuft found thereon; cut the ends of the ergots, tie the feet, four of them together, and blanch until they oil; place in soup-pot with onions, carrots and spices. Cook feet for five hours. Dress in a hot dish with a napkin under. (I'd put the napkin on top to hide the whole thing.)

Well, after reading this cook book I can only say, take heart America. We may have Watergate, inflation and crime in the streets but if our ancestors lived through that kind of eating we can survive anything! See you Thanksgiving

Love,

Mom

P.S. I hear Kentucky Fried Chicken is putting out a special turkey T.V. dinner. I also see commercials for frozen mince pie. Well at least we can be thankful for Colonel Sanders and Sara Lee.

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The Masai culture is well preserved in more than 40 red-and-white wall paintings dating back 40,000 to 50,000 years found in caves at Lukenya Hill, a half-hour's drive from Nairobi in Kenya, according to Pan American World Airways. The ancient art work shows such traditional Masai ceremonies as the initiation of the young and their preparation for battle.



**NEW EL RANCHO  
FORD FACILITY  
OPENS**



Gary Bisantz

El Rancho Ford of Poway opened their new facilities recently with a party and a look at the new 1976 Fords. A private, invitation-only affair was held Oct. 2 and the facility was opened to the public the weekend of Oct. 3-5.

Gary Bisantz, Rancho Santa Fe, is owner of El Rancho Ford, located at 12740 Poway Rd. □

**WINE QUEEN  
FETED AT PARTY**

Miss Julienne Hage, 1975 Barossa Valley Wine Queen, was the featured guest recently at a wine-tasting party hosted by Del Sol Travel Service and Qantas Airways.

Twenty-year-old Miss Hage lives in the Barossa Valley of Southern Australia where she works as a secretary for the Red Cross Society during the week and on weekends does public relations work for a Barossa Winery. During her stay in California she participated in the Lodi Grape Festival and National Wine Show as well as meeting civic officials and visiting some California wineries.

The cheese and wine tasting was held at Del Sol Travel Service offices in the Felicita Plaza in Escondido. □



Left to right: Mrs. Lorraine Boyce, Mayor of Escondido; Bob Sloan, owner of Del Sol Travel Service, Ltd.; Julienne Hage, Barossa Valley, Australia Wine Queen, and Barry Ford, Sales Representative for Qantas, San Diego.

*Places and Faces*

**CHILDREN'S  
CENTER OPENS AT  
PALOMAR  
COLLEGE**



"That block doesn't fit!" seems to be the opinion of little Rya Snipes, Vista, as she works on a construction project with Palomar College Children's Center assistant, Susan Waters of San Marcos.

The beginning of fall semester marked the fulfillment of a dream for many students, instructors and administrators at Palomar College.

On Sept. 10, the long-awaited children's center opened for business, allowing Palomar students with pre-school children to register for classes assured that their children would receive proper care.

The need for a children's center was vocalized last year by the Palomar College Associated Student Government. The students were unable to come up with enough funds to construct the facility and turned to the administration for suggestions. The North County Regional Occupation Program (R.O.P.) was able to put together both funds for the center and classes in pre-school aide training which are conducted at the new site.

Located in a relocatable building next to the Child Development Lab on campus, the center is under the direction of Barbara Peters of Poway.

Peters has had 14 years' experience in early childhood education in both private and public schools. She spent four and one half years in a state-funded program

for low income and disadvantaged children in Mansfield, Connecticut.

The campus center has facilities for 40 children in any one time period. It is divided into three areas, with 10 children from three months to two years in the infant group, 10 children from ages two to three in the toddler group and 20 children from three to five in the pre-school group.

The center is open from 6:30 a.m. until 10 p.m. Monday through Thursday and

from 6:30 a.m. to 5 p.m. on Fridays. Children from five to 10 years old are accepted from 4:30 to 7:30 p.m. daily.

Child care aides are receiving actual field training experience by working in the center under the direction of Peters, her field studies supervisor and three assistants.

There are 122 children currently enrolled at the center. Peters says space is available for additional children in some time periods. Any Palomar student taking six units or more is eligible to enroll his or her children.

Cost of the child care service is 55¢ per hour for a minimum of three hours a day. □

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*On a bed of Monterey Jack cheese is ladled a soup rich in ingredients collected along the stage route. Over the top we slice fresh cold avocado. Served with Navajo Fry Bread.*

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## PROPERTY TAXES: AN ANALYSIS

by E. C. Williams  
County Assessor

Property taxes are increasing and will continue to increase as long as the taxpayer sits back on his complacency and fails to make it crystal clear to his legislative representatives at all levels what he feels are the limits of spending and servicing.

Most taxpayers who complain about property taxes — and my office receives most of them — have forgotten their votes in favor of spending programs, their support of candidates who propose bigger, costlier government, or just their failure to vote.

The taxes paid based on property values in support of local services have increased dramatically as have the protests from property owners. We have responded to over 100,000 taxpayer protestations in the last two years, either in person, by phone, or letter. Their complaints are taxes — too high taxes.

Who or what is responsible? Let's examine just how the system really works.

For the past several months there has been much ado about increased assessments, budgets, and taxes in the news media with a concentration on whether (1) the tax rate would lower a

penny or two, (2) would remain the same, or (3) would increase a little. Buried in the details, or ignored as not newsworthy, is the amount of the budget increases. There is little explanation of what costs of services are being increased or new services added.

Other normal and usual events have occurred during this period, as they do each year, and the media has dutifully reported them. I am referring to the annual tax-rate charades that have been played according to the usual tunes. Strangely, property owners have listened without any visible reaction. What is this charade?

During the budget considerations, the news media chronicled the breathless deliberations of the City Councils, Board of Supervisors, and set the various school boards in a scenario comparable to the "Perils of Pauline." Headlines proclaim their gargantuan efforts to squeeze giant budgets in a manner which will result in reduction of property taxes. This annual spectacle, which compares to the mating dance of the male flamingo, enters the final act with a "whopping" two-cent (2c) city and six-cent (6c) county tax rate reduction!

All of this has created a misleading paradox. The resulting great hue and cry is misdirected at increases in valuations identified by the assessor. What is the truth about the real dollars that will come out of each of our pockets? Try this:

Taxing agencies prepare their budgets after they know the amounts of increased valuations. In other words, their budgets are often tied to the increases. This practice is roughly comparable to betting on the horses when you know which one will win before the race is run.

This after-the-fact budgeting process puts the hat on the wrong end of the donkey and the barking up the wrong tree.

Analyzing the costs of government will put the picture in true perspective. Into view arrives the public administrators enjoying the glory that comes from adding new programs in "bonanza" budgets without facing the heat that goes with tax increases!

I accept full responsibility for the values we have placed on over 500,000 parcels in San Diego County. All of the records reflecting what we do are available to the public on display in our public information section. Our appraisers are on a salary and have no instructions nor receive personal gain from doing anything other than following their professional standards for judgment of values. They, and they alone must be ready at all times to support their appraisals with facts.

I do not deny we are part of the property tax system. Our goal is the very complex determination of equity for all property owners, to insure that fair valuations are being made for comparable properties. Being humans, we do make mistakes and correct them whenever we do.

The taxpaying public should travel the paths to the legislative representatives at city, county, and state levels. During election campaigns, promises are made for increases in services, then those representatives elected proudly point to the added amenities they have implemented as their qualifications for remaining in office. I am not criticizing the legislative representatives. They are reacting to the demands of the electorate — unfortunately and usually, a small segment who are well organized and vocal. These groups work on the "squeaking" wheel principle; put pressure on to get more individual services for their own personal area, neighborhood, hobbies, or projects. We have seen no protests mounted to eliminate any of the services or even to cut back a little.

Most of the legislation to abate property taxes merely shifts the burden. In the case of institutional and inventory exemptions, the cost is shifted to the remaining property taxpayers. In the case of Homeowners' Exemption, the cost is shifted to the increased sales and state income taxes. In addition, as is usual with legislation, there is a mandated administrative cost which has to be picked up by local government.

Indeed, it is a rare occurrence when

legislation comes out of committee to cut back or eliminate some costly services. Has any school system ever offered to cut out a program, other than a sports program? When has any local agency volunteered to dissolve itself or reduce operating expenses? The number of employees in the county has increased over 65% in the past six years (in my department the increase has been 33%). City government staffs have also increased due to demands for more services by the public, or services sold by aspiring legislative representatives. About four out of every ten dollars paid in property taxes goes to finance the city and county services. The balance finances education and welfare.

What can be done?

The only way the tax burden can be relieved is through an informed, active, and vocal public. When the taxpayer becomes willing to sacrifice some of the privileged services and demand of his legislative representatives, at all levels, that they be more prudent, maybe, just put a moratorium on costly legislation and new services — we may get some relief.

How do we get an informed public? Certainly, the news media could provide positive help by not publicizing the annual tax-rate charade — list all of the items in all the budgets line-by-line. Show where the services are being added or increased in the education field, by asking what programs of all public agencies are actually needed at the taxpayers' expense, and explaining which programs could the taxpayer better provide for himself. Give the taxpayer a chance to understand what he is getting; what it is costing him; and challenge him to meet his responsibility to vocalize what he really wants in the way of community services. Let him decide whether he can afford all of these services.

The cause of increased taxes is the escalation of spending public funds at various governmental levels. The news media shares responsibility in the way the public has been informed. The taxpayer himself has a responsibility to speak out on what he wants and doesn't want. The legislative representatives, school authorities and members of other taxing agencies share responsibility in the area of increased programs and services.

How would you like a new statewide property tax at the rate of \$4.00 per hundred of assessed value added to your tax bill? There are several pieces of legislation already prepared and in waiting to be pushed through when the time is ripe.

The system may change if enough taxpayers will actively follow the budgetary trail when the realization is upon them that the single family homeowner is fast becoming one of the "endangered species." □

## COUNTY TAX-USE DETAILED

By now you've probably received your tax bill in the mail and if you haven't it's on its way.

Perhaps you're wondering what services your hard-earned money pays for. Well, part of those taxes you are going to pay go to the County of San Diego.

The County is the local governing body for the unincorporated areas — the suburban and rural communities existing outside the boundaries of the 13 cities. As such, the County provides unincorporated residents with many of the same services a city government provides its residents. But the County also has regional responsibilities, and many city dwellers may not be aware of the range of services provided to them by the County.

The County is responsible for assessing all property throughout the region including property in the 13 cities. The County also collects all taxes and distributes them to the proper taxing agencies such as cities, school districts and special districts.

Under the public assistance category, the County is responsible for managing the assets of incapacitated persons, whether they live in a city or an unincorporated area. Free marriage

counseling and assistance for single jobless adults in finding employment are two services provided by the County to all its residents.

The County also has programs designed to assist the blind and the aged. As mandated by federal and state laws, the County has the responsibility for managing welfare programs.

Under the category of health care, the County provides numerous services for all its citizens. The County operates venereal disease diagnostic and treatment clinics, gives immunizations against children's diseases and funds a methadone program. The County also operates a geriatric center, provides free chest x-rays, supplies nursing home care, coordinates and funds alcoholism and drug abuse programs.

If you're going to file a complaint or seek information about air pollution, you come to the County which is responsible for air pollution control for the region. If your life is saved by a paramedic, you might be interested in knowing the County coordinated his training and job placement.

If you visit a park, or a library in an unincorporated area, you can watch your tax dollars being put to recreational and educational use by the County.

If you're thinking of adopting a child, or becoming a foster parent, the County is the agency to contact. The County is also responsible for the protection of



Breakfast and lunch are served daily in the intimate cocktail lounge. From Wednesday through Sunday, dinner is served in the welcoming Spanish dining room. Specialty home styled meals are a treat for those seeking a delightful change in dining out. The Sunday's Champagne Brunch from 11:00 to 3:00 has become a tradition for many North County residents.

Visiting golfers will find the facilities outstanding with Green Fees \$7.00 on week days and \$10.00 on weekends. Starting time arranged by calling the pro shop at 746-4212.

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neglected and abused children and provides many counseling programs for runaway and truant children. The County also collects child support from absent fathers.

Whether you're a city dweller or a county resident, that scale at the market that you weigh your vegetables on is checked for accuracy by the County. The County also inspects products for accuracy of packaging and labeling.

When you apply for a marriage license or a passport, you visit the County. Records of births and deaths are also maintained by the County.

The County is also responsible for the administration of our judicial system, including detention homes, honor camps, the jail, and the court system. The County coroner is the person responsible for determining the cause of death. The County District Attorney's office is responsible for prosecuting cases of consumer fraud.

In the unincorporated areas, the County is responsible for controlling and providing needed services which accompany development and growth. This is done through adoption and updating of a County general plan. The County is responsible for issuing building permits, zoning land, and providing law enforcement protection for residents of the unincorporated areas as well.

Only a portion of your tax bill, generally less than one-third, goes to the County of San Diego but that money provides many needed services for the people of our community whether they live in a city or an unincorporated area. □

## REID APPOINTED TO HRA

The appointment of Charles E. Reid as provisional deputy administrator of the Human Resources Agency of San Diego County was announced today by Ruben Dominguez, assistant chief administrative officer and agency administrator.

Reid, 44, was to assume his new post Oct. 3.

He joins the County in a top administrative position after 19 years in the aerospace industry where he held technical and executive posts since 1956 with General Dynamics Corporation and its Convair Aerospace division in San Diego.

In his new position, Reid will work directly under Dominguez in the administration of the Human Resources Agency which is responsible for the probation, public welfare and special manpower services departments and the office of senior citizens affairs.

Reid has held several management and engineering positions with General Dynamics and the Convair Aerospace division here. Just prior to joining San Diego County, he had been manager of

the Western Data Systems Center, Data System Service of General Dynamics Corporation based in San Diego. He had the responsibility of establishing, maintaining and directing the administration and financial management activities for data processing systems in the business and engineering areas.

He variously held the posts at Convair of acting manager of the Information Technology Department, group engineer supervising some 35 scientists and mathematicians, research group engineer, design specialist and senior research engineer.

A graduate of Texas College, Tyler, Texas, Reid holds a bachelor of science degree in mathematics which he earned in 1952. He also has taken graduate courses in advanced mathematics at the University of California at San Diego and at San Diego State University.

## MODERN DANCE GROUP SETS DEBUT PERFORMANCE

The Dance Players, a newly-formed modern dance company, will have its debut performances on Saturday, Nov. 8 and Sunday, Nov. 9 at La Jolla Dance Center, 7855 Fay Ave. at 8:00 p.m. Admission is \$2, \$1.50 for students.

Featured on the program will be the premiere performance of "Another Garden", choreographed by Claire Wolchinsky, Artistic Director of the company, to music by Darius Milhaud. Ms. Wolchinsky describes this work as a "celebration of the varieties of loving." Original choreography by members of the company includes a light, opening jazz work, "Low Rent", by Glenn Palmer, to music of the Manhattan Transfer and "Between Men and Women", a lyric-dramatic dance choreographed by Anne Seaman to the music of Henry Mancini which explores the roles of men and women. Also presented are a lyric trio for women by Jane Schechter, abstract works by Colette Pisacano, Ms. Schechter, and Mr. Palmer and two comic pieces by Marilyn Glatty.

Above members of the company and William Spencer will be joined by guest dancers Patti Butterfield, Patrick-Henry O'Neil and Bob Hendrick. Jean Isaacs and Ms. Butterfield are guest choreographers.

The Dance Players is in residence at The Dance Place, Carriage Center, Poway, a studio offering modern dance and ballet classes taught by members of the company. The dancers, who are from various backgrounds, have all trained at USIU's School of Performing and Visual Arts, where Ms. Wolchinsky is Head of the Modern Dance Department. □

## UCSD SCHEDULES SCHOLARSHIP CONCERTS



Ilse von Alpenheim,

Rafael Druian

The UCSD Music Department is launching the first of a series of scholarship concerts to benefit gifted young musicians with a Sonata Recital featuring violinist Rafael Druian of the UCSD Music faculty and pianist Ilse von Alpenheim, Saturday, Nov. 8, at 8 o'clock in the Mandeville Auditorium.

The program includes Sonata in B-Flat by Mozart, Bartok's Sonata #2, and Sonata by Franck.

The next scholarship concert with eminent harpsichordist Anthony Newman, of the UCSD Music Faculty will be presented next winter.

For information call 452-3229. □

## CHAMPAGNE NOW OFFERED BY BAJA WINERY

The Santo Tomas Winery, located in Ensenada, Baja California, has announced the availability of its first champagne. Since 1962 the Mexican Winery has employed Demitre Tchelistcheff, son of the great Andre Tchelistcheff.

The luring away of Demitre from Gallo Winery was a coup d'etat for the old established winery founded by the Dominican Fathers in 1791 to provide their Sacramental wines.

In 1909 the winery was moved from the large vineyard holdings in the Santo Tomas Valley and established within the port of Ensenada. Before this, the wine was transported in barrels to points of distribution.

With Demitre Tchelistcheff orchestrating the quality and flavor of this year's wines, it is expected that Santo Tomas will produce a vintage product. Wines produced by the Ensenada Winery include: Cabernet Sauvignon, Pinot Noir, Barbera and Valdepena, Brandies — Cuatro Letras & Mision 1888, Pinot Chardonay, Sauterne, Blanco Seco, San Emilion, Muscatel, Jerez dulce, Oporto, Tinto Mision and Vino Tinto. □

**THE ACAPULCO** — This colorful restaurant has long held its reputation for the finest in Mexican cuisine, seafoods and steaks skillfully prepared by Chef Michael and elegantly served in an atmosphere of the centuries old Mexico blended with the beauty of an awakening modern day Mexico. Besides being famous for its "Margarita Grande" the Acapulco serves Mexico's celebrated Santo Tomas wines and Italy's famous hot Cappuccino, a relaxing concoction of five different liquors, deliciously blended. Think of all this the next time you want to impress your guests or yourself with a soothing cocktail, a delicious luncheon or an intimate dinner party especially catered. For reservations call the Acapulco, Oceanside 433-5811 1733 South Hill Street.

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

**THE COFFEE MILL** — In the heart of Encinitas. It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious — wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. seven days a week. For reservations call 753-3181 531 Highway 101, Encinitas.

**MIRA MAR** — Oliver Morris' Landmark, Mira Mar restaurant with its famed Rocking Ship in Oceanside is celebrating its 30th anniversary! Its "People-Loving" staff, plus good food and words of charm have made it one of Southern California's outstanding restaurants. Always under the ownership of the Oliver Morris (who are also connected with the exclusive Bel-Air Hotel in Los Angeles), the Mira Mar has grown from an original old two-story house with a widow's walk atop its roof (which is still there), to include the famous Ship Room, with its popular piano bar (dancing every night) flanked by two quieter dining areas: the Captain's Cabin and First Cabin with real fireplaces and authentic nautical antiques. Its Anchor Room is the scene of many private parties and club meetings. Adjoining the popular restaurant is the Morris' Mira Mar Motor Inn with its 62 rooms that have just been completely refurbished. Drop anchor at the Mira Mar for a drink, dinner, dancing or lodging in happy surroundings. 815 N. Hill. Telephone for reservations: 722-3343.

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

# Restaurant Row \*

**RANCHO BERNARDO INN** — in lovely Rancho Bernardo, overlooking the West Golf Course. Spanish decor, complete continental dining in the main dining room. **El Bizcocho** Tuesday through Sunday, dinner, lunch and breakfast. Special buffet on Sunday, brunch 11:00 a.m.-2:30 p.m., dinner buffet 5 p.m.-9 p.m. Dancing nightly except Monday, from 9 p.m. in **La Taberna Lounge**. And featuring a great new little restaurant, **The Cattle 'n Cask**. A warm, intimate atmosphere to enjoy delicious lobster, crab, steaks and other specialties. Open for lunch, dinner and cocktails daily from 10:30 a.m.-2:00 a.m. Dinner served up to 11 p.m. It's the perfect 19th hole oasis, located opposite the golf pro shop. Try it soon. For reservations in El Bizcocho, call 487-1611. No reservations needed in the Cattle 'n Cask. Located 5 minutes south of Escondido on Highway 395 (I-15 south).

**LAURA'S ITALIAN RESTAURANT** — offers you the very best in authentic Italian cuisine. Owned and operated by the Scardino family since 1941, the menu offers a delightful mouth watering array from Veal Scaloppini, Veal Parmigiana, Cannelloni al forno, Manicotti al forno to raviolis, baked lasagna and the very best pizza in north county. Italian lunches and dinners with beer or wine, of course. Food to go. Banquet room and private dining room. Modest prices. Laura says to you, "Come join our family, to serve you is our pleasure." BankAmericard & Master Charge accepted. Open Wed. thru Mon. 11:30 a.m. to 10 p.m. 915 S. Escondido Blvd., Escondido, 745-5261.

**LOMAS SANTA FE COUNTRY CLUB** — Charming dining room and cocktail lounge with panoramic golf course and ocean view. Public welcome. Main dining room open for lunch from 11 a.m.-4 p.m. Buffet brunch on Sundays, 11 a.m.-3 p.m. Dinner served Tuesday and Friday evenings. Special buffet dinner last Sunday of month. Breakfast served Saturdays and Sundays, 7 a.m.-11 a.m. Cocktail lounge open from 11 a.m. Patio Snack Bar open from 8 a.m. to 5 p.m. All facilities closed on Mondays. Highland Drive at Lomas Santa Fe Drive, Solana Beach. From Interstate 5, take Lomas Santa Fe Drive east one mile. (714) 755-1547; 276-7461.

**SAN LUIS REY COUNTRY CLUB & RESORT** — an enchanting mood is created for you when dining in the restaurant or enjoying a cocktail in the lounge. Both command a magnificent view of the smooth green golf course, contrasted by the rugged beauty of the rolling hills. San Luis Rey Downs is just 11 miles east of Oceanside. Take Highway 395 to Camino Del Rey and turn west for 4 short miles. Dinner is served from 6:00 p.m. til 9:00 p.m. Monday through Thursday; on Friday and Saturday 6:00 p.m. through 10:30 p.m. Dancing Thursday through Sunday. Buffet every Sunday from 5:00 p.m. through 9:00 p.m. For reservations call: 758-0330.

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# Places and Faces

## SD FEDERAL RESTORES TRAIN STATION



The old Los Altos train depot, now the newest San Diego Federal Savings and Loan branch.

Sixty-two years ago, when the Southern Pacific Company opened its new Los Altos train depot, the Palo Alto Times newspaper called it "unusually handsome — in every artistic detail; one of the most attractive in the state."

Last month the same romance and nostalgia which marked the opening of that depot in 1913 was recaptured by means of its restoration — this time as a savings and loan office.

It was this same train station which gave birth to the community of Los Altos. "I conceived the idea of locating a town in the vicinity of what is now Los Altos, to serve as a depot for the proposed Southern Pacific route," is the way Paul Shoup, a former president of the Southern Pacific Railroad, described the beginnings of Los Altos.

Preservation of the depot for present and future generations of Los Altos residents was the objective of San Diego Federal Savings and Loan Association when it purchased the station and began the renovation project three months ago. "From the time we first opened our temporary savings and loan office in Los Altos early this year, we had our eye on the station and we're delighted that our plans to make it live again as an integral part of the community have now become a reality," said Gordon C. Luce, San Diego Federal's president and chief executive officer.

This is the second time in two years that San Diego Federal, California's oldest federally chartered savings and loan institution, has undertaken such a restoration project. The first, was the savings and loan's purchase and restoration of a century old victorian mansion in downtown Sacramento which was designed by the same architect

(Nathaniel Goodell) who drew up the plans for the old Governor's Mansion, a few blocks away.

In an effort to evoke memories of the train station's colorful past, an old steam train whistle will be heard three times each weekday, at 9 a.m., 12 noon, and 4 p.m., in the immediate downtown Los Altos business area during the month of October. □

## CAREER PLANNING HELP

What kind of job would be best for me? If I go to college, what should I major in?

How do I go about getting a decent job?

These are questions which trouble nearly everyone in our society at one time or another, said M. Ted Dixon, county superintendent of schools, as he announced the celebration of the Tenth Annual National Career Guidance Week Nov. 16-22 in San Diego County.

Sponsored locally by the San Diego Vocational Guidance Association, National Career Guidance Week is conducted to inform the public of career guidance services, how these services help to make sound career choices, where career guidance may be obtained, and why the development of these services needs public understanding and support.

The theme for the week is, "Experiencing the Future." Beginning Nov. 16, school districts, community agencies, employment development departments, and other interested associations have been requested to sponsor career-related activities.

# Places and Faces

## SUBDUED SIMON ON STAGE IN DEL MAR

Neil Simon, current king of laughmakers among American playwrights tones down some of his clowning in "The Good Doctor," which opened at the San Dieguito Little Theatre in Del Mar Oct. 18. The show will play Friday and Saturday evenings at 8:30 through Nov. 8 in the theatre on the Del Mar Fairgrounds.

Simon has definitely not produced a laugh-free show. In "The Good Doctor," which is a series of sketches derived from short stories by Anton Chekhov, there are scenes of slapstick low-comedy. For example, there is an awkward apprentice dentist's efforts to extract a grotesquely suffering priest's tooth.

However, there are poignant scenes as well. In one, for instance, loneliness is dramatized as a lady in her sunset years sits next to a similarly aged gentleman on a park bench and in a song, wonders if he will ask her to tea.

There are eleven sketches in all and Larry Staatt as "The Writer" ties them together, acting as host, narrator, and participant. The cast also includes Carol Campbell, Trina Bruce, Timothy Dean Mackey, and Bill Maass.

William Bruce is directing this unique collaboration between a new Simon and an old Chekhov. He has also designed a multilevel, multidimensional set to suggest the Russian locale. Period costumes were designed by Trina Bruce and Carol Riordan and period wigs were styled by Timothy Dean Mackey.

Tickets are on sale at the Earth Song Bookstore in Del Mar and are \$3.00, \$1.50 for senior citizens and students. For reservations and further information call 755-7358. □

## STARLIGHT GETS NEW COMBO STATUS

Bruce Farley, President of the San Diego Civic Light Opera Association, announced today that Starlight has been granted new membership status in COMBO (Combined Arts and Education Council of San Diego County). This change in Starlight's status is the result of a resolution passed by the COMBO

Executive Committee at their Sept. 18 meeting. Farley was informed of this action in a letter from COMBO President William C. Lochmoeller, dated Sept. 26.

The COMBO resolution states: "Starlight is regarded as one of the 'base' organizations in the cultural field in San Diego and that this fact will be communicated in the charge for next year's (COMBO) Admissions and Allocations Committee."

"The Association Directors and I," states Farley, "have been working with the COMBO Executive Committee throughout the past several months to gain equal treatment for all member beneficiary organizations. The Starlight resolution will help everyone involved."

"Starlight reaches audiences as great as the Old Globe Theatre, the Symphony, and the Opera. I am pleased that COMBO has recognized Starlight's valuable contributions to the community, and support wholeheartedly COMBO's commitment to develop and fund worthy arts and performing organizations in San Diego." □

## It's All Over Town



The best food in San Diego is at  
The Continental Pavilion

It takes time for word to get around, but our diners knew the difference -- They whispered among themselves about our savory steak Diane -- our veal Cordon Bleu ... and applauded our Long Island Duckling.

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# Places and Faces

## PGA PROS ADD TO COMICS' CLASSIC

Jerry Lewis heads an impressive roster of celebrities and PGA pros who will be participating in the 14th annual Comedians' Golf Classic at Murrieta Hot Springs Resort Hotel, Spa & C.C. at Murrieta, Calif., Nov. 7-9th. PGA tour star Dave Stockton, Pro Invitation Chairman, reports the list of colleagues he has invited to join so far include Buddy Allin, Gay Brewer, Chuck Courtney, Jim Dent, Al Geiberger, Tommy Jacobs, Victor Regalado, Bob Rosburg and John Schroeder and several others from whom commitments are awaited.

Some of the celebrities who have already confirmed include Tim Conway, Harvey Korman, Sheldon Leonard, Monty Hall, Jack Lemmon, McLean Stevenson, Wayne Rogers, Andy Williams, Robert Stack, Larry Wilde, Trini Lopez, Jan Murray, Jackie Coogan, Buddy Lester, Pat McCormick, Billy Barty, Dennis James, Ross Martin, William Demarest, Fred Holliday, Ray Conniff, Willie Mays, Ben Hunter and Bobby Riggs.

A limited number of playing positions

(\$350 entry fee) and reservations for 3 evenings of social activities are still available (\$100 per person for non-players). Invitations may be obtained by contacting Milton Blackstone, Executive Director (714) 459-8255 or writing P.O. Box 1892, La Jolla, CA 92038. In Las Vegas, Jean Magowan at the Dunes Hotel.

The Classic, which benefits Friends of Handicapped Children's CARE VILLAGE being built near San Diego's Mission Bay, invites the public to attend on the final day, Sunday, Nov. 9. Tax-deductible admission donation is \$2.50 and \$1 for children and military. Ticket info may be obtained at (714) 273-2273, at F.H.C. office. Tickets also available at all Ticktron outlets. □

## EXPEDITIONS ANNOUNCED

The greatest show on earth isn't under the big tent anymore, but under the blue Pacific's waters along the migration route of the giant, California Gray Whale.

Annually observed by uncounted thousands from the land, off-shore pleasure craft or 80' charter boat, the

mammals begin their southward migration from the Arctic Ocean and the Bering Sea in the Fall. By late December they are off the southern California coast.

This winter a series of scientific whale-watching Sea Faris will be undertaken by H & M Landing of San Diego. Pioneered 10 years ago by H & M, the natural history voyages have drawn hundreds of observers to this phenomenon. This year ten six-day trips have been scheduled. They will join the migration at San Diego where it passes just outside the surf line and follow the whale's route south to the breeding and calving grounds in the shallow lagoons of Baja California.

The trips, which start Dec. 18 and continue through March 27, are designed as educational travel. A scientific staff under the direction of Dr. Theodore Walker will accompany each of the scheduled tours. Dr. Walker, a marine biologist formerly associated with Scripps Institution of Oceanography at La Jolla, is a noted cetologist whose studies of whales have continued for more than 27 years. He will lead several of the tours himself.

These natural history Sea Faris to Baja California's wilderness islands and seacoasts are \$375, including all lodging, meals and activities. For information and reservations write H & M Landing, 2803 Emerson Street, San Diego, California, 92106. Telephone 222-1144. □

# Places and Faces

## UCSD SLATES COURSE FOR COUPLES

UCSD Extension will offer a "Couples Enrichment Weekend" Nov. 7-8, with a follow-up on Dec. 6.

The program is designed for couples who feel they have a good relationship and want to make it more stable and meaningful.

The first meeting begins at 7 p.m. Friday, Nov. 7 in Room 1330 of the Humanities and Social Sciences Building on UCSD's Muir Campus.

Co-leaders of the sessions will be psychologists Hugh Pates and Gary Birchler. Dr. Pates is a counselor at UCSD, and president of the Southwest Division of the National Alliance for Family Life. Dr. Birchler is director of the marriage counseling program at the Veterans Administration Hospital in La Jolla.

Three main areas will be under consideration: communication, using negotiation to solve conflicts, and sexuality.

Communication, negotiation, and sexuality are often problem areas which can be turned toward enriching and strengthening a relationship, Dr. Pates says.

The Saturday follow-up a month later will serve as a further learning experience especially in relation to the goal of achieving effective negotiation. Each couple will work on "a significant assignment" during the intervening month.

Enrollment is \$35 per person. Each participant is asked to bring a picnic lunch to the Saturday meetings.

For details, please telephone UCSD Extension at 452-3400, or check the current *Explore* catalog. □

## COUNTY ECONOMIC IMPACT STUDY UNDERWAY

A system designed to evaluate the economic impact of large-scale development in San Diego County's unincorporated areas is presently under development by Copley International Corporation.

The contract for the project was recently awarded by the County Board of Supervisors and will be administered by the Integrated Planning Office (IPO). The

project is being funded by the Ford Foundation and is due to be completed in June of 1976.

At present the County evaluates new development proposals on the basis of their environmental impact as required by State Law. In addition, IPO has also developed a method for evaluating the financial costs which impact County government as a result of new growth and development.

The system being developed by Copley International will deal specifically with private sector economic variables such as employment, production, population, and in and out-migration. It will also attempt to deal with some of the more difficult socio-economic issues like income and job distribution for San Diego County residents.

An informal advisory board composed of representatives from the business community, government, and local organizations has been created to advise County staff and monitor the study. □

## HALL OF SCIENCE HEAD NAMED

Mr. Thomas N. Nourse, head of his own business strategy consulting firm in Poway, was named recently to a newly designated position as both president and chairman of the Board of Trustees of the San Diego Hall of Science, the founding organization of the Reuben H. Fleet Space Theater and Science Center.

It is the first time the Board has had both the chairmanship and presidency invested in one person. Nourse, who is an associate of the Strategic Planning Institute of Cambridge, Mass. and a chemical engineer graduate of Purdue University, was elected for a one year term at the Board of Trustees meeting held at the Space Theater.

Other officers include three vice presidents: Mrs. Hugh C. Carter, vice president in charge of operations; Mr. James W. Crooks, Jr., vice president of science and technology, and Mrs. William R. Boehm, vice president of marketing and public relations. Mr. Ernest L. Sturm, Encinitas, vice president of National General Corporation of Los Angeles and with a wide theater management background, was named treasurer and Joel C. Estes, attorney with Jones, Tellam, Irving & Estes law firm, secretary.

The Reuben H. Fleet Space Theater and Science Center in Balboa Park is operated by the San Diego Hall of Science, a non-profit organization made up of local community leaders. □

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Needlework on a Penelope canvas with colored threads to work the center design. Kit includes instructions & yarn in classic patterns, only \$10 to \$27. At Spin-A-Yarn.

**Crystal glass & Roses**  
One of the many new Latin Imports available in our new larger store. Stop in, we're located upstairs over Studio West. 487-3508 The Galeria Mexicana

**Original Sculpture**  
Beautiful Dolphins are mounted on wood, capturing the beauty only crystal can give. 487-5218 At the Hobbiland Glassworks.

**Scoopy's famous "Round the World Burgers"**  
Featuring 1/3 lb. pure beef burgers, choice of fries, soup or salad. Topped off with delicious ice creams and desserts...try ahead for the holidays...try our famous BLUMS candies. At Scoop to Nuts.

**MERCADO EVENTS:**  
November 1-Aegean Dancing in the Greek tradition  
Every Sunday-Listen to the Mariachis serenade as you stroll through cobblestone courtyards and explore the many shops and restaurants.

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# Places and Faces

## SPACE THEATRE CHRISTMAS SHOW

In San Diego in December 1975, you can step backward in space and time to the first Christmas Eve, 2,000 years ago, at the "Star of Bethlehem" Christmas show at the Reuben H. Fleet Space Theater in San Diego's Balboa Park.

What was the Star of Bethlehem? Was it a comet? An exploding star? What was it that the wise men saw in the East? "The Star of Bethlehem" Christmas show uses computerized technology to turn the sky back 2,000 years. The show will open on Monday, Dec. 1 and run through the month of December to the close of the Christmas school holiday.

Audiences at the Space Theater — the only space theater like it in the world with a dome screen that surrounds the audience above, below, on all sides — will see the sky overhead with the moon, stars and planets in the same position as they were on the night of Christ's birth.

While Southern Californians visualize falling snow as the traditional Christmas

weather, Christmas Eve in San Diego and Bethlehem are very similar both in climate and distance from the equator.

The Reuben H. Fleet Space Theater and Science Center technical staff has put months of research and production in re-creating the first Christmas for "The Star of Bethlehem" production.

Harrington has coordinated the bygone star field with hundreds of visual aids and effects in exploring the actual fact of The Star of Bethlehem that led the wise men to the Christ Child.

Zoom and slide projectors, three dimensional effects, behind-the-dome images, the starball with its 10,000 star capability, sun, moon, planet projectors will all be used to recreate a moment in history and provide realistic effects on the 76 foot diameter dome Space Theater screen.

Many of the projectors, Herrington said, project multiple slides for a single happening, such as the glimmering Star of Bethlehem, itself.

Vic Costanzo, well known artist, devised the scenes of the Bethlehem skyline. And there are also constellations, panoramas, angelic hosts

and the Nativity, itself, over, behind and around the huge Space Theater dome to envelope audiences with the fact and glory of the first Christmas.

"The Star of Bethlehem" is augmented with the world's great Christmas music from a surround-sound system and includes views of famed stained glass windows, even including a local church window from La Jolla's St. James-by-the-Sea Episcopal Church.

## NO SMOKING IN PUBLIC!

Lit cigarettes, pipes and cigars will be taboo in many public places as a result of the county's no smoking ordinance.

The ordinance adopted by the Board of Supervisors Aug. 19 is now in effect in the unincorporated areas of the county. The cities of San Diego, El Cajon and Imperial Beach also have restrictions on smoking.

The county no smoking ordinance in public restrooms, museums, public transportation facilities, public health care agencies, elevators and in any indoor service lines, whether or not the service includes an exchange of money. This primarily affects food markets and retail stores, although smoking will remain permissible in restaurants. The ban prohibits smoking in any motion picture, stage drama, lecture or music recital where the facility is not open to the sky.

Smoking is now also against the law in any county-operated buildings and areas such as libraries, meeting, public assembly and waiting rooms unless a sign specifically permitting smoking is posted.

Questions or complaints pertaining to the new law should be directed to Thomas Meshack at 236-2188.

Some proprietors may gain exception to the ordinance if their building is ventilated with a mechanical system with an outdoor air exchange of at least 25 cubic feet per minute per occupant; or by a system using filters which achieve 80 per cent efficiency as described in the National Bureau of Standards dust spot method. A system possessing the capacity to process the air content of the room at least every 15 minutes is also an alternative to gain smoking rights.

A written statement from a mechanical engineer registered in California certifying the room is ventilated with one of the above qualifications must be submitted to the County Chief Administrative Officer to be exempt from the ordinance.

The new law requires businesses to conspicuously post no-smoking signs and to refuse service to patrons that do not comply.

Persons smoking in a no-smoking area may be subject to a fine of from \$10 to \$100. □

# the business circuit

## NIETFELD TO HANDLE IMED PUBLIC RELATIONS

William Nietfeld & Associates has been named to handle public relations for IMED Corp., manufacturer and worldwide distributor of medical electronic instruments.

IMED president Richard A. Cramer said his company will shortly move its headquarters from La Jolla to a 20,681 square foot industrial building in the new Scripps Ranch Business Park.

A 10-year, \$660,000 leasehold on the building at 9925 Carroll Canyon Road was negotiated by Doug Matheson, Rod Myers and Rick Sparks of the San Diego office of Coldwell Banker Commercial Brokerage Co.



William D. Nietfeld.

In addition to IMED, the Nietfeld agency also handles a wide range of clients.

Among the firm's accounts are the Carlsbad and San Diego offices of Coldwell Banker Commercial Brokerage Co.; Central Federal Savings and Loan Association; La Jolla Country Day School; San Diego Military Academy; San Diego Volvo and San Diego College of Business.

The Nietfeld agency also handles publicity and promotion for a variety of entertainment events, among them Ringling Bros. and Barnum & Bailey Circus, the Golden State Rodeo, the Shrine Football Game, Royal Lipizzan Stallion Show and the High Fidelity Music Show.

The Nietfeld agency maintains affiliate offices in New York, Chicago, Dallas, Los Angeles, San Francisco, Seattle, Honolulu and Tokyo. The main office of William Nietfeld & Associates is at 2054 State St., San Diego, CA. □

## RSF SAVINGS NAMES BRANCH MANAGER



Kenneth G. Jensen

Kenneth G. Jensen has been appointed Senior Vice-President and Manager of the new La Jolla office of Rancho Santa Fe Savings and Loan Association which opens this month.

Jensen is a familiar figure in La Jolla financial circles, having been vice-president and manager of both the Crocker Bank and SCFNB branches in La Jolla over the past 20 years.

Jensen graduated from the University of Wisconsin with a B.B.A. in 1949, and attended the New York University School of Finance. He then worked for the Chase Manhattan Bank of New York for two years before joining Marine National Exchange Bank of Milwaukee in 1953. He was a World War II combat pilot, and is a former FBI agent.

Ken will be at the new La Jolla office of Rancho Santa Fe Savings and Loan Association after Nov. 15. □

## PSA ANNOUNCES INCREASED REVENUES

William R. Shimp, president of Pacific Southwest Airlines (PSA), announced today that PSA carried 521,272 revenue passengers during the month of September.

Shimp said this represents an increase of three per cent or 15,357 more than the airline carried during the same month of 1974.

PSA has carried 4,811,601 revenue passengers during the first nine months of this year, down 60,510 or 1.2 per cent from the same period one year ago. □

## DEL MAR SANTA FE FED RELOCATES

A special Bicentennial ribbon was stretched across the entrance to the new Del Mar Santa Fe Federal Savings and Loan Association building for ribbon-cutting ceremonies recently.

Santa Fe Federal, chartered in San Bernardino in 1890, operates sixteen branches in southern California and the new Del Mar office represents the continued growth of the Association in San Diego's North County. The Del Mar office is now located at 1431 Camino Del Mar, just footsteps away from the old, outgrown office.

Joseph H. Lancor was the architect for the new building and Joseph C. Wanket the general contractor. Bob Gavuzzi is vice president and manager of The Del Mar office. Verne F. Potter, president of Santa Fe Federal, attended the opening ceremony from San Bernardino. □



Preparing to cut the special Bicentennial ribbon opening the new offices of Santa Fe Federal Savings and Loan in Del Mar are, left to right, Verne Potter, president, Santa Fe Federal; Tom Pearson, Del Mar city councilman; Woody Barley, president, Del Mar Chamber of Commerce; Nancy Hoover, city councilman and mayor pro-tem for the day; Joe Wanket, general contractor; Bob Gavuzzi, vice president and general manager, and Joe Lancor, architect.

## NORTH COUNTY WOMEN NAMED TO COMMISSION

Ten women have been named to the County's newly created Commission on the Status of Women. Each San Diego County Supervisor nominated two women to serve on the Commission, and the nominations were ratified by the Board as a whole. The Commission is charged with undertaking studies, conducting hearings and workshops and making recommendations to the Board for action in areas

pertaining to women's lives and needs.

Darlee Crockett of La Jolla was nominated by Supervisor Jack Walsh.

Ms. Crockett has served as executive secretary for a member firm of the New York Stock Exchange and also ran a public relations project for Pacific Telephone. She is active in civic and community affairs and is a district governor of Alpha Phi International Women's Fraternity; a founder of the Women's Bank; member of the League of Women Voters; and second vice president of Planned Parenthood.

Judi Rubin of Cardiff, and K. Anne Wayman of Oceanside, were nominated by Supervisor Lee Taylor.

Ms. Rubin is the president and director of the Del Mar Day Care Center, (which is aimed at single working women supporting children). She is the vice chairperson of the board of directors of the North County Community Action Program and is the author of "Pre-Schools" chapter of *Educational Psychology*, CRM Books, Del Mar, 1973 (College Text).

Ms. Wayman is a secretary for the Central Office of North San Diego County, Inc., a social welfare service. She is also a real estate sales person and has organized and participated in seminars in that field. Her special interests are drug and alcohol abuse and recovery. □

## HUGHES NAMES AREA SALES MANAGER

Jack M. Stoops, a 30-year veteran of the airline transportation and travel sales fields, has been named Hughes Airwest's district sales manager for San Diego.

He will coordinate and implement the airline's marketing effort throughout San Diego County.

Stoops, 52, began his aviation career with American Airlines in San Diego, where he held various positions in reservations, ticketing, cargo, operations and sales until 1960.

He later was associated with Pacific Southwest Airlines in sales and operations for 11 years in San Diego, Los Angeles and Sacramento.



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**LOCAL AUTHOR  
STARTS PROPERTY  
RIGHTS LETTER**

Freelance writer Richard Day, who lives on 122 acres he and his family own atop Palomar Mountain, has begun writing a twice-monthly newsletter for landowners. Day calls it the Property Rights Letter for San Diego County.

"Its purpose," Day says, "is to bring owners of rural lots and acreage the information they need to protect their property rights." Property rights, Day feels, are human rights. Federal, state and especially county governments have been eroding property rights away of late at a rapid rate, he believes.

"It's reached the point where if we don't start doing something, we're going to be paying taxes — ever higher ones — on land we can't even put a shovel into," Day says. "So I decided to fight back through a regular newsletter to back-country property owners."

"We can turn the tide, but we've got to build a goodly group of concerned landowners." He invites inquiries. Mail simply addressed to Richard Day, Palomar Mountain, 92060, will get there, he assures. Author Day hopes for letter member-subscribers to become "a force for good" in San Diego County.

Day is president of the Palomar Mountain Landowners Association, which was recently successful in fighting off U.S. Forest Service plans to include 52,100 acres of private property within a federal planning unit.

"PMLA proved that our democratic system can be made to work," Day concludes. "Next we've all got to make it work at the county level. As it is, the taxpayer and landowner get the dirty end of county decision-making. It's time for a change." □

**HUGHES AIRWEST  
SHOWS INCREASES**

Hughes Airwest announced recently that its systemwide boardings and the number of miles flown by passengers in September gained sharply over the similar month in 1974.

Passenger boardings jumped 6.6 per cent to 296,700 from 278,400, while revenue passenger miles (RPMs) increased 6.7 per cent to 113,988,800 from 106,861,300.

The on-time average advanced to 90.1 per cent from 80.4.

Density (the average number of passengers flying per mile) advanced 1.4 per cent to 42.7 passengers from 42.1.

Available seat miles (ASMs) rose 6.9 per cent to 232,206,000 from 217,287,500.

**EWING OPENS NEW  
OFFICE**



Brad Ewing

Brad Ewing & Associates, real estate consultants and management engineers, has opened offices at 2727 Camino del Rio South. The firm specializes in consultation with business owners and managers in the areas of site selection and comprehensive facilities planning.

Ewing was formerly associated with Oxford Research Associates (San Diego & Los Angeles) and prior to that was a managing principal for Theodore Barry and Associates, national management consultants. A registered professional engineer and licensed real estate broker, he is a member of the California Society of Professional Engineers and the San Diego Board of Realtors. He was graduated from Clemson University in 1958 and received his MBA from University of Southern California in 1968.

Ewing resides in Rancho Santa Fe with his wife, Peggy, and two children and serves on the finance and facilities committees of the Rancho Santa Fe Association. This year he is in charge of new business development for the United Way/Chad campaign in San Diego County. □

**TENNIS TOURS  
SCHEDULED BY  
QANTAS**

Qantas has announced final prices and details for the airline's new Tennis Tours to Australia.

The Australian carrier plans two 17-day tours next year. One will be led by tennis history's only two-time Grand Slam winner, Rod Laver. The other will be led by Australian tennis superstar, Roy Emerson who has won every major international singles and doubles title at least once.

The first tour will leave San Francisco for Sydney on Feb. 7. The second tour will depart on March 13.

The price, based on the current Group Inclusive Tour fare will be \$1499. □

**NORTH COUNTY  
LAND FIRM  
EXPANDS**

Owners, Greg Poole and Charlie Claycomb have recently expanded Rancho Real Estate with the opening of a second office in Encinitas, at 2236 Encinitas Boulevard, near Rancho Santa Fe.

The realty firm was founded a little over a year ago with the opening of a small office in the growing community of Olivenhain. According to Poole, the office location was specifically chosen as being a relatively undeveloped rural area showing strong promise for growth. "All the basic factors and influences making the formula for successful land investments were present," Poole said. "The area was obviously one of the 'last frontiers' of coastal oriented raw land in the North County area. Apparently we were right. Homes and ranches are popping up all around, land values are climbing fast and our sales are good. Consequently, we opened the second office to accommodate a larger staff."



Greg Poole, owner, and I. B. Holt, broker, watch their sign being painted for the Rancho Real Estate firm, newly located at 2236 Encinitas Boulevard, between Olivenhain and Rancho Santa Fe.

Although the firm's 10-man staff specializes in land sales to investors and developers they are also involved in the sale of the many country homes in the Olivenhain-Ranch area as well as a number of condominium projects in the North County area. The owners note that the firm is also active in forming group investment syndicates.

"I'm especially proud of the calibre and talent of our staff," said Poole, himself a broker for over 8 years. "Our people all have interesting and successful backgrounds and most are brokers themselves. Associates' names familiar to many, include Bill Apple, Bill Scarborough, L. B. Holt, Herb Welp, John Blackburn and Ken Liberty."

Pending new projects for Rancho Real Estate include, Poole mentioned, the development of a new 1-acre "mini-ranch" subdivision. The firm plans to open a beach office this spring in Cardiff-by-the-Sea. □

**NEW SALES REP AT  
COLDWELL BANKER**



Dave Hutchinson

Sales representative Dave Hutchinson has been transferred from the Sacramento office of Coldwell Banker Commercial Brokerage Co. to the firm's Carlsbad office, according to resident manager Walter Chenoweth.

Hutchinson, who joined Coldwell Banker Commercial Brokerage Co. in April of 1974, previously had worked as a project manager for Heritage Hills Construction Co. and Frank Ayres and Son in Orange County.

The new sales representative attended the University of Southern California and Orange Coast College prior to joining the Marine Corps. He later was a partner in an international freight forwarding concern. □

**WEST COAST BANK  
DONATES TRICYCLES**

The Sunshine Club Preschool Program at John Landes Park is nearer its goal of providing tricycles for the youngsters who attend the weekly sessions thanks to the help of West Coast National Bank.

David A. Laski, assistant vice president and manager of the West Coast Bank Vista Way branch, presented a check recently to purchase one of the 10 tricycles the park is seeking.

The Sunshine Club for three and four year old children is run by Geff and Muriel Leventhal to provide a morning twice each week for two different groups of 10 youngsters.

"There are 20 enrolled in the program," Geff Leventhal said, "who come here from 9 to noon twice a week and have a chance to learn a little, play a little and get the benefit of the park and the supervision Muriel and I can give them."

Gus Holton, recreation leader, expressed his appreciation to West Coast Bank for its assistance stating, "Although the parents help support the Sunshine

Club project financially, we needed extra play equipment — tricycles — which the budget could not provide, and we have asked local businessmen and others for help. We are about half way to our goal and could use more assistance."

Persons or businessmen who wish to respond should call 724-2666. Holton or one of the Leventhals will explain the program and its needs. □



David A. Laski, West Coast National Bank assistant vice president, right, presents a check to purchase a tricycle for the John Landes Park Sunshine Club Preschool Program to Nickie Williams. She is assisted by program director Geff Leventhal. Participating are (center row from left) Wade Hodges, Willy Miller and Eric Burton and (bottom row from left) Josie Ramos, Robert McGee and Becky Peugh. All youngsters live in the Thunder Hills section of Oceanside.

**CARLSBAD REALTOR  
WINS STATE  
AWARDS**

Farrow Realtors has won three awards in the statewide marketing competition of the California Association of Realtors, it was announced at the recent CAR convention at Disneyland.

Farrow was the only broker in the state to win three awards in the current year's contest, according to Jerry Farrow, president of the Carlsbad-based realty firm.

"I believe we were the only broker in San Diego County to win an award in the statewide competition," Farrow said after his return from the convention. There were approximately 300 entries in the statewide competition.

Farrow also was one of the speakers at the convention. He discussed the role which condominiums are playing in the housing market, telling the convention that condominiums will eventually dominate the market.

The Carlsbad realtor was reelected chairman of the CAR Public Relations Committee.

The convention drew an attendance of approximately 6,000. □

**PUYANS NAMED  
CORPORATION  
EXECUTIVE**

Michel E. Puyans, Rancho Santa Fe, has been elected West Coast vice president of Benstuart Corporation. George S. Patterson and Benjamin Franklin III, directors, president and vice president respectively made the announcement recently.

Puyans retired as vice president of Great Lakes Carbon Corporation of New York City in 1970 after 25 years of service following 18 years with The New York Trust Company.

Benstuart Corporation specializes in mergers, acquisitions, divestitures and corporate development.

Mr. Puyans has been a resident of Rancho Santa Fe since 1971. □

**NEW OWNER OF  
ENCINITAS FORD**



North County welcomes Mr. Allan Ritchie, new owner of Encinitas Ford, formerly Wayne Gossett Ford. "Red" Ritchie has been in the car business for twenty-two years; the past 17½ yrs with Colonial Ford in National City. □

**FOUNDERS ROOM  
DEDICATED TO  
SCHOOL OFFICIALS**



California School of Professional Psychology (CSPP) officials are pictured in the Founders Room on the San Diego campus. The room was recently dedicated to Nicholas A. Cummings, Ph.D., president of the four CSPP campuses and Maurice J. Zemlick, Ph.D., campus dean. Pictured above are, left to right, Cummings; Mrs. David H. Garfield, regional overseer who dedicated the room; Marshall B. Taylor, chairman, San Diego regional overseers, and Zemlick.



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## NUCLEAR PLANT INSTALLATION

Nuclear plants must be installed without delay to reduce the nation's reliance on low sulfur oil and to hold electric utility rates at reasonable levels, C. M. Laffoon, senior vice president of San Diego Gas & Electric Company, said recently.

Testifying before State Assemblyman Charles Warren's Committee on Resources, Land Use, and Energy, Laffoon said that to delay the installation of nuclear units would create severe and unjustified economic and environmental burdens.

"Our economic analyses indicate that the total energy cost from future nuclear plants will be less than the fuel cost alone from oil fired plants," Laffoon said. "Thus it would appear that it will be economical to install nuclear plants simply to displace generation from existing oil fired plants."

Laffoon said that fuel savings that are expected to be realized from nuclear plants far more than offset the higher capital costs of building such plants.

Operation of a single 100 megawatt nuclear plant instead of a similar size oil-fired plant, for instance, would result in an estimated average annual fuel savings over its lifetime of \$500 million.

"Fuel savings of this magnitude clearly indicate that widespread use of nuclear plants instead of oil-fired plants would greatly reduce this nation's dependence on foreign oil," Laffoon said. "In addition, it would ease the energy cost burden on customers and help protect the quality of the environment by minimizing the emissions from fossil fuels that otherwise would have to be burned."

Large scale conservation efforts are also essential to achieving energy independence, fuel savings and a better environment.

"While conservation is highly desirable and must be pursued vigorously, we cannot overlook the fact that electrical energy usage will continue to grow," Laffoon said.

Although the rate of growth decreased in SDG&E's territory in 1973 and 1974 as a result of conservation efforts, it advanced 9.5 percent in the first six months of 1975, compared with the same time last year.

"While the 1975 sales are well above our forecast," Laffoon added, "we are estimating that energy sales during the period 1975 to 1980 will increase by only 7.6 percent per year and during the period 1980 to 1985 they will

increase by only 5.2 percent per year.

"Our load growth projections have been reduced to reflect the effect of conservation efforts, but in view of the jump in usage during the first half of 1975, it is clear that we will have to work hard to achieve the degree of conservation reflected in our figures." □

## NEWS MEDIA REFERENCE BEING PUBLISHED

A 70-page news media directory covering San Diego County will be published in December, according to the two businessmen who created the reference work.

The book, called Findex, was produced in its original form late last year by San Diego Clipping Service and the Gary Beals Public Relations and Advertising Agency. That edition was sold out last month, according to Don Gullans, owner of the clipping service.

Gullans said response to the book and its monthly up-dating newsletter has prompted the two firms to publish the new edition. "We sold more than 300 books, but the buyers surprised us," he said.

"Some 40 percent of the Findex sales came from non-profit, human care service agencies. Another 20 percent was sold to military, government and education offices. Public relations and advertising agencies and offices plus freelancers bought only 20 percent. Business firms bought 10 percent, as did the news media themselves," Gullans said.

Findex lists editorial and advertising information about all county publications, radio and television stations, some 125 media in all. Names of editors, columnists, program hosts and advertising managers, along with statistics and guidelines for each medium will be provided. Tijuana, B.C., Mexico media also are listed. The new edition will list local stringers for national publications, and newsletters printed in the county.

"Findex is a lot more than just a list of news media," Gullans said. "For example, we publish very detailed charts of radio and television interview programs. The charts show organizations the many opportunities they have to get their representatives on the air. The charts list the name of the program hosts, the times and dates of the programs, formats, themes, and other details."

"In reviewing the year, we are amazed at the many changes in the news media. Small

publications have gone out of business, radio stations have been sold, one newspaper plant burned down and, of course, hundreds of media people have changed jobs or been promoted," Gullans said.

The directory format is 8½ x 11 inches, and is punched to fit a three-ring binder.

The new edition will be delivered in mid-December. The book will cost \$25 in 1976. The Findex mailing address is 4455 Twain St., Suite F, San Diego, CA 92120. □



## THE GRAMERCY PARK HOTEL

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For complete information about The Gramercy Park Hotel please call our Executive Offices: (212) GR5-4320. □

## NEW BOARDING FACILITY OPENS ON RANCH



Larry Jolly, new manager of Del Mar Farms.

Amidst expanses of wide open spaces and rolling hills and within five minutes of the village of Rancho Santa Fe is Del Mar Farms, the newest boarding ranch in the immediate area of Rancho Santa Fe. Owner Helen Testa, after leasing a local facility for some time, opened her own farm in May of this year on El Apajo.

The basic purpose of Del Mar Farms, according to Mrs. Testa, is to "board and care for people's horses," but the scope of that statement can only be realized in examining the wide range of facilities available to the horseman. Included in the boarding price is the use of such facilities as an indoor wash rack, indoor and outdoor arenas, a large tack room, hot walker and miles and miles of trails adjacent to the farm.

The staff offers many services to the horseman including surgery aftercare, special feeding programs, sales preparation, breaking and training.

The barn at Del Mar Farms, built and designed by Cal-Mor Livestock Equipment Company of Rancho California, includes 26 indoor stalls, 32 outdoor sheltered pipe paddocks and eight large, wooden paddocks, all automatically watered.

Jumps are available for English jumpers and Del Mar Farms extends an open invitation to English horsemen to visit and view their facilities.

Larry Jolly, manager of Del Mar Farms, comes to his present post with a rich background in horsemanship. He began his career as a groom at various racetracks in California and later managed the thoroughbred farm of Ferrel Jones, one of the top trainers in California. His most recent position was with El Rancho Mirador of Rancho Santa Fe. Jolly was also employed at Rancho Murieta for four years where he worked under such distinguished veterinarians as Drs. Waters, Simington, Bart Baker and Myron Tom. In addition to his managerial duties he brings expertise in x-ray therapy and other specialized equestrian therapies. □



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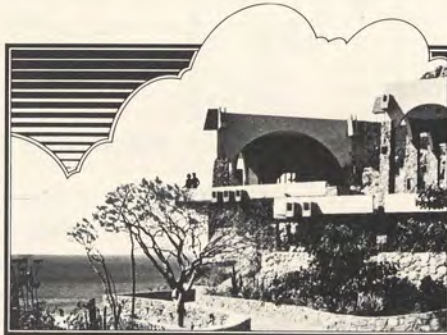
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## In My Opinion

THE CURE-ALL!  
KEEP THE  
PRICE OF GOLD  
DOWN!



by André Levie

Alan Abelson, the acerbic oracle of *Barron's*, has unveiled his secret weapon — the Hysteria Index. It is the price of gold. Every time gold goes down, there will be more peace and other goodies. Which would explain the lofty motivation of ensuing Administrations to help create a gold panic.

For any good panic you need a combination of great nervousness and great volume. London, without ever giving exact numbers, talks about great nervousness. And the recent turnover in Kaffirs, such as 50,000 shares of Vaal Reefs, is evidence of great volume. The usual batch of misleading statements such as: "it (the gold price decline) accelerated when the I.M.F. put 25 million ounces on the market" (*L.A. Times*, September 29, 1975) or *Business Week* single-handedly increasing the amount to 50 million ounces, exacerbate the effects of that great White House inflation fighter, Ms. Virginia Knauer. In the beginning of 1975, Virginia went the 10 Commandments four better by warning American investors against the pitfalls in gold investments. Both she and another anti-gold adviser, the Chase Manhattan Bank, might have rendered greater service by suggesting the avoidance of N.Y. Munis, Reits or New York Stock Exchange seats.

So the apocalypse has been postponed and the way to keep it, while keeping your cool, is obvious. Hold the price of gold down. What a cure-all if not a cure-almost-all. Even without F.D.A. approval, what will this miracle drug cure?

It will cure the troubles in the municipal bond market led by that most noble of civilized cities, New York. Gold, albeit at a bargain price, will show a new horticultural usefulness by making the Big Apple wormfree.

It will cure the troubles of W. T. Grant and, even better, turn the other cheek to our gold-hating bankers by making sure that they are not going to get stuck with over 1/2 billion dollar loan losses.

It will cure, and arrest, the massive transfer of 120 billion dollars in debts incurred by the Twiggies, the underdeveloped nations, in spite of oil

price increases by their friends, the Arabs.

It will cure France, Germany, Japan, Holland, ad nauseam, from the inflationary effects of reflation presently proceeding full scream.

It will cure sterling from plunging below \$2.00.

It will cure Mr. Simon's prophesied 90 billion dollar Federal budget deficits — "sans" off balance-sheet financings.

It will cure the 11 billion dollar of REIT loans that some Wall Street gurus, well after the fact, consider highly obstructive to our banking system's innards.

It will cure the \$18 billion of tanker loans that, in pugilistic terms, couldn't be better defined.

It will cure the historical precedent of a 40% monetization of the Federal deficit, which, according to the fuddy-duddy Austrian school economists, may lead to a 20% — or higher — annual inflation.

It will cure the airlines from their regulatory woes and safeguard the insurance companies, their lenders of first resort.

It will cure our public utilities from punitive legislation by populist or socialist lawmakers and prevent bridge loans from collapsing as if they were straddling the River Kwai.

It will cure our debt society from galloping toward \$3 trillion not considering unfunded pension liabilities or off-balance sheet leasing obligations and it will provide liquidity for any one in need — which is almost every one.

It will cure Spain from going left when Franco turns right, into Heaven.

It will cure Portugal from ever being internally corroded by Moscow.

It will cure the depression in Italy and thus abort further encroachment by the Italian NATO lovers, its Communist party.

It will cure the current euphoria about the Middle East and there will be peace with honor. Again?

It will cure the economics of inflation as practiced by the advisers of the new Democratic Senator from New Hampshire and the whole coterie that, come 1977, will listen to the blandishments of Brimmer, Heller and Samuelson.

It will cure the possible natural gas shortage this winter that will shut off or down manufacturing plants, cities in whole or in part.

It will cure "crowding out" which according to Dr. Henry Kaufman of Salomon Bros. is with us now.

When gold gets low enough, the U.S. may even reinstate its Commandment, call it Knauer's fifteenth, that gold will not ever sell above \$35 an ounce again. By breaking the thermometer, we will have eliminated all fevers. We will have substituted effects for cause. We will have peace instead of panic. Give thanks to Alan Abelson. □



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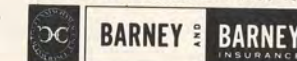
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# News from La Costa

By Zetta Castle



Mr. and Mrs. Joe Tuchinsky



Ruth Roman and Bill Wilson

Oh, I looked charming. Enroute to my work my big toe pushed through my hose and runs were going in all directions. An eager gardener turned on the sprinklers and I got caught in the blast. Nevertheless, curiosity drew me to a small group of people gathered near the entrance to the golf course. Aggressively, I pushed to the front and much to my amazement, I found myself face to face with the former President, *Richard Nixon*. The next thing I knew, I was introduced, he placed his arm around me and cameras began to flash. He was warm and friendly . . . and I thought he looked very well. Obviously, he felt very well, as he had a marvelous round of golf with *Frank Fitzsimmons* and was very receptive to members of the press and media. At the end of the day he returned to San Clemente, quite at ease with his first public appearance.

"The next President of the United States will have two R's in his name." No! This is not a quote from *Richard Nixon*, but a prediction made by well-known psychic, *Kenny Kingston*, at a party held by *Jerry and Bill Randall* in their La Costa home. The 150 guests immediately reacted to the prediction with "Ahh ha! He must mean *Ronald Reagan*." *Kenny* slyly threw them a curve by reminding them there are two R's in *Rockefeller*. But there is always the chance those "know it all" spirits were really thinking of *Sargeant Shriver*.

This was only one of many predictions made by *Dr. Kingston* at the *Randalls'* 64 / NOVEMBER 1975

fabulous ESP party for 'extra special people.' *Bill Gargan*, *Muriel Roston* and *Patty Oberman* were among the subjects who were astounded by the psychic's accurate statements about their pasts and were interested in his predictions for their futures.

*Jerri and Bill* are noted for their parties . . . they have such flair. Their pool area and garden were ablaze with color and the music of mariachis filled the air.

One wandered among gaily decorated booths to select from the sumptuous menu. The dessert booth featured mouth-watering pineapple fritters with an oh-so-rich-calorie-laden sauce . . . even the most figure conscious could not pass up the delicacies. I retract that statement. One guest could and did! *Jackie Pung*, famed golf pro from Hawaii, garnered much attention with her resistance. She's a super gal with a super drive . . . to loose 150 lbs. And she is well on her way. While teaching golf at La Costa, *Jackie* is under the supervision of our *Dr. Phillip Smith* and the Spa. In a matter of a few weeks she has shed 50 of those 150 lbs. As soon as she reaches that 'perfect' figure, *Jackie* will be going from coast to coast making public appearances with her new book on golf.

The *Randalls'* pool had been covered with a dance floor and among those dancing up a storm to the *Bob Voss Trio* were *Marge Sommer* and *Jim Comfort*, *Joanna* and *Ed Curley*, *Gloria* and *Ed Meyer* and *Agatha* and *Mort Winsky*.

*Oliver Duffy*, a La Costa Racquet Club



Mr. and Mrs. Bill Randall greeting guests at their ESP party in their La Costa home.

member and *Burt Bacharach's* favorite tennis partner when at La Costa, has interests other than being rated a super-duper tennis player. He is a partner with *Richard Crenna* in *Shalako Enterprise*. *Shalako* and the *Eaun Lloyd* productions recently produced *The Paper Tiger* starring *David Niven*. *So Duffy* took over the La Costa theatre and held a private showing for some of his tennis buddies. One can see why the film has garnered such fine reviews . . . it's a thriller from beginning to end.

A private plane swooped into *Palomar Airport* the other day. And who was maneuvering the craft? It was none other than *Bill Hayes*. And what lovely cargo: *Nancy Hayes* and *Carol Burnett*. *Bill* was dropping them off for a few days of Spa. Both ladies are divinely slim, but I guess that is why they remain that way. They work at it. As much as I try to delude myself that one is 'born' with the perfect figure . . . it just is not true. Look around at your slim and beautiful friends. Nine out of ten times you will find they are disciplined!

It is a breathless *Pancho Segura* who flies out on weekends to participate in the *Grand Masters Tournaments* and whips back on Monday to supervise his *Pancho Segura Tennis Institutes*. After five days in the camp, you may be weary . . . but you can bet you have improved your game.

Until next month.



Mrs. Bill Weinstein, Mr. and Mrs. Art Harris, Bill Weinstein



Mr. and Mrs. Al Natkin, Mr. and Mrs. M. Vingerelli



Santa Bartell, team captain of the La Costa Women's Golf Association, shows off the trophy, which La Costa also held in 1973, to her team members, who won it again for 1975. La Costa defeated defending champs, San Marcos, in the annual Santa Margarita Women's Golf Tournament that hosts eight local teams. Seen from left are Evelyn Roen, Jean Kelly, Bert Levitz, Jerri Randall, Toni Dowling, Santa Bartell, Agatha Winsky and Shirley Godlis.

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# Lensing In On La Jolla

Notable November and early December events that the La Jolla lens focuses on this month, include the Candlelight Ball and other area events.

The aura of a Mexican Christmas "La Posada" is predominant in the theme and decor for the 46th annual Candlelight Ball sponsored by Scripps Memorial Hospital Auxiliary, December 6th at the La Valencia Hotel, La Jolla. Green boughs and garlands will accent the La Valencia Hotel's charm. As the guests enter, the La Jolla Country Day Madrigal Singers will be softly singing Christmas Carols. Music from the Mariachi band will fill the air with Mexican Christmas tunes. The black tie affair will be one of Mexican tradition and elegance highlighting the warmth and friendship of the friends of Scripps Memorial Hospital.

Scripps Memorial is your community hospital built by donations from the community and Auxiliary activities. Last year in the emergency room alone 18,000 patients were treated. This is a 2½ fold increase in the last five years. Scripps Memorial is a general acute care hospital with specialists on staff in all fields of medicine.

The Auxiliary was organized to cooperate with the management of the hospital in public relations, to promote the welfare of the hospital and of its patients, and to raise money for work in and for the benefit of the hospital.

Committee chairwomen also include: Mrs. Peter Kirm, co-chairwoman; Mrs. Richard Hall, recording secretary; Miss Sharon Siegener, corresponding secretary; Mrs. Janay Kruger, treasurer; Mrs. Henry Hester, Mrs. Richard Riggs and Mrs. William Speidel, donations; Mrs. George Hanzl, hostesses; Mrs. Trigg Carry and Mrs. Thomas Teel, invitations; Mrs. Robert Hansen and Mrs. Hugh Huttleston, music; Mrs. Robert Swanson, reservations and seating; Ms. Linda L. Hygren, publicity; Mrs. Jerry Barber and Mrs. Michael Dessent, decorations; Mrs. K. Mahony Hinds, art and printing; Mrs. Arturo Milhe, La Posada advisor; Mrs. John Carson, advisor; M. Arrison Wood, 1974-1975 Auxiliary president; Mrs. William Speidel, ways and means; and Mrs. Lois Butler, coordinator of volunteers.

La Jollans Mrs. Trigg Carry, — co-chairman with Mrs. Thomas Teel of decorations, Mrs. Linda Nygren, center, publicity chairman and Mrs. Jerry Barber, decorations chairman with Mrs. Michael Dessent — (Mrs. Teel and Mrs. Dessent not in picture.)

L to R Mrs. Michael Dessent, co-chairman of decorations, Mrs. K. Mahony Hinds, art and printing, and Mrs. Thomas Teel, co-chairman of invitations.



La Jolla Beach and Tennis Club members, left to right, Mrs. Conard (Marcia) Will, and Mrs. Peter Kirm are chairman and cochairman respectively of the 1975 Candlelight Ball. Mrs. Will and Mrs. Kirm met recently with committee members at the Beach Club to finalize Ball plans.

Mrs. Jerry Barber, decorations chairwoman and Mrs. Michael Dessent designed the silver plant holders (real plants will be placed in each holder) as centerpieces. Colored tissue paper flowers, straw Christmas tree ornaments and red and green candles will brighten each dining area in the hotel. Mrs. K. Mahony Hinds, art and printing, professionally designed the multi-colored festive invitations and envelopes to carry out the "La Posada" theme. Mmes. Carry and Teel are in charge of addressing and mailing 1500 invitations to the glamorous affair.

This year donation tickets will be sold at the ball. Each person who attends will have his name placed in a ticket drum and donation prizes will be drawn at 10:30 p.m. from the upstairs bandstand. Centerpieces will be sold by the hostesses. Miniature straw baskets, filled

with perfume samples and a scroll listing donations, will be placed at each table as favors for the ladies.

There will be live music during the dinner hour by the strolling Mariachi band and after dinner "The Johnny Best Orchestra" will play on the patio.

Notable November events include organizational events such as La Jolla Opera Guild's "Una Bella Serata," to be held at Verdi's Theater Restaurant, Sunday, November 10. Mrs. Leon Wheatley of La Jolla has named Mr. and Mrs. Gene Dram co-chairmen, of the Guild's fall fund raising event.

Mrs. Hamilton Marston — is Decorations chairman. Mr. and Mrs. Raymond Zvetina and Mrs. Byron Wright are Decorations co-chairmen.

Chairman of Host and Hostess couples is Mrs. La Verne Velechovsky. Reservations, Mrs. Lynn Kinder and Publicity chairman, Mrs. Donald Burgar, of La Jolla.



La Jollans, Mr. and Mrs. Leon Wheatley left, and Mr. and Mrs. Gene Dram will attend La Jolla Opera Guild's fall fund raising event, "Una Bella Serata," the organization's November social event. Mrs. Wheatley is Guild president. Mr. and Mrs. Dram are chairmen of the special dinner party. The foursome were photographed at La Jolla Seville Apartments, where they discussed arrangements for the party.



Finalists of the annual Junior Vets Championship at La Jolla Beach and Tennis Club were Dr. Jack Geller, medical director of Mercy Hospital, left, and Dr. Thomas T. Laughlin of Rancho Santa Fe. Geller won for the third year with Laughlin, runnerup. But it was a close match folks between two outstanding players of the area.



When Mrs. Paul R. Davison, of La Jolla, celebrated her birthday, it called for a family reunion photograph at La Jolla Beach and Tennis Club where Col. and Mrs. Davison hosted a sizable dinner party. From left, standing, Dr. V. A. Salvadorini, of Reno, Nev., General Michael S. Davison, USA ret., of Washington, D. C., Mrs. Davison and Col. Davison,

USA ret. Seated, are Mrs. Mary D. Hayler of Vallejo, Cal., Mrs. Davison, Mrs. Arthur W. Radford, widow of Admiral A. W. Radford, former Chairman of the Joint Chiefs of Staff, Mrs. Davison's (senior) sister, and Mrs. Salvadorini, who with Mrs. Hayler, are daughters of the senior Davisons.



When it was time for the ladies to play in the finals of the women's division of the Junior Vets Tournament at the Beach Club, these attractive women were the finalists who paused for a photo with Bill E. Bond,

club tennis professional. From Left, Mrs. Lamar Majure, runnerup in the contest, Mrs. Gary Graves of La Jolla, won this year's event, as she has in previous years.



But oh when Altadena Town and Country Club came to play versus La Jolla Beach and Tennis Club teams, an annual event it was a tug of war, as depicted by William S. Kellogg of La Jolla, and Lin Shampine, tennis pro of the visiting club, for the coveted Champagne Cup trophy. The cup was won this year by La Jolla. Altadena had won it once before and in 1974, during the 15 year competition for the Cup.



At a first of fall gala, hosted by Mr. and Mrs. Marc Van Buskirk of La Jolla, who summered abroad and with their family, lived near Paris most of the time, many Beach Club members gathered at the Van Buskirk home to welcome home the travelers. Van Buskirk heads International Vending Company which entails world traveling for the couple.

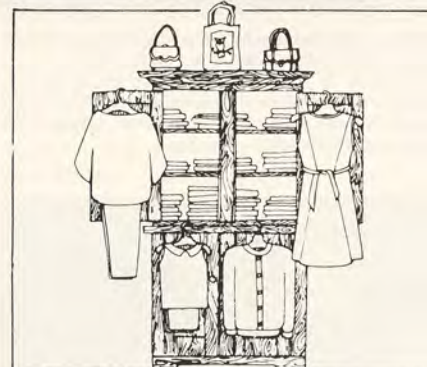
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Winner of Holiday Magazine Award

Dr. Spencer Johnson, Publisher and Founder of Value Communications, Inc. recently announced that Charles C. Tillinghast III has been elected President of the La Jolla, California based publishing company. Mr. Tillinghast was formerly President of CRM Books, prior to which he was a Senior Vice President of the Boise Cascade Corporation.

In early November Value Communications will publish the first four volumes in its ValueTales series. ValueTales, which are aimed at a juvenile audience, are "tales of great people happily illustrating a better sense of values." Dr. Norman Vincent Peale described ValueTales as "... the most creative and interesting method for teaching values in a fascinating manner I've seen in years." The first four volumes, illustrated in four colors throughout, involve tales of Louis Pasteur, Helen Keller, the Wright Brothers and Elizabeth Fry and demonstrate the values of Believing in Yourself, Determination, Patience and Kindness, respectively.

At the time the announcement was made, Mr. Tillinghast said, "I am delighted to be associated with Dr. Johnson on the ValueTale project. ValueTales offer a wonderful way to help children establish a better sense of values in today's confusing and often contradictory times."

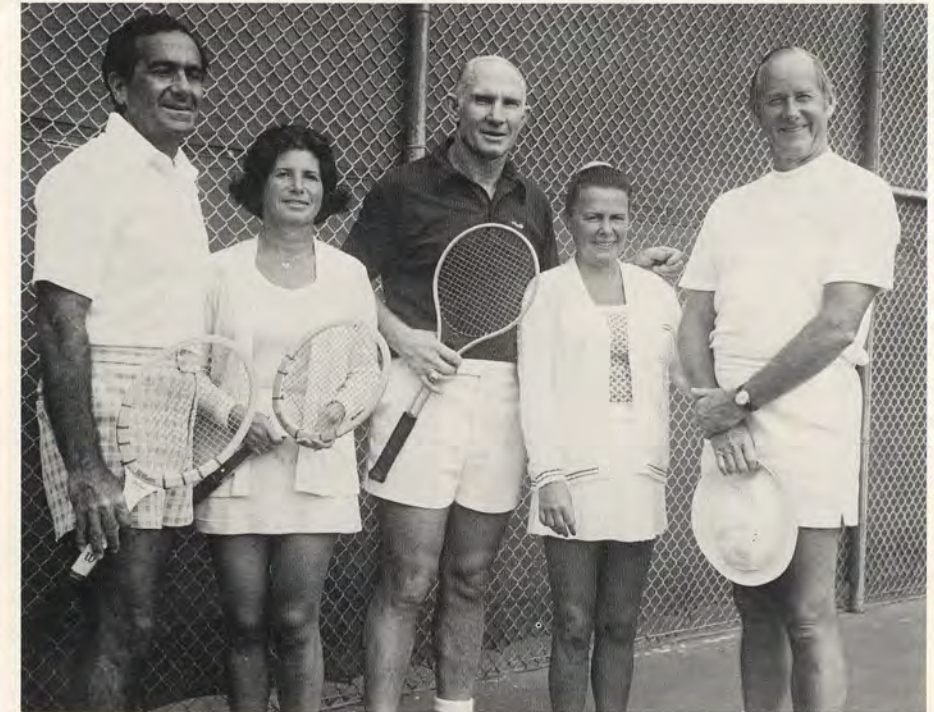
Dr. Johnson said "Mr. Tillinghast brings to Value Communications the experience and skills that will allow us to successfully launch this exciting new publishing venture."

Spencer Johnson lives with his wife, Ann, and son, Cameron, in La Jolla. His education includes a degree in psychology from the University of Southern California, an M.D. degree from the Royal College of Surgeons in Ireland, and medical student clerkships at the Mayo Clinic, Harvard-Massachusetts General Hospital, and Los Angeles Children's Hospital. After completing a Canadian internship at the Victoria Hospital, London, he entered the field of medical communications, authoring and publishing a number of books and articles.

Dr. and Mrs. Johnson have developed the ValueTale series based on the philosophy that: "There is great pressure put on children now to achieve material success, but it is much more important for youngsters to develop into sound people. If children can grow up with the kind of values which the books' heroes and heroines display, they can become happier people, and, if it is meant to be, the achievement part will probably take care of itself."

Steve Pileggi is currently Art Director of a commercial studio in San Diego. He became associated with ValueTales after Dr. Spencer Johnson saw his colorful animal characters decorating the walls of the Pediatric Wing at the University of California Hospital in San Diego. His paintings are young, optimistic and fun. They have the qualities needed to entertain a child and perk up his spirits.

His art appears in ValueTales for just this reason — to make children happier while they are learning. □



When the recent convention of Kodak Chemical Products, Inc., was held in San Diego, these officers and committee members of the group stayed at the Beach Club where a special dinner party was held. From left, Mr. Bruce F. Roberts, Vice President of the company in New York, T. A. Tittle, president of Tittle

and Jones Insurance Co., San Francisco, and Mr. and Mrs. Garrison C. King of Los Angeles. King is West Coast District manager. The company manufactures Kodol fiber, used in Men's and Boys' apparel, among other products.

# Net Gains

## MATCH-UPS AND MATCHES

Whispering Palms Tennis Club staged its annual mixed doubles tourney over the week-end of Sept. 20 and 21 with matches in Divisions I and II as well as consolation events. Three-setters and tie-breakers were liberally sprinkled throughout as play was close in all brackets.



by Dave Martin

Murray and Katie Warmath, new W. P. members, captured the Division I Championship by defeating the number one seeds, Pat Maloney and Charlie Gawle, in a close match in the finals.

The consolation I winners were Esther Millikan and Hal Butler.

Pauline Lessman and Tom Martinez upheld their first seeding in Division II by defeating Denyse and John Gaffney by scores of 7-5, 6-7, 6-4. Consolation II winners were Linda and Walt Strangman over Gail and Steve Goldberg.

Preparations are under way for Junior Round Robins to establish challenge ladders and league teams for young players at W. P. Both girls and boys will be competing.

More on "tactics" — Actually there are several levels of tactics one may rise to as his skills improve and his ability to control the ball increases.

Level I: For the beginning player the basic strategy should be to return the ball just one more time than the opponent. While it seems simple enough on the surface, this primary level objective requires basic stroke skill, effective eye-hand coordination, and enough agility to get to the ball. These skills are developed through diligent practice until they become automatic. Attempting to "by-pass" this basic steadiness factor and move on to other levels where velocity or directional control are involved would be like building a house on a foundation of sand. The building never reaches completion. More levels in future discussions.

Are you a "step-saver" who often stops a ball still in flight when it is obviously going out? If so, take warning! It may not be so obvious to your opponent and, under Rule 15, he is within his rights to demand the point if the ball has not bounced outside the court lines before your contact is made.

Remember, whether on serve or during the succeeding rally, a ball is presumed to be good until it has bounced outside the applicable boundary lines. Even in those instances where you are struck accidentally by the ball still in flight you forfeit the point.

On your side of the question, once the ball has contacted the court outside the lines the point is ended. This is true even though you may actually return the ball, as often occurs on shots near the lines. Just make your out call clearly and as early as possible after the bounce.

Are you avoiding the spin serve? If so, and you want to improve your control and velocity, you are simply delaying the inevitable.

Actually, you are probably hitting a spin serve already, although perhaps not intentionally, since virtually every ball that leaves your racket has some type and amount of rotation.

Try watching the ball closely as it

leaves your racket. You should be able to see it turning (depending upon how it has contacted the strings).

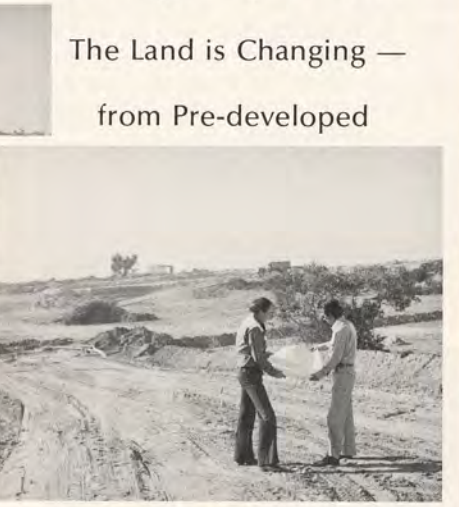
Now for the crux of the matter! Since a spinning ball tends to curve in the direction of the rotation, unless that inevitable spin is intentionally produced, how can one predict that direction and thus learn to control the ball?

Secondly, as your skill and velocity increase you must serve closer to the net (which already catches far too many serves) unless you can learn to make the ball spin forward. The resultant forward and downward curve allows you to hit with increased velocity while maintaining a safer margin for error above the net.

Try it? You'll like it. □

# NORTH COUNTY LAND...

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to Development

## NORTH COUNTY LAND— INVESTMENT OPPORTUNITY

The above photos are typical of how raw land is rapidly becoming developed land in the fast growing North County, especially in the coastal-oriented areas. Everywhere you look — new tracts of homes, shopping centers, industrial parks, all kinds of new developments. Consequently, land values are rising fast. Fortunately, there are still a number of large and small, close-in parcels of pre-development land available at affordable prices. Let one of our investment counselors show you how you can really profit from the tremendous future growth coming to North San Diego County.



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WHISPERING PALMS

Whisperings



by Jane LaCroix

According to the general consensus at Whispering Palms C.C., the only thing that beats the anticipation of a wonderful cruise, motor trip or air travel to foreign shores, is the joy of returning safely home to beautiful Southern California! This was the opinion of the *Leith Maclvers* of Solana Beach, the *Jim Smiths* of Del Mar and the *Hank Wattsons* of Rancho Santa Fe.

The *Leith Maclvers* joined seventy-five Shriners (and their wives) from Al Bahr Temple, San Diego and flew to Vancouver for a spectacular trip to Alaska, the land of magnificent contrasts. Boarding the S. S. *Xanadu*, they cruised the Inland Passage, viewing the snowcapped mountains reflected in the deep blue waters of Clarence Strait. At Ketchikan, Alaska's Gateway City, they met one of the foremen of the Alaska Pipeline who described the problems they have encountered and showed how each has been solved.

Juneau proved an exciting city and the Mendenhall Glacier an awe inspiring sight. From Skagway, a small town tucked into a tight valley, the *Maclvers* took a railway trip to Lake Bennett in Yukon Territory, a winding colorful ride over trails that were trod by many prospectors years ago. Their next stop aboard ship was Glacier Bay. Boats were lowered and *Leith* and *Gloria* took pictures of the S. S. *Xanadu* gliding between large blue ice floes. The Captain sounded the ship's whistle causing huge boulders to tumble into the sea, a truly breathtaking experience. In Sitka, an old city reflecting the charm of an early Russian settlement, the *Maclvers* purchased totem poles from the Tlingit Indians, a lasting memento among many memories!

Nostalgia for the many places he saw over twenty years ago as a Navy officer during the Korean war and a desire to share this with his wife, was the reason for the *Jim Smiths'* recent trip to the Orient. They chose to travel by freighter and it was indeed a wise choice! Boarding the S. S. *Oregon Mail* in Seattle, they arrived in Yokohama twelve

days later and had the pleasure of viewing the city with two of its residents who had been fellow passengers aboard the freighter and had come home after a visit to the States. Returning to the ship, they sailed around the Hakone Coast and *Jim* and *Jerry* had the thrill of seeing the classical cone of Mt. Fuji at sunrise, then on to Nagoya, noted for its cloisonné enamels and porcelain. In Kobe they disembarked for three weeks of touring.



The *Leith Maclvers* on Glacier Bay, a truly breathtaking experience.

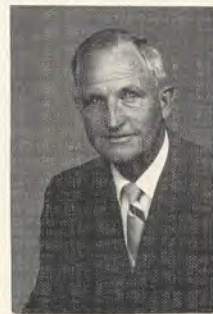
Unlike the huge extremely modern city of Tokyo, Nikko proved to have many intricately ornate and colorful shrines and temples, the centuries old cedar trees as a backdrop. In Hakone the *Smiths* stayed at the lovely old Fugia Hotel and visited Nara with its Deer Park, aptly named because of the hundreds of tame Japanese deer that roam about and bow for cookies (purchased for that purpose). They found the seaside resort of Toba still agog from the May visit of *Queen Elizabeth* and *Prince Phillip*. They visited the pearl farms, founded by Mikimoto who discovered and developed the process of growing cultured pearls, and watched the women divers from a visitors' building.

*Jerry* and *Jim* found Kyoto, the old capital of Japan and still the cultural center, a fascinating city and enjoyed wandering the tiny back streets with its 2,000 temples and shrines and hundreds of restaurants. When there is no English menu, one takes the waiter outside and points to the plastic display in front, hoping for the best! Kobe beef (from beer-fed and massaged steers) is reputed to be the best in the world, but to the *Smiths* (born and raised in Missouri) it didn't compare with a good Kansas City steak!

One of the many incidents of friendliness they experienced occurred in the picturesque town of Kurashiki. A young Japanese man offered to take a picture of the tourists together and then invited them to his elegant pastry shop which has been in his family for five generations. They were treated to delicious fig-filled tarts and presented with a beautifully wrapped box of candy!

On the interesting island of Kyushu they visited Beppu, noted for its hot springs and boiling ponds that are used in many ways, including raising alligators. On nearby Mt. Takasake there are hundreds of wild monkeys with short tails who swarm from the hills at feeding time, hungry for their fare of sweet potatoes!

The farthest spot of the *Smiths'* tour was Nagasaki with its well known Peace Park. From there they took a train to Osaka before returning to Kobe and boarding the USS *Washington Mail*. *Jim* was astounded at the economic and technical advances that have been accomplished in the past two decades. He agreed with his wife that Japan is a land in transition, doing its best to maintain a balance between the old and the new!



*Jim* and *Jerry Smith*. Japan twenty years ago and today!



The much-traveled *Hank Wattsons* are quick to admit that there was a portion of their forty-one day Eastern Mediterranean trip they could have "done without." After visiting four Russian ports they agreed with many other tourists who say the Russian people are dull and there's not much to see! However, it was difficult for them to decide which of the four Greek Islands (Patmos, Mykanos, Rhodes and Crete) they liked the best and they enjoyed Rome despite the fact that it was jammed with people for the Holy Year and the canonization of the first American born Saint. A short visit to Sorrento and Capri slowed the pace before going on to Florence to view some of its wonderful art museums. In Venice they were hailed in loud Italian tones by none other than their Whispering Palms neighbors the *Tony Eannuccis*, which goes to prove what a small world it really is!

For the *Harvey Stubbsjoens*, who were one of the first couples to move into the Whispering Palms condominiums, it was a one way trip! He has accepted a Professorship in Teaching Design at Nova Scotia Technical College in Halifax. Having done his undergraduate work at Manitoba, *Harvey* is quite familiar with Canada and after twenty years' experience in architectural design he is more than qualified for the position. An added challenge is the fact that he'll be able to practice architecture and is taking with him a commission on a Medical



*Hank* and *Wally Wattson* aboard the *Royal Viking Sea*.

Center in Akron, Ohio. *Darleen* and he are also looking forward to the "free" summer months when they'll be able to tour Europe and perhaps (who knows!) vacation in Southern California!



*Harvey* and *Darleen Stubbsjoen* — from Whispering Palms to Nova Scotia.



For the non-traveler there are plenty of advantages; the comfort of home, the absence of packing and unpacking and the endless opportunities of meeting visitors from throughout the United States and foreign countries.

*Harry Obitz* and *Dick Farley*, originators of "The Swing's the Thing" golf method sponsored by Golf Magazine, helped bring some of these interesting visitors to Whispering Palms recently. The thirty-six students attending their seven day golf school came not only from California but also Texas, Arkansas, Seattle, Albuquerque, Arizona, Montana, Chicago, New York, Switzerland, Bermuda and Taiwan. They had a day's tutelage under *Dave Marr*, former PGA Champion and popular TV Golf Commentator, in addition to intense personal and group instruction by *Messrs. Obitz* and *Farley* and their trained staff.

The success of this method of teaching can be attributed to the fact that it is limited to four fundamentals: 1. Addressing the ball with the blade of club square to the target. 2. Take away — with a full shoulder turn. 3. Retaining tilt — the position taken when addressing the ball. 4. Release with right side — heel, knee, hip and shoulders (in that order). With a week to learn these basics, a happy approach is taken by the pupils, one of whom said, "This is the best money I've ever invested!"

It has grown from five schools the first

year to fourteen in 1976, one of which will be restricted to "alumni." At the conclusion of the course, each individual was given cassette tapes, a final evaluation and recommendations for continued improvement.

But, for Whispering Palms member *Harry Petridge*, further golf instruction is unnecessary! He won a division title in the semifinal round of the Hole-In-One Cancer tournament at Mission Bay Golf Course by hitting an 8-iron shot two inches from the cup on a 135 yard hole! He then tried his luck at the Los Angeles Dodger Stadium, competing against four men and six women finalists. *Harry* came in second, placing a wedge shot eight feet from the flag, losing to a teenager by only two feet. This, however, is not the only thing that he is to be congratulated upon. *Helen* and he recently celebrated their wedding anniversary and had an identical picture taken to one that had been snapped thirty years ago in Bend, Oregon with *Helen's* brother, sister-in-law, and their two children. Needless to say, the girls are now as tall as everyone else and have five children of their own!



*Helen* and *Harry Petridge* before and after thirty years of marriage!

Also to be congratulated are the *Clarence L. Wolfes* whose daughter, *Barbara Lynn*, became the bride of *Anthony C. Nelson* in a double ring ceremony officiated by the *Rev. Tally Jarret* at St. Peter's Episcopal Church. *Barbara* is a third generation Californian. Her mother is the daughter of *Mr. and Mrs. Albert W. Zuerner*. *Mr. Zuerner* was an electrical contractor and the first rural mail carrier in Del Mar. *Barbara's* great-grandfather, *Walter E. Hyer*, was a well known building contractor in Del Mar as well as the town's first postmaster, having moved there with his family in 1916.

Now, sixty years later, I say ta-ta till next month! □

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# Living Around Town

PHOTOGRAPHY BY ALICE DUTTON



During the closing days of Del Mar Thoroughbred's record breaking season, a pictorial "Wrap-up," at the Turf Club and elsewhere in North County is included in this issue. □

◀ Mr. and Mrs. John C. Mabee, and family members, including Mr. and Mrs. Larry Mabee and their son and daughter were present, when "Hail and Farewell," one of the thoroughbreds owned by the senior Mabees won at Del Mar Thoroughbred Club, during the 1975 season. Mr. and Mrs. Mabee also gave a preview of their new farm, The Golden Eagle, near Ramona, where they are engaged in raising and training of thoroughbreds.



When officers and members of the San Diego Convention and Visitors' Bureau met for their day at the races at Del Mar Thoroughbred Club during the recent 36th season, Mr. and Mrs. Dal Watkins of San Carlos, left, and Mr. and Mrs. Dall De Weese of Pt. Loma, attended together. Watkins is president of the San Diego Convention and Visitors' Bureau, and De Weese is an honorary life member of the organization.

◀ San Diegans Dr. and Mrs. Al Anderson, left, of Pt. Loma, and Mr. and Mrs. Gene Gregston think they have a sure thing for the next race.



Among visitors to the Mabee farm were Bob Holmer of La Jolla, Ione Higgins and Richard A. Grihalva. Look, no smog!

◀ When officers and members of the American Federation of Television and Radio Artists held their day at the Del Mar Thoroughbred Club this foursome was among the sizable group attending. From left, Dennis Hulmes, vice-president of the organization, Jacqueline Walters, Ex. Sec'y, Ron Sweig, Independent Producer, and Jim Donohue, T.V. Productions, Director, right.



Attending on Las Patronas Day at the races were the family of Mr. and Mrs. Karl B. Didricksen of La Jolla, right. Mrs. Didricksen is incoming president of Las Patronas of La Jolla, which annually sponsors the Jewel Ball at La Jolla Beach and Tennis Club. Mr. and Mrs. Karl A. Didricksen, Sr. are at right.



Mr. and Mrs. Carleton Lichty of Coronado, look pleased as they pick a winner at Del Mar when they attended the races. Lichty is Chairman of the Board of the Bureau ▲



An attractive floral arrangement at Del Mar Turf Club invited this picture of Mr. and Mrs. Harold Starkey, Jr. of San Diego when they attended the races on the San Diego Convention and Visitors Bureau Day at the races. ▲



Junior Leaguers reported on a successful day at the races during the recent 1975 season. From left, Mrs. Kenneth E. Herron of Coronado and Mrs. Joseph B. Mullen of San Diego.



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**RANCHO SANTA FE**

*Meanwhile, back at the ranch...*

**DEAN WITTER  
OPENING**

The warm and friendly opening of the Dean Witter office in Rancho Santa Fe was an outstanding example of conviviality between stock brokers and their friends.

Mr. Harvard Hill, vice president of Dean Witter for Southern California, took this opportunity to introduce his new Assistant Vice President, Mr. Robert H. Denton, to a myriad of North County residents. The guests came from many towns to celebrate the convenience of having all of the extra services offered by Dean Witter close at hand. Compare the computer which generates advantageous buying and selling signals at the critical moment with the world's greatest input of information. This is only one of the strikingly modern operations of the Dean Witter firm.

Known for its gracious atmosphere, the Dean Witter tradition was thoroughly upheld by the fiesta feeling at the party. An extremely fine mariachi band provided excellent music; several beautiful tables laden with cheeses, fruit, pastries, imported breads and an array of succulents, invited everyone to feast and, of course, liquid refreshment was unlimited.

The Dean Witter original code of business ethics, trust between broker and client, has remained intact and unblemished because of the company's representatives for 51 years.

Mr. Hill and Mr. Denton are proud to open their doors to a superlative community whose record of top executives in the nation is undisputed. The high caliber of investors in North County presages the natural advent of one of the finest brokerage houses in the business — courteous and congenial, Dean Witter. □



▲ Harvard Hill, vice president of Dean Witter for Southern California with his lovely wife Janet.

Left, Brock Cowan, Dean Witter account executive with Marshall S. Campbell, manager of California First Bank, Rancho Santa Fe.

Tom Alexander, manager of two North County offices of Central Federal Savings and Loan.



▲ Left, Roland Baggot, assistant vice president of Dean Witter, Scottsdale, Arizona with Girard (Bud) Brewer, Jr., of Capital Guardian Trust, Los Angeles.



Gloria and Earl Wallace enjoying refreshments with Mercedes and Bill Van Horn. Both couples are from Escondido.

Robert Denton, assistant vice president and office manager of the new Rancho Santa Fe Dean Witter branch.



Living's Mary Ruhmland and Jim Voelz, Dean Witter account executive.



Harvard Hill with Helen Niedzwiecki, Dean Witter employee.

**NOVEMBER PLAYS  
SET AT OLD GLOBE**

Balboa Park's Old Globe Theatre announces two plays opening this month and continuing into December.

"The Pursuit of Happiness" by Lawrence Langner and Armina Marshall Langner opens Nov. 18 and continues through Dec. 21. The play is a vigorous comedy of charm and character centered around the early American custom of bundling. Set during the American Revolution, a patriot's outspoken declaration of man's determination for freedom against oppressive, self-appointed moralists added to the significance of this uniquely American comedy.

Performances run nightly except Monday at 8:00 p.m. with matinees Sunday at 2:00 p.m.

On the Carter Centre Stage adjacent to the Old Globe Theatre in Balboa Park is "The Hot L Baltimore" by Lanford Wilson, recently adapted into a weekly television series. The play revolves around a once-splendid, but now run-down seedy hotel which within a month is to be demolished. Absorbed into the small world, which is about to collapse, are the residents and staff who are bawdy, funny, compassionate, tender and sometimes cruel. There are no heroes or villains, just real and understandable people who offer insight into our own lives. "The Hot L Baltimore" received the 1973 New York Drama Critics Circle Award.



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# Peeling Gems O' Side

by Kitty A. Peeling

No doubt diamonds are a girl's best friend, but usually there is a better friend who bestows those glittering trinkets on the little darlings. I never was so fortunate, but I have the next best thing — a best friend who is connected with the American Diamond Company of La Jolla, Santa Barbara, and other California cities. She is *Mary Ruhmland*, the dynamic sales manager for *North County Living* magazine. *Mary* in her off time sells diamonds for *Chuck Higgins'* and *Tom Baker's* company. In my roving life I've seen diamonds sparkling on most of the famous belles of our times. Outside of the Crown Jewels in the Tower of London (and the Arabian Royal jewels!!) the American Diamond Company's collection of diamonds is the finest I've seen.

One icy October morning it was displayed by *Tom* and *Chuck* for *Mary*, myself and *Heather Taylor*, one of our outstanding portrait painters and appreciator of precious gems.

We viewed packets (that's the way importers sell them — sorta by the yard) of carat, half-carat and one-fourth carat dazzling stones. Let me tell you it's an unforgettable experience to play around with 48 one-carat diamonds as you make your own designs! Wheeeee! Up to my wrists in diamonds!

*Tom* and *Chuck*, with personality and charisma galore, were stock brokers who became disenchanted with stocks and bonds. They wanted to sell investments to their clients that were sound and would not fluctuate with rumors or inside manipulations, so they became interested in diamonds and now are a Mecca (wholesale) for the investor who wants a gilt-edged security that hasn't gone down in value for 41 years. DeBeers, leading diamond merchants all these years, predict that in about twenty years the diamond mines will peter out; and *Forbes* magazine said "diamonds have gone up 40% each year since 1970 and will, no doubt, continue to do so." And then there are all kinds of heart-warming legitimate inheritance-income tax loopholes for the shrewd investor!

It isn't all champagne and orchids being in the diamond business. *Tom* goes into the African bush country to barter for his diamonds in the "rough." It's a real gamble. For instance: A 240 carat "rough," when cut, may yield nothing but industrial stones, or small "salt and pepper" stuff, or, if you're lucky, maybe a one-carat stone and some smaller ones.

From such a recent safari *Tom* brought home a rough 44-carat diamond that yielded the world famous Pink Butterfly, even death that greed for diamonds has seduced men into.

11.38 carats and its sister, a "small" pink pear-shaped gem of 5.24 carats. (The only pink stones of this size and cut in the world!) A flawless, perfect color diamond would cost \$7500 a carat and you would be miraculously lucky if you found one after a two-year search!

The largest diamond ever found was the Cullinan. Uncut it weighed 3,100 carats. Cut, it produced nine major stones. Good diamond cutters are rare. The best in this country are in New York where the American Diamond firm's cutters are. (From all over the world the best cutters have gone to New York City because of the high pay, about \$150.00 a carat.)

Only 50 out of every thousand stones mined yield a quality diamond. The rest are used industrially. They are the hardest substance in the world, but (few people know this) they will chip, scratch and shatter because they are brittle.

The smaller stones were shown to us in their snug little packets. The rare name gems were displayed on velvet. We had to be most precise in our handling of them. One slight slip and even the smallest jewel can be irrevocably damaged.

Diamond quality is described numerically. For example, VVS 1. Meaning: Very, very slight, containing only one flaw or inclusion. The size and weight is measured by carats; and the color starts alphabetically at "D" and a "J" stone is considered fine. (Even a VVS 3-J would cost a "pretty" penny.)

European women have always favored colored diamonds. Many of them are shrewd investors and have colored stones to match their ensembles. (What a way to enhance your beauty and at the same time, have a gilt-edged security. Never saw a gal yet with a necklace of \$50,000 stock certificates! Kinda like having your cake and eating it too.)

American women are now buying colored diamonds. It is quite the "in" thing to do, especially when a beginning investor can start with a "packet" as low as \$500. The American Diamond Company has a very powerful Gemoscope that pierces and magnifies diamonds fifty times greater than a jeweler's loop. They guarantee all their gems with a signed certificate from a G.I.A. (Gemological Institute of America) graduate gemologist who impartially analyzes each stone with scientific instruments, records all vital statistics and gives you a signed appraisal so you know exactly what you are purchasing.

As I looked at these myriad exquisite, flashing Circes I thought of all the tales of double-crossing, deceit, intrigue and

even death that greed for diamonds has seduced men into.

What will become of the saga of the new Pink Butterfly in the years to come? Like the Hope diamond, will she create murder? Will she grace the neck of a beloved woman? Will she be locked away in a dark, musty vault? Will she be hidden by a miser and gloated over secretly at midnight? Shades of *Ian Fleming!*

Yep, diamonds are forever, long after we and our desire for them are dust. And, according to the ecologists, if we don't mend some of our ways, diamonds will be here long after our species has disappeared from the face of the earth! □



"Diamonds come in mighty handy," say Mary Ruhmland, Heather Taylor and yours truly (I am wearing the 24-carat Champagne diamond, very like the one Richard gave Elizabeth).

# Nitbits

Summer was certainly an exciting time for having parties for friends going on vacations. And then when said friends returned, they gave parties to show off their acquisitions.

*Nancy* and *Galen Moore* visited their "ole Virginny plantation" and came back with a wonderful 32-pound priceless smoked ham which they shared with friends around the pool of the Villa Camino Apartments.



Phil Pusatory, Pat and Emil Wayland, Galen and Nancy Moore "ham" it up.

Oceanside's Mayor *Howard Richardson* had to do three weeks without his gal *Friday, Ruth Owens*. She visited her military son and family in

Alaska. *Ruth* traveled via the inside passage, truly one of the most beautiful trips in North America. On returning, she had close friends over for bridge and a baked ham dinner followed by "baked Alaska" and scads of ice cubes submerged in high-balls.

*Patty* and *Dick Halbert* flew back to Menasha, Wis. to visit her passel of relatives — and cheese factories. We all sampled the cheese they hors d'oeuvred us with at the dinner they gave when they came back. The dinner also greeted and honored *Peggy Bushyegger*, a dear friend visiting from Taiwan. She and *Pat* taught at the same school in the Philippines. *Peg* brought her hostess a bread and butter gift that would have tickled the shackles of Ripley's funny-bone — a Korean flycatcher! *Betcha* never saw one. It's kinda like an inverted spittoon, with the mouth curved back in. The bowl is filled with honey water and when the flies crawl up the neck of the upside vessel to get the honey, being lousy swimmers, they drown! And it's made in beautiful cut-glass yet!

*Chuck* and *Emmy Van Pelt* always spend most of the summer fishing down the Sacramento River, but thank God, when *Emmy* entertained her D.A.R. group, not a fish was in sight (can't resist) but she did entertain on a grand "scale." Twelve bridge tables of gals enjoyed luscious food, spicy gossip and bridge.



Nell Woodward, D.A.R. treasurer; Beatrice Hood, Regent; Emily Van Pelt and Josephine Rowe eat their cake and have it too.



Granddaughter *Sidney* and Papa-son *Jim Folts* beam on the new Mr. and Mrs. *Alexander Donald Lamb*.

But *Eve Folts* captured the biggest surprise of all. Besides bringing home gifts from her vacation in Mexico, she

brought home a fiancé! She immediately entertained us with her wedding and *Pat Halbut* (matron of honor) and I (Oh Lord, always a bridesmaid, etc.) gave her a reception, attended by one of her Oregon sons and a granddaughter.

*Eve*, director of the nursing program for the Fallbrook schools and *Don Lamb*, a retired Texas lawyer, will live in Oceanside where *Don* is as enamored of the weather as of his new bride.

North County Press Clubbers always look forward to the gala party the Del Mar Racetrack Association throws for us. It is a magnificent "freebie" at the Turf Club with fine liquor and food and fascinating women and fast horses. (The only glamorous male there was *Chill Wills* and he ain't all that glamorous.)

We have *Dan Smith*, head of Public Relations, to thank for this blessed event (Can't resist: I came out "fatter" than I went in by \$7.00!).

It is with pleasure we learn *Dan* has been kicked upstairs with a promotion. He will now, as director, have complete year-long supervision of planning advertising and publicity for the track. Welcome to North County, *Daniel*.

Now that you and your family have settled in Del Mar, we hope you will give some of your excess energy to civic affairs!



*Dan Smith* hands happy secretary *Jan Hart* the invitations to be mailed out to us 200 Press Club Members!

The residents of Carlsbad-by-the-Sea are busily working on their annual bazaar for Nov. 21 and 22. Most of these people are talented knitters, crocheters, designers and sewers both by hand and machine. A great many North County people look forward to purchasing Christmas gifts at this event, put this on your calendar.

And according to "Sis" *Dexheimer*, one of the co-ordinators, you might pick up that different and unusual Xmas gift you have been looking for.

And welcome, welcome to *Boyd E. Sharp, Jr.* who has just built a beautiful home on Avenida Maravillas in Rancho Santa Fe. *Boyd* is the new manager of Shearson Hayden Stone Inc. He thinks the sun of the Ranch is pure Heaven after those Seattle rains! □

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# Association Bulletin

## MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, SEPTEMBER 4, 1975, 9 A.M., BOARD ROOM

**Present:** President Wrenn, Vice President Hoover, Directors Barclay, Arnold, Day, Fitzhugh, Olin

**Also Present:** Manager Grahl, Counsel ZoBell, Bldg. Comm. Mowery, Secretary Spain, Association Members, Press

### MINUTES OF PRECEDING MEETING

The Minutes of regular meeting held August 21, 1975, on motion made and seconded were approved.

### PERSONAL APPEARANCE

**Mr. Guy E. McCorison — Off Street Parking.** Mr. McCorison presented three plans for use of Association office parking areas. Manager Grahl was requested to obtain estimates for cost of construction.

### NEW BUSINESS

**Art Jury request for control of signs on Covenant property.** Manager Grahl briefly explained unauthorized signs being used throughout the Ranch. Following discussion, it was determined that a statement concerning these signs would be published in the next notice or newsletter developed by the Community Relations Committee.

### REPORTS

**Building Remodeling Committee** Chairman Barclay reported Shelstead Construction Company has revised its quote to \$55,900, omitting some items with which the Committee agreed. Proposals on furnishings and equipment indicate a cost of approximately \$36,000; Manager Grahl is obtaining further quotes. The total for remodeling, \$56,000 for the building, \$36,000 for furnishings, and \$10,000 for contingencies, is \$102,000.

**Finance Committee** Chairman Barclay recommended to the Board an Association assessment of \$.70/\$100 assessed value for Fiscal Year 1975-76. Member Fitzhugh suggested funds for remodeling Association building could be obtained through loan from a bank or Association obtain a line of credit. Chairman Barclay will investigate the cost of line of credit. Member Arnold suggested that the forthcoming community letter explain expenses of remodeling.

**Golf Activities Committee** Chairman Day reported loss of some greens due to fungus, and the 9th green is being fumigated and reseeded. A letter explaining course conditions was posted on the Course bulletin board and published in the DIVOT. There are 409 Regular and Associate golf members.

**Community Relations Committee** Chairman Arnold announced three new members: Richard L. Cormier, Richard G. Porter and Dr. Lawrence Steinberg. Mr. Cormier replaces Mrs. Gwen Whitehead on the Bicentennial Celebration Committee.

**Park and Recreation Board** Chairman Olin reviewed projects underway: (1) improvement of trail to 200 feet on San Elijo Trail; (2) 75 trees have been planted on Las Colinas Trail; (3) turn-around development on Las Crescenta is in progress; (4) ends of the center divider of the Village Mall are to be bricked to make pedestrian traffic safer; (5) crews are working to clear trails; (6) 42 Ash trees will be planted along Los Morros south of La Granada; (7) undergrounding of utilities on Paseo Delicias will be completed October 31, and a completion ceremony will be held at that time.

**Audit Committee** Chairman Barclay reported Arthur Young & Company representatives presented the draft of their Audit on August 21 and Final Report on September 3; total cost of Audit is \$5,000. Attorneys had assured the Auditors that there would be no financial impact or adjustments due to present litigation, and that there were no major policy questions to be resolved.

**Finance Committee** Chairman Barclay stated Committee had reviewed Personnel Policy and felt it was very important that a Personnel Board be established. Adoption of a Personnel Policy will be on the Agenda for the next Board meeting.

Motion was made, seconded and passed that the \$40,000 Treasury Bill maturing September 11 be invested in another Treasury Bill September 15.

**Planning Commission** Chairman Fitzhugh stated Jonathan Gibson was a new member of the Planning Commission. A letter was filed with Environmental Review Board questioning aspects of the Draft Environmental Impact Report for Rancho Zorro.

**Insurance Ad Hoc Committee** Chairman Fitzhugh stated he had reviewed Employees Benefits and Pension Program, and entire program needs revision. A review by the Association's agent was recommended, which Manager Grahl stated he would arrange.

### RECESS

The Board was recessed from 10:35 to 10:45 A.M.

**Ranch Security Ad Hoc Committee.** Following discussion, it was moved, seconded and passed unanimously that Chairman Hoover be delegated to write a statement for the November sample ballot mailing by the Registrar of Voters in favor of the Formation of the County Service Area.

**Manager Grahl reported:** (1) Fire Chief Fox will appear before the Board September 18 discussing Ranch fire protection; (2) Rancho Zorro Environmental Impact Report is still under consideration by the Environmental Review Board; (3) due to reorganization and relocation, County offices are very difficult to contact.

### CORRESPONDENCE RECEIVED

**Mr. A. L. Sommers — Noise at Horse Show.** Following discussion, with Mr. Jim Jarnagan taking part, decision was to request representatives of Rancho Riding Club Board to meet with the Board.

### EXECUTIVE SESSION

The Board went into Executive Session from 11:05 A.M. to 12:10 P.M.

### ADJOURNMENT

The Board adjourned at 12:10 P.M.

Fritz W. Wrenn Chairman R. B. Grahl Secretary

## MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD SEPTEMBER 9, 1975 IN THE BOARD ROOM AT 9:00 A.M.

**Present:** President Frobes, Vice President Duncan, Consulting Architect Hope and Members Budlong, DeBakcsy and Smith.

**Also Present:** Building Commissioner Mowery and Recording Secretary Duffield. (Manager Grahl in attendance during discussion of Realignments and Keeping of Horses).

The minutes of the previous Art Jury meeting were approved.

### APPROVED SINCE LAST MEETING

Murals between Jonathans and Post Office buildings.

### REALIGNMENTS

**Pardee, H.S.: Walz, H. S.** Lot 1 and Portion Lot 2, Block 5, El Camino del Norte. Present acres: 57.22 and 18.10 ± acres. Proposed acres: 67.32 and 8.00 ± acres. Site visited. Art Jury advised approval to Board of Directors.

**Huntington Hotel Co.** Portion Lot 2, Block 32 and Lot 148, Map 2129. Present acres: 2.36 and 1.21 ± acres. Proposed acres: 2.39 and 1.18 ± acres. Site visited. Art Jury advised approval to Board of Directors.

### KEEPING OF HORSES

**Paul, R. F.** Portion Lot 7, Block 9, La Bajada — Two horses on 3.3 ± acres. Site visited. Art Jury advised approval to Board of Directors.

**Lally, B. T.** Portion Lot 2, Block 1, El Camino del Norte — Two horses on 16.5 ± acres. Site visited. Art Jury advised approval to Board of Directors.

**Jacobs, T.** Portion Lot 1, Block "L", Via de Santa Fe — Six horses on 8 ± acres. Site visited. Art Jury advised approval to Board of Directors.

### NEW CONSTRUCTION

**Sager, P.** Residence — Portion Lot 1, Block 9, El Mirlo. Approved.

**Taylor, H. (Preliminary)** Residence — Lot 152, Map 2129, El Secreto. Architectural design acceptable. Definitive grading plan requested; applicant asked to face garage away from El Secreto.

### ADDITIONS & ALTERATIONS

**Richmond, L. R.** Bedroom addition — Lot 35, Map 2089, Mimulus. Approved.

**Watters, A. F.** Addition — Lot 50, Map 2129, Sobre los Cerros. Approved.

**Southern Calif. 1st Nat'l. Bank** Parking area, drive-thru banking service — Por Lot "C", El Tordo. Matter discussed and suggestions communicated to Bank.

Dale H. Budlong Secretary C. DAVID FROBES President

## MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD SEPTEMBER 23, 1975 IN THE BOARD ROOM AT 10:00 A.M.

**Present:** President Frobes, Vice President Duncan, Consulting Architect Hope and Members Budlong, DeBakcsy and Smith.

**Also Present:** Building Commissioner Mowery and Recording Secretary Duffield. (Manager Grahl in attendance during discussion of Subdivision).

The minutes of the previous meeting were approved.

### ADDITIONS & ALTERATIONS

**Bahde, Charles** Four Car Garage — Tennis Court and Entry Pillars — Portion Lot 4, Block 7, Avenida Alondra. Garage approved — Tennis Court approved — no approval for lighting of court — Entry Pillars — approved.

### SUBDIVISION:

**Ericson, Ralph E.** Portion Lot 9, Block 32, Via del Alba, consisting of 5.11 ± acres into sites of 2.29 and 2.82 ± acres. The Art Jury advises approval with the stipulation that for those parcels utilizing an easement for ingress and egress, applicant agree to execute and record a covenant running with the land, or other legally binding document, making the owner or owners of such parcels responsible for access road maintenance commensurate with the high standards of physical condition and appearance inherent in Rancho Santa Fe properties. Site visited.

Dale H. Budlong Secretary C. DAVID FROBES President

## WOMAN'S CLUB PREPARES SLIDE SHOW

The San Marcos Junior Woman's Club is working with Louis Gluck, M.D., Professor of Pediatrics and Obstetrics at the University of California at San Diego, in formulating a slide presentation on the prevention of mental retardation and birth defects.

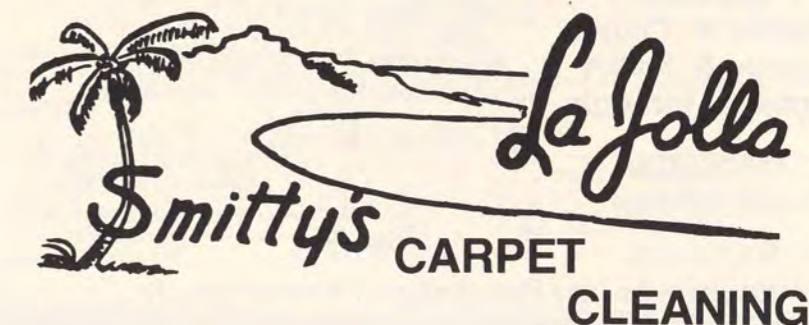
The presentation is approximately 20-25 minutes in length and is geared to Junior High, High School, and young adult audiences. The club's intention is to loan and to sell the presentation as a kit

that will include the carousel of slides; a narration by Jules Bergman, ABC Science Editor; a taped script by Dr. Gluck; a Spanish script, and a written script and related literature.

At this time there are five kits available for loan to any interested group for \$1.40 — the cost of shipping them. If the kit is picked up from the club there is no charge. The club has also made the kit available for purchase at the actual cost of reproduction and shipping — \$35.00.

Money is still needed for postage, printing, and the duplication of slides. Contributions may be made to the San Marcos Junior Woman's Club, P.O. Box 359, San Marcos, California 92069.

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*Gallery Alley*  
 Carlie Allee



Want to find the Sculpture Gallery? It's now Sculpture, Etc., located at 3030 Fifth Ave., San Diego. Peggy Oberlies and Joan Kearney have transformed a former palmreader's headquarters into a charming gallery with an impressive collection of sculpture.

Our favorite was "Pink Porpoise" by George Churcher. Bruce Rhoades, a student at San Diego University, is their helpful gallery assistant.

In from Reno — a collection of Zuni Indian Children in pastel. Rendered by up and coming Indian artist, Kathy Ellis. Her works are reminiscent of Acevedo. (His prints available at the Art Center.)

Round Rancho: The western theme of Chris Krueger who studies with David Humphreys Miller shows much promise.

Remember that li'l girl named Helen Tenney, "the one with the red nose and drooling horse who used to ride around the Ranch?" She's Helen Buckland now, artist of the month at Carousel Gallery in Encinitas.

Her animal portraits and English hunt scenes are worthy of a visit to this co-op gallery.

You are cordially invited to the Jean Braley Opening Show, Sunday, Nov. 9, 5-7 p.m. at Cronus Gallery.

Ms. Braley spent her summer in Europe where she mastered a new technique in lithography. She will begin to share her knowledge in classes to be announced.

We have moved Carl Provder's colorful abstracts in oil to the walls of Del Mar Heights Bank of America. In addition, his one man show at the San Diego Art Institute opened in October and will continue through Nov. 23.

Margaret Hough, Chairman for the Del Mar Bi-Centennial Art Committee urges interested artist and craftsmen to participate in the December juried show. For information call 755-9017.

The Cronus Christmas Show will feature a life-sized Angel and Tin Soldier by Shirley H. Lichtman, San Diego sculptor. A "Story Lady" will share Christmas art and puppets with children at adjoining Cottage Crafts during the holidays. For more information call Cris Costa, new partner in craftiness, 481-9636.

Suzanne's Gallery, a very attractive shop featuring antiques and art, is opening on Camino del Mar in Del Mar. □

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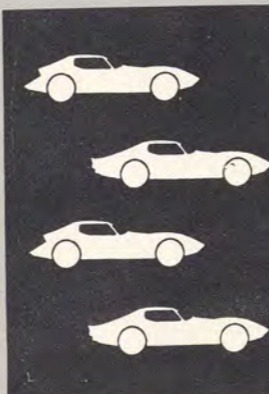
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