

SEPTEMBER 1976 \$1.25

san diego living

the lifestyle magazine of north county

HACIENDA SANTA FE
North County's Newest Community



**WHERE ARE WE
GROWING?**

**THE SOCCER
REVOLUTION**

A GUIDE TO LOCAL DIVING

**WILL SURVIVAL FOODS
SURVIVE?**

MENTALLY GIFTED MINORS

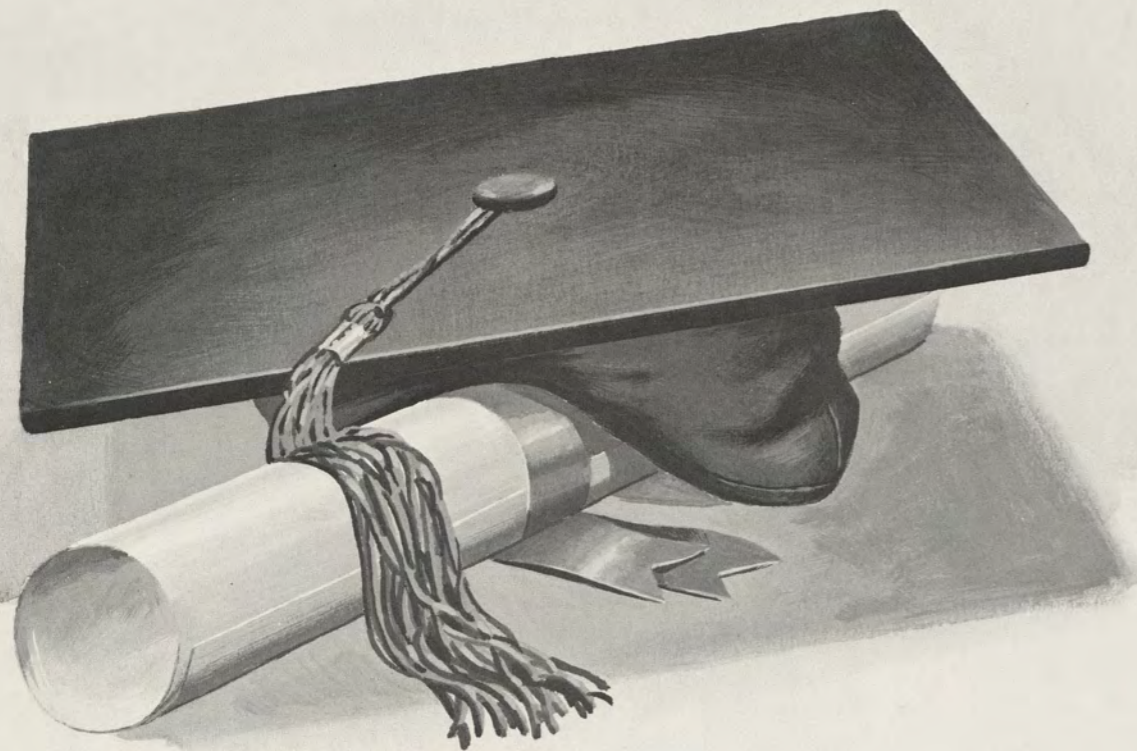
Plus North County Social News, Dining, Movies and more

Costly cap.

Nowadays, four years of college carries a price tag ranging from \$10,000 to upwards of \$20,000, depending upon school and degree selected. Which makes the traditional cap-and-gown pretty high-priced apparel.

We can help you be sure the money's there when you need it. With a high-earning savings program designed for your specific needs—including plans that actually *double* your money in less than nine years!

For your children's sunny tomorrows... shouldn't you be saving at La Jolla Federal *today*?



la jolla federal
SAVINGS AND LOAN ASSOCIATION



PASEO DELICIAS, RANCHO SANTA FE
2187 NEWCASTLE AVENUE, CARDIFF-BY-THE-SEA
914 N. HIGHWAY 101, LEUCADIA
800 GRAND AVENUE, CARLSBAD
Other offices in San Diego, Spring Valley and Fallbrook
Home office: 1100 Wall Street, La Jolla

A price beyond belief. Now at Robinson's and Bullock's.

ASTRAL STAR IS BORN.
A NEW STAR IS BORN.
CRYSTAL



Out of the Orient it comes, a world away, where so many precious objet d'art are made by hand. Astral full-lead crystal, born in fire, blown into life by mouth, and hand-cut. Catch a rising star.

R & S

RAND & STEWART
REALTORS

RESIDENTIAL AND INVESTMENT REAL ESTATE

"Emphasizing service; offering ability and county-wide coverage"

714/756-3041

P.O. BOX 338,
VIA DE SANTA FE, RANCHO SANTA FE,
CALIFORNIA 92067

"The
Gift
of
Time"



D. J. Thomas, son of Mr. and Mrs. David Thomas.



House Of Portraits

Tony Francis

1430 Camino del Mar, Del Mar, Ca.

Call for an appointment 755-1626 755-9347

AT ISSUE



In our growth forum this month, authored by John Mortenson and Igor Lobanov, we bring you two widely varied viewpoints. Mortenson is the current president of the San Diego Builders and Contractors Association and speaks from a strong pro-growth point of view. Lobanov is a conservationist and familiar with local business and building activity from his four-year stint as editor of San Diego's Business Forum magazine. Lobanov favors Mayor Pete Wilson's managed growth ideas while Mortenson feels such policies can only hurt the economy of the area. The issue of growth for its own sake versus managed growth policies is facing many North County communities. Del Mar has already dealt with the issue and is holding the line on growth. In a future issue we will examine Vista's struggle with the same important question.

Also in this issue Michael Grady takes a look at the survival foods business, Clay Kemper gives us a guide to local diving spots and Marilyn Williams examines the mentally gifted minor program in San Diego schools.

In our July issue we featured La Jolla and, in one article, took a look at the proposed La Jolla Historical District and why its application with the state parks board failed. The Tyrolean Terrace was torn down while the board was still considering the proposal and many felt this influenced the decision. The Tyrolean Terrace was a group of buildings on La Jolla's Prospect Street which were some 65 years old and although they were not in and of themselves historical, as the article indicated, the land on which they stood was historical. For this reason, Don Allison, developer of the Coast Walk project currently underway on the old Terrace site, feels the destruction of the buildings was of no consequence since the land, not the buildings was historical. The mystery remains as to why the proposal was turned down since those visiting the area seemed favorably dis-

posed, but the Terrace buildings are gone and Allison's project is underway. From what we have seen of the architect's renderings it will be a handsome addition to La Jolla. Perhaps in 200 years it will be declared historical during America's quadricentennial.

Next month we will begin a new feature on the San Diego music scene. Troy Reynolds, formerly with us as a classical album reviewer, will broaden his sights and bring us his observations of local musicians playing around town.

Also next month we will feature some rather frightening news about the possibilities for earthquakes in San Diego. We don't claim to be predicting the next earthquake, but many signs point to the fact that we should be prepared for a quake in the not-too-distant future.

We will also examine the new Scripps Clinic project on Torrey Pines Road and some goings-on at the Ocean-side Yacht Harbor.

As the staff of San Diego Living plans each issue we attempt to offer subjects appealing to our North County audience. Our staff is small and we can't be everywhere at once (we've got enough to do here!) so that we don't always succeed. A phone call from an attorney in Vista recently brought this point home. He complained, nicely, that our focus was too narrow and asked if we had considered doing some sort of article on his community. We explained that it had been considered, but our contacts there were small and no concerted effort had been made to dig into that area and seek out a story. We encouraged him to come to us if he had a solid story idea. He did and an article on Vista's growing pains, mentioned earlier, will result this fall. We will listen to any and all story ideas and encourage your support and contributions. ■



14K gold bracelet with 1.65 carats pavé diamonds. \$1800.

18K gold bracelet with 5. carats diamonds and 4.70 carats emeralds. \$8500.

Clifford Farrar
JEWELERS

(At Sanderson's) 7802 Girard Ave., La Jolla 459-2407, Rancho LaCosta and Maui, Hawaii

Elario's

CASUAL, FRIENDLY, COMFORTABLE! Elario's Restaurant is atop the Summer House Inn in La Jolla Shores. Dining with a magnificent Pacific view.

LUNCHEON BUFFETS, MON.-FRI. 11:30-2:00
Hot soup of the day, assorted crisp salads, cold sliced meat, other treats for calorie counters. \$2.65
The above, two hot entrees, vegetables . . . \$3.85

SUNDAY BUFFET BRUNCH 10:00-2:30
Juices, fruit bar, salad, three hot entrees, eggs, breakfast meats, more! \$4.85

HAPPY HOUR EVERY DAY, 2:00-7:00
Hot and cold hors d'oeuvres, Mon. to Fri. The best drinks in town at a better price . . . 85¢

PIANO BAR ENTERTAINMENT EVERY NIGHT
Ken Kaiser and friends, Tue. to Sat., requests and favorites. Listen and dance.

DINNER FROM 6:00 NIGHTLY
Gourmet Continental cuisine by chef Alfonso. Flaming steak Diane, veal specialties, beef Wellington, rack of lamb, seafoods, with soup or salad.

Four nightly features include soup or salad, entree and house dessert from. \$7.95

FOR RESERVATIONS PHONE 459-0541

ON TOP OF THE SUMMER HOUSE INN IN LA JOLLA TORREY PINES ROAD AT LA JOLLA SHORES DRIVE

Nine revolutionary ways to save at San Diego Federal.



Save in a supermarket.

Save in a mobile van.

Save in a machine.

Save in your cart.

Save in a manison.

Save by card.

Save in a high rise.

Save by telephone.

Save by television.



San Diego Federal
SAVINGS AND LOAN ASSOCIATION

California's family financial center... safe since 1885.

Del Mar
2751 Via de la Valle at San Andres
Telephone: 755-9333

Oceanside
815 Mission Avenue at Clementine
Telephone: 722-1771

Nine of many revolutionary ways to save at San Diego Federal: 1. San Carlos office in the Big Bear Market at Navajo & Jackson. 2. Mobile office serving Idyllwild, Rancho California, Borrego Springs and Pauma Valley. 3. CASH CADDY automated teller providing 24-hour savings service at the Fashion Valley and Grossmont offices and San Diego International Airport. 4. Handy drive-up windows at most offices. 5. Historic Heilbron House our Capitol office in downtown Sacramento. 6. Save more conveniently with our statement savings card. 7. Statewide headquarters, the San Diego Savings Building in downtown San Diego, where the Association is prime tenant. 8. Manage cash flow with a Telephone Transfer account. 9. Walk-up and save via closed circuit television on the plaza at our main office downtown. Save at California's family financial center... safe since 1885.

EDITORS & PUBLISHERS
Ruth & Ralph Giffin

MANAGING EDITOR Rebecca Brown
ART DIRECTOR Phyllis L. Stover
TRAVEL EDITOR Ruth M. Giffin
CONTRIBUTING TRAVEL EDITORS
Choral Pepper, John Haase

FEATURES Richard Donnelly, Igor Lobanov, Anne D'Arcy, Steve Kowitz, Marge Gibson, Terry Esposito

COLUMNISTS Alice Dutton
Zetta Castle, Don Deder, Alan Pesin,
Troy Reynolds, Irv Grossman,
Dave Martin, Tom Gable, Duke Marston,
Jeanne Coberly, Louella Liverwurst,
Bob Clay

PHOTOGRAPHERS Tony Francis,
Ernie Cowan, Jaffarian,
George Stahlman

ADVERTISING SALES Marjorie Sparks,
Clay Kemper

SAN DIEGO LIVING is published monthly by the Village Press, Inc. Known office of publication at 11623 Duenda Road, San Diego, California 92127. Controlled Circulation. Subscription rate: \$1.00 per copy, \$10 for one year, \$17 for two years, \$23 for three years. \$2 per year additional for foreign postage. Change of address: Six weeks advance notice. Old address as well as new are necessary. General offices are in Rancho Santa Fe, California. Write to San Diego Living Magazine, Post Office Drawer Q, Rancho Santa Fe, California 92067. The editors assume no responsibility for unsolicited photographs and manuscripts which must be accompanied by a self-addressed, stamped envelope if the material is to be returned. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

NATIONAL ADVERTISING REPRESENTATIVE

THE PATTIS GROUP

Chicago: The Pattis Group, 4761 W. Touhy Avenue, Lincolnwood, IL 60646, (312) 679-1100. Los Angeles: The Pattis Company, 9701 Wilshire Blvd., Suite 700, Beverly Hills, CA 90212, (213) 274-0200. New York: Wartell-Pattis Company, 274 Madison Avenue, New York, NY 10016 (212) 679-7766. Miami: Pattis-Hirsch International, 12901 SW 64 Court, Miami, FL 33156 (305) 665-6263. Montreal, Canada: The Pattis Company, 3285 Cavandish Blvd., Suite 580, Montreal H4B2L9 Quebec, Canada, (514) 482-1454. London, England: The Pattis Company, Eastgate House, Onslow Road, Walton-On-Thames, Surrey KT 12 5 AZ, England (09322) 25524.

SEPTEMBER 1976 VOLUME 15 NUMBER 8

san diego living

the lifestyle magazine of north county

FEATURES

- 16 **Local Diving Guide**
We rate a baker's dozen of local diving spots.
- 23 **Growth Forum**
Two Viewpoints on growth in the county, from a builder and from a sympathizer with Mayor Pete Wilson's managed growth policies.
- 28 **Hacienda Santa Fe**
A new community east of Rancho Santa Fe captures the ranch atmosphere with one- to three-acre lots and ranch-style homes.
- 30 **The Soccer Revolution**
Youth Soccer is becoming the sport of the 70's. Youngsters are turning out for it in droves, often skipping Little League baseball and Pop Warner football.
- 36 **Mentally Gifted Minors**
The MGM program in San Diego city and county schools has drawn both criticism and praise from parents, townspeople and educators.
- 74 **Survival Foods**
The once-flourishing survival food business had declined since the end of the Cold War.

DEPARTMENTS

- 14 **Calendar**
Living is more fun in North County if you check our October calendar of events.
- 34 **La Costa**
Notes from Zetta Castle on Carlsbad's famous resort
- 40 **La Jolla**
Alice Dutton focuses on the jewel city
- 46 **Travel**
- 49 **Business**
Who's who, who's where and what's up in the business world
- 63 **Rancho Santa Fe**
A special gazette of Rancho Santa Fe news by Louella Liverwurst
- 78 **Real Estate**
Who's building, who's buying, what's for sale and the realtors who know

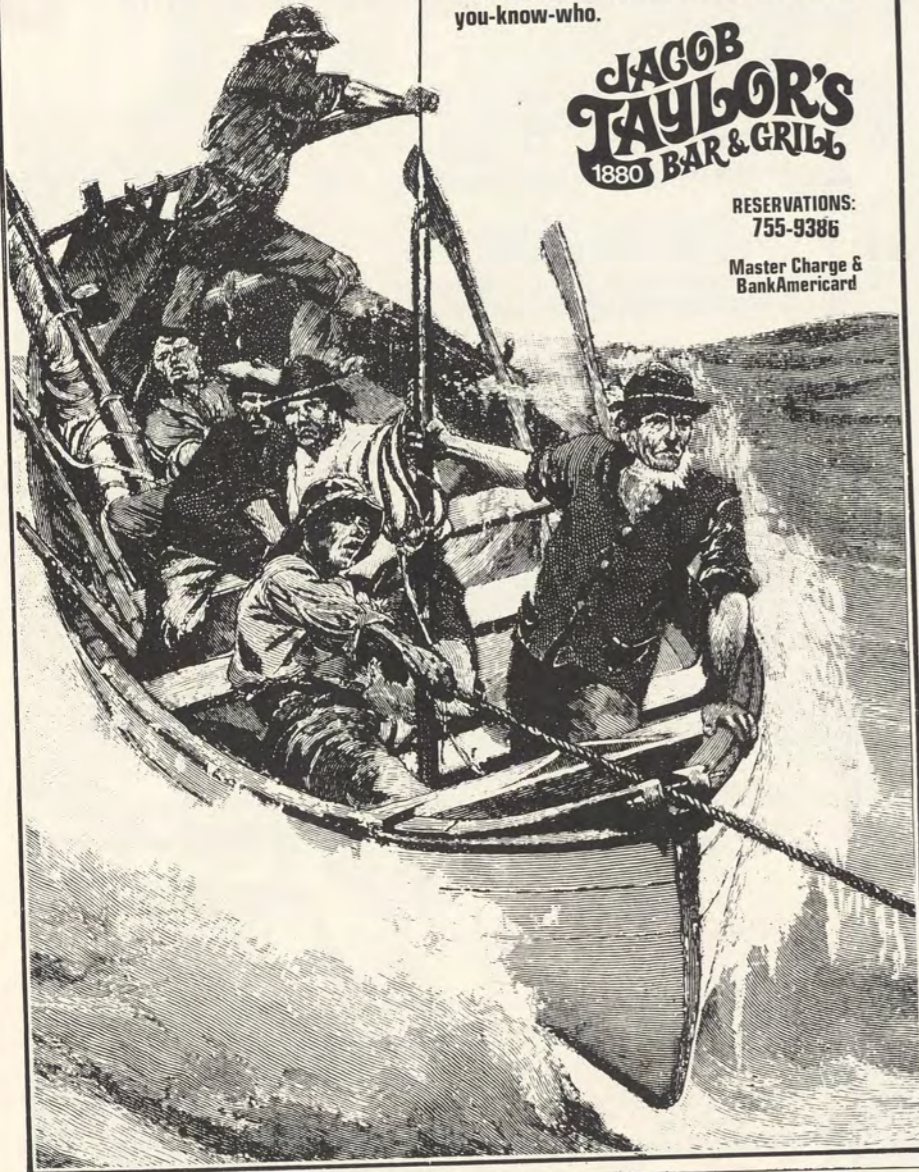
NOT SINCE ANTHONY'S HAS SEAFOOD BEEN SO GOOD.

Jacob Taylor's in Del Mar features seafood. Try Crab La Jolla, delicious crab legs wrapped in bacon. Or abalone. Or red snapper. Or salmon steak. Or Mahi-Mahi. Or any one of over a dozen delicious and innovatively-prepared seafood entrees. In a Victorian setting with entertainment evenings. At I-5 and Via de la Valle just east of the racetrack. Great seafood like you-know-who.

JACOB TAYLOR'S
1880 BAR & GRILL

RESERVATIONS:
755-9386

Master Charge &
BankAmericard



It's not easy to be a parent.

Even the best parents sometimes lose their tempers. The challenges of raising kids can be overwhelming. Few of us come naturally prepared for the demands of raising a family.

If you—or someone you know—is suffering from stresses that endanger the children, then you might want to know more about THE FAMILY STRESS CENTER

We're here to help you—our services are free.

Give us a call. Find a happier and more satisfying life with your children by becoming a more understanding, loving parent.



FAMILY STRESS CENTER
577 Third Ave. Chula Vista, CA 92010 425-5322
Call our 24-hour telephone hotline anytime.

LETTERS

Horror Stories

Your July, 1976 article on electroshock therapy was unfortunately misleading and may cause unnecessary apprehension for patients and their families who have or will receive EST. Over the thirty years EST has been in wide use in the United States and elsewhere, there is ample documentation of its effectiveness and a remarkable absence of serious side effects. Death is extremely rare, no such event every occurring in many hospitals.

The choices of horror stories are from the past since modern procedures are safe and cause a minimum of discomfort. The article would be similar to calling surgery brutal in the pre-anesthesia days as if that situation existed today. The concern over temporary memory loss is exaggerated as borne out by the excellent research of Larry Squires, Ph.D., from UCSD. One must be cautious in blaming all types of memory loss on EST since the severe mental disorders are frequently accompanied by a patchy amnesia for the time of greatest illness when EST is not used.

Some less important errors but indicative of the less than objective reporting in the article include: the hospital in the lawsuit against the new restrictive law was Vista Hill Hospital, not Mesa Vista Hospital; the organization with which Drs. Aden and Cammer are involved is the International Psychiatric Association for the Advancement of Electrotherapy; and contrary to the opinion of a certain Mr. Witcraft, EST has not come to a halt in San Diego but is alive and well.

Hopefully, our citizens and patients will not be misled by a small but very vocal group who would seek to deny the most effective form of relief from one of life's most painful maladies.

Robert A. Moore, M.D.
Medical Director
Mesa Vista Hospital

Editor's Note: We regret any errors of fact in the article.

Play 'em All

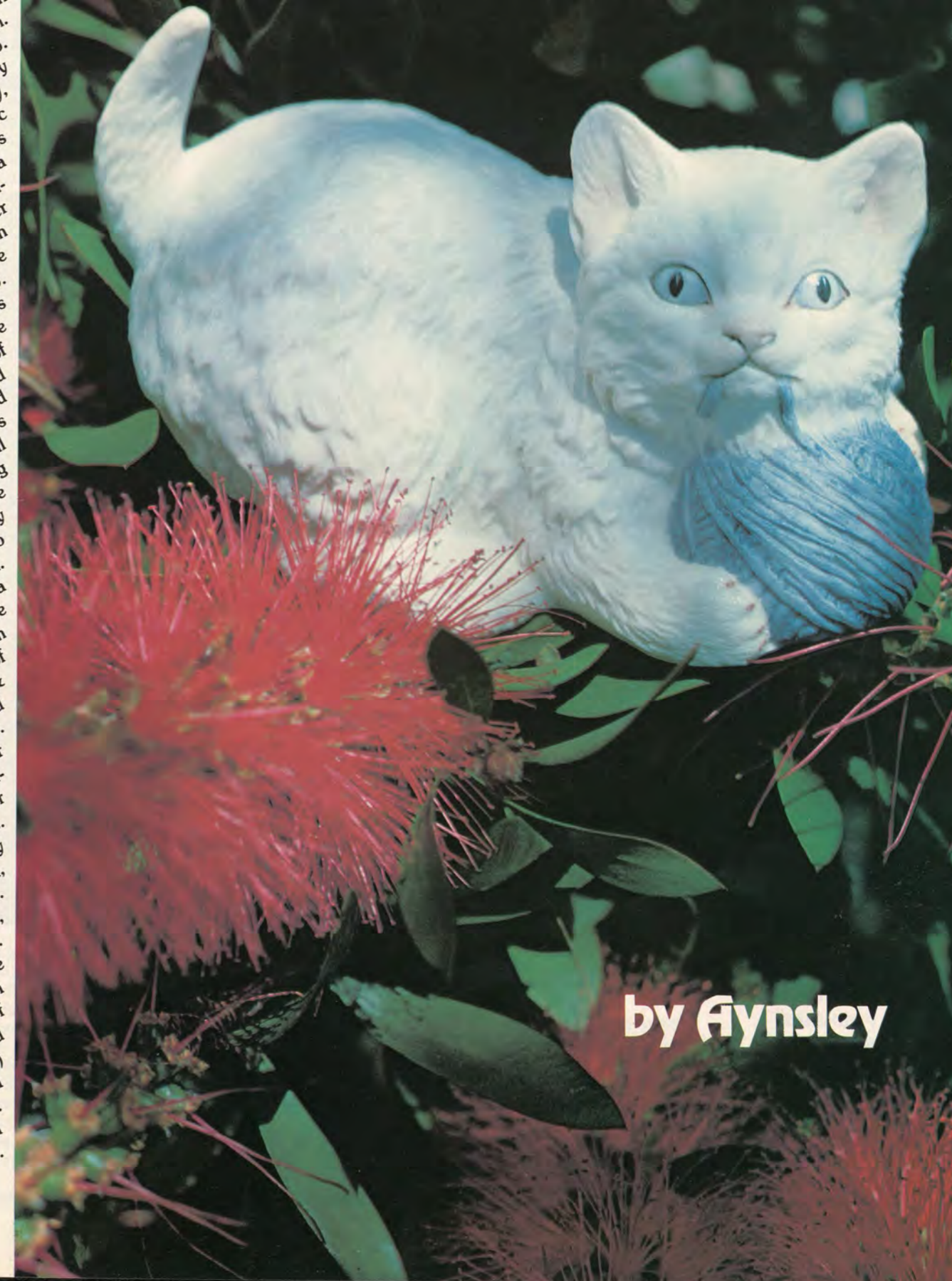
Although I play in Del Mar, as a tennis buff I was delighted with your article ("Tennis Madness," August) giving me a list of all the courts in North County. Wow! I knew that tennis was a growing sport, but I had no idea how far and how wide it has grown. I cannot say that I intend to play 'em all, but I am going to give it a very serious try. Thanks for the list!

Marsha C. Calder
Del Mar

It adds something to your life to possess this beauty of nature. The Porcelain Kitten. Only \$56. It's by Aynsley, whose heroic achievements as a Stoke-On-Trent potter have been hailed since 1775. Even this year, the Queen of England celebrated America's bicentennial by bringing a noble Aynsley eagle to Boston. There's a whole porcelain jungle of animals & birds sculpted by Aynsley. Write for free full-color brochure. Aynsley Bone China, 225 Fifth Ave. New York, N.Y. 10010. (It's the English member of the Waterford (Crystal family.) Get a porcelain pet. All you feed it is love.

Pesin

The Porcelain Jungle



by Aynsley



Pictured from left to right: Mrs. Joan Bowen; Mrs. Ethel Heideman; Don Irwin.

BARNEY & BARNEY
INSURANCE

A complete insurance service which includes special coverage programs on home packages, fine arts, jewelry and autos.

Paseo Delicias, Rancho Santa Fe, California 92067 Telephone 756-2117
Main Office: 1400 Fifth Ave., San Diego, California 92101 Telephone 234-3401

OLIVENHAIN GARDENS

IT'S FALL PLANTING TIME!

At our nursery, you'll find all the things the other nurseries have (and at sensible prices too!) . . . but you'll also find something else—knowledgeable, friendly, service-oriented people dedicated to helping you—the customer—with one little plant or your whole yard.

- EXOTIC FERNS
- TROPICALS
- FUCHSIAS
- SPECIMEN TREES
- PLANTING AIDS



- UNUSUAL PLANTS
- POTTERY
- INDOOR PLANTS
- HANGING BASKETS
- LANDSCAPE DESIGN

FREE DELIVERY 753-7177 OPEN 7 DAYS
442 RANCHO SANTA FE RD. OLIVENHAIN

Hooray for Shay!

Bully for Shay Sayre! Her analysis of "Nightmare Season" (Books In Print, August) was right on target. Sayre's scathing report of Susann's "Dolores" is enough to insure that I will never buy the awful thing. Congratulations to the publisher on such a nice addition to your staff. A competent book reviewer is a joy.

Nancy Stokes
Solana Beach

Paging Don Dedera

Your irresistible Don Dedera has done it again. As a surf fisher of some repute I am no longer going out before dawn or after dark to stand and watch the lines drag in clumps of kelp. If you wish to check on me you will find me in the garage, over my work-bench, creating that sure-fire irresistible lure. I will write again when I have patented my yet-to-be-discovered lure. How do I reach Don Dedera?

David Burroughs
(Moonlight Beach)
Encinitas

It's About Time

I have long been disgusted with doctors whose only answer to illness is a prescription for capsules or a shot of some new drug. It's about time that there were alternatives available. All medication has adverse side effects. Medicine does not have all the answers. May the holistic health movement grow and prosper. Congratulations for printing Pelter's fine article.

George Clinton
Del Mar

Call the Doctor

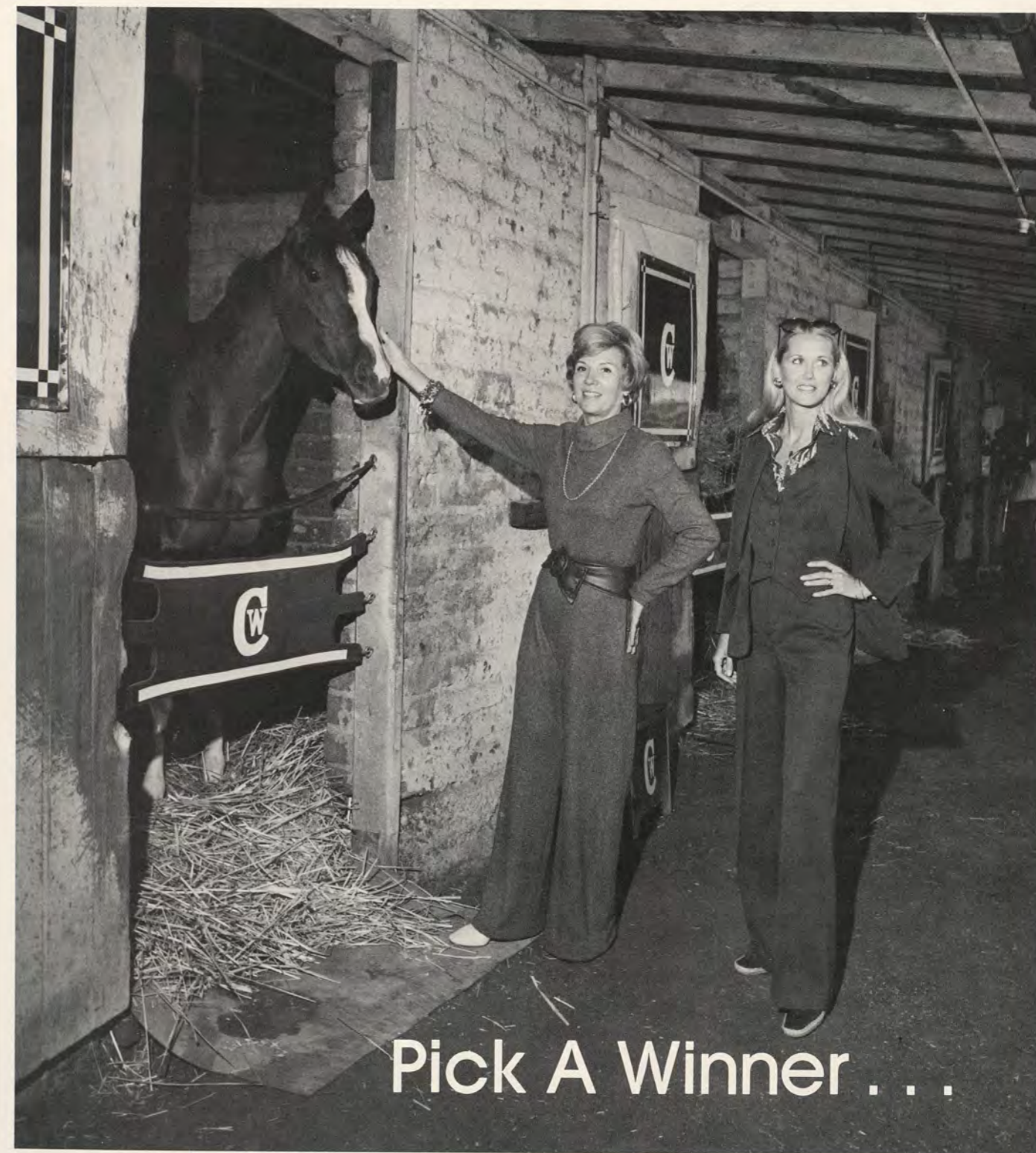
This world is peopled with nuts! Medicine as it is practiced today is a wonderful science that helps, cures and heals. If I am ill I want a medical doctor with a full knowledge of medications and the human body, not a wild practitioner to teach me to meditate. I definitely don't want some high priest to chant incantations over me while taking a photograph. Are there no laws to regulate this sort of sham? Call my doctor quickly!

G. B. Brownlee
Cardiff-by-the-Sea

Bosses and Backaches

Psychosomatic illness is not new, and I suspect that most of our bodily ills are caused by mental stress. Proof? Did your boss ever give you a tight feeling between your shoulders; a neckache or backache after a rough day at the office? "My kids gave me a headache," is not an uncommon phrase. "Everytime my mother-in-law comes to dinner my stomach is really upset!" I know that health is indeed a matter of mind over body. Thank you for letting us in on the progress of Holistic Health.

Rosalie Heinneman
La Jolla



Pick A Winner . . .

Mrs. Charles Whittingham and Mrs. Sydney Luft with "Bellenoble"

Caroline & Company
a state of mind

951 Lomas Santa Fe Dr.
Plaza of The Four Flags
755-4061

31878 Camino Capistrano
San Juan Capistrano
714 / 496-1558

The Plaza 76 The Four Flags

**THE PLAZA OF THE FOUR FLAGS OFFERS YOU A
WIDE SELECTION OF UNIQUE, ONE OF A KIND STORES.
Browsing's fun — Parking's Convenient!**

BALDWIN PIANO & ORGANS
BASKIN-ROBBINS
31 ICE CREAM
BOSTROM'S FOR THE HOME
CAPRICCIO'S RESTAURANT
CAROLINE & COMPANY
CHARLES EAGAN'S JEWELERS
CHOICE TRAVEL
CORY BROTHERS MEN'S WEAR
JOLLY ROGER RESTAURANT

LA CANTINA LIQUORS
LOMAS SANTA FE CLEANERS
NEIL'S APPAREL
OCEANSIDE FEDERAL SAVINGS
SAFEWAY
CARRIAGE TRADE LTD.
THE HAPPY HAIREM
THE SHOE BOX
UNITED CALIFORNIA BANK
VILLA *Hallmark*

WALKER SCOTT DEPARTMENT STORE



**THE PLAZA OF THE FOUR FLAGS IN LOMAS SANTA FE
INTERSTATE 5 & LOMAS SANTA FE DR. — SOLANA BEACH**



**The incomparable
450SEL Sedan from Mercedes-Benz.
Come and see what sets it apart
from all the rest.**

There isn't another sedan in the world like the Mercedes-Benz 450SEL. It has the room of a touring car, but the handling of a sports sedan. It has the comfort of a luxury car, but the engineering sophistication of an exotic sports car. We have this unique automobile on

display. You can begin to appreciate it by giving it a long look. But that is really just the beginning. Ask us about a thorough test drive in the 450SEL. Know what it's like to be set apart from all the rest.



Hoehn Motors, Inc.
CARLSBAD

Interstate 5 at Palomar Airport Road, Carlsbad, CA 92008, (714) 729-0941; toll-free from San Diego, 453-5073; from Escondido, 744-3206.

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

OCTOBER CALENDAR



Chamber Music 10/1



Mariners Open 10/9



Ballet Company 10/30

1

Chamber Music
Harpsichord and Flute
Sherwood Hall
La Jolla
8 p.m.
"Finishing Touches"
Patio Playhouse
Fri. & Sat. 8 p.m.
Sun. 2 p.m.
thru 9/9

2

A Bookie's Delight
13th Annual Book Fair
RSF Library
Today 10 a.m.-4 p.m.
Tomorrow noon-4 p.m.
Julian Fall Harvest Festival
10/2-3 & 10/9-10

3

Landing Party
Cabrillo lands with
music and dancing
Shelter Island
1:30 p.m.

4

Zoo Founder's Day
Free admission
all day
San Diego Zoo

5

"Ring Around the Moon"
by Jean Anouilh
Old Globe Theatre
Tues. thru Sun. 8 p.m.
Sunday matinee 2 p.m.
Thru 11/7

6

Paintings by Anuszkiewicz
La Jolla Museum of
Contemporary Art
La Jolla
All month

7

Golf Tournament
Sharp Hospital Invitational
Whispering Palms
Country Club

8

Tokyo Quartet
Mandeville Auditorium
UCSD
8:30 p.m.

9

Opening Night
Verdi's "Otello"
Civic Theatre
8 p.m.
Puck Off!
Hockey Season Begins
Mariners vs. Stingers
Sports Arena
7 p.m.
Coronado Tour
Save Our Heritage Organization
10 a.m. & 1 p.m.

10

Reception & Concert
Honoring Thomas Nee
La Jolla Symphony
Bishops School
7 p.m.
Chargers vs. Raiders
San Diego Stadium
1 p.m.

11

Pow Wow Days
Contests, rodeos
and entertainment
Poway
10/9-17

12

"Otello"
Civic Theatre
7 p.m.
Traditional Columbus Day

13

"Spooks, Sorcerers & Spirits"
Exorcism, sorcery & magic
on display
Bozzarius Trading Co.
Del Mar
All month

14

"The Sea Horse"
Cassius Carter Centre Stage
TuThurs. thru Sun. 8 p.m.
Sunday matinee at 2 p.m.
9/21-10/24

15

"Otello"
Civic Theatre
8 p.m.
Weekend Hockey
Mariners vs. Cowboys
Saturday 7 p.m.
Mariners vs. Jets
Sunday 7 p.m.
Sports Arena

16

76 Trombones
Autumn Band Review
City/County Competition
for the
Rose Bowl Parade
Rancho Bernardo
1 p.m.

17

Gymkhana Horse Show
Miramar Naval Air Station
10 a.m.
"Otello"
Civic Theatre
2:30 p.m.
Chargers vs. Oilers
San Diego Stadium
1 p.m.

18

"Don't Drink the Water"
San Dieguito Little Theatre
Del Mar
10/16-31

19

Bon Voyage
Symphony Booster Cruise
Royal Viking Star departs
Broadway Pier
9:30 a.m.

20

Zoo Founders Day 10

21

San Diego Symphony
Peeter Eros conducts
Civic Theatre
10/21-22
8 p.m.
Mariners vs. Racers
Sports Arena
7:00 p.m.

22

"Beyond Sexual Satisfaction"
Lecture by Dr. Ralph Greenon
Mandeville Auditorium
UCSD 8 p.m.
"The Sunshine Boys"
North County Community
Theatre
Fri. & Sat. 8 p.m.
Thru 11/6

23

"Les Ballets"
Civic Theatre
8 p.m.
The Blue Angels
Bicentennial Air Show
Miramar Naval Air Station

24

Last Performance!
"Cabaret"
Broadway Dinner Theatre
Nightly thru 10/24

25

Great American Faces
Photo exhibit
Mission Valley Center
10/25-31
Veteran's Day

26

Donal Hord Retrospective
Exhibition of wood, stone &
bronze sculpture
California First Bank
La Jolla
9/13-11/13

27

Moholy-Nagy Photos
Fine Arts Gallery
Balboa Park
10/16-11/21

28

Ha Harness Racing
Hollywood Park
Tues.-Sat.
7:45 p.m.
8/26-12/13

29

Murder and Mayhem
"The Cat and the Canary"
Patio Playhouse
Fri. & Sat. 8 p.m.
Sun. 2 p.m.
Thru 10/20

30

Gala Performance
California Ballet Company
Civic Theatre
8 p.m.
Prague String Quartet
Sherwood Hall
La Jolla
8 p.m.

31

Trick-or-Treat!

THE UNDERWATER WORLD:



A GUIDE TO LOCAL DIVING

by Clay Kemper

"La Jolla Cove is unquestionably the best all-around diving spot in North County and one of the most frequently dived in the entire country."

Years before famed underwater explorer Jacques Cousteau invented his apparatus for breathing air underwater people were sport diving in San Diego. In 1933 the first known diving club in the country, the Bottom Scratchers, was formed in San Diego. Since that time San Diego County has been a leader in skin diving, or snorkeling, and SCUBA diving.

Tom Page, manager of New England Divers in San Diego and SCUBA diver for eight years, boldly stated in an interview, "San Diego County affords the best overall diving in the United States." When asked about our island state and Florida he added, "You don't need a boat along our coast to reach the better spots as you do in Hawaii or Florida." The key word in Tom's statement, of course, is "overall" as those states certainly offer many unparalleled diving locales.

This article will not simply tout the excellence of diving in North County, but will give underwater enthusiasts some general information about preferred regions for their consideration. Hopefully, it will help make someone's diving experience in our liquid space off North County more enjoyable.

The geographical region from where input was gathered ranges from La Jolla in the South to Carlsbad. True, La Jolla is actually in the City of San Diego, but it is the home of the best underwater scenery in the County and simply cannot go unmentioned. In addition, it is where virtually all residents of this county go to learn the sport of SCUBA diving.

As an avid conservationist, I hope readers utilize the information within this article to see, to explore, to enjoy and to take only what the ecosystem can endure and replenish. Much of our shoreline has already been terribly exploited, thereby reducing its beauty and abundance for others to enjoy. A depleted environment only harms us all.

Ratings for the following choice North County diving areas are strictly subjective, based on personal inter-

RATING GUIDE

**** Exceptional

*** Excellent

** Very Good

* Mixed Reviews

views and discussions with people who know the territory. Undoubtedly, other great spots exist along our great coastline. This article merely attempts to mention some of the best.

LA JOLLA COVE ****

La Jolla Cove is unquestionably the best all-around diving spot in North County and one of the most frequently dived in the entire country. Its popularity is well-deserved.

Visibility, consistently good diving conditions, close proximity to shore and its tremendous abundance and diversity of marine life make the Cove a super location on the list of most divers. Visibility is almost always as good or better than any other area in North County.

The biggest attraction to the Cove is its highly acclaimed cast of characters—the ever-present smelt, little blennies, opal eyes, spectacular turquoise juvenile garibaldi and their equally spectacular orange adults. The latter seem to be more at home in front of a camera than Robert Redford.

The underwater tourist can also enjoy seeing many other fish species: variegated starfish, moray eels, a variety of crabs, slimy sea hares, robot-like lobsters and shrimp. The alert diver can sometimes even glimpse an octopus as it slithers between some brightly adorned rocks.

Immediately to the southeast of La Jolla Cove, near the Caves, is the *La Jolla Underwater Park*, a marine sanctuary dedicated by the City of San

Diego in 1971 to preserve the ecological stability of this over-exploited region. No creature or structure can be removed from the park, which stretches from the Caves to an area immediately south of Scripps Pier. Signs at the reserve read:

No person shall disturb or take any plant, bird, mammal, fish, mollusk, crustacean or other marine life. Geological formations may not be disturbed or moved.

As you finish reading one of these signs don't be surprised to see a school of fish swimming by with their tongues sticking out.

Other local and regional governments would do well to consider establishing ecological reserves off their shores as a means of preserving and stimulating regeneration of the aquatic life. It has certainly given new life to The La Jolla Underwater Park.

SEASIDE ****

This great diving locale is at the very north end of Solana Beach adjacent to the old trailer park. According to Dr. Fred Fischer of Subsea Products, manufacturers of underwater lighting equipment, "Seaside is one of the best lobster spots along our coast. And the visibility and surf conditions are generally pretty good."

Tom Weiler, manager of S & S Scuba School in Oceanside says, "You can still find just about everything you may be looking for at Seaside from big fish to just plain good scenery." Tom warns those who may take over their limit or undersized lobster or abalone, "Initially they are held to ridicule through our presentation of the 'Clutching Turkey Award.' The next time we urge prosecution."

SWAMI'S ****

Swami's is the nickname given to the surfers' and divers' haven just below the Self Realization Fellowship in Encinitas.

This fabulous little paradise is defini-

nitely not for the slightly curious or poorly conditioned diver. First, you must contend with the long, steep stairway leading to the beach. Next, there is the substantial surf. Then there are the surfers. And finally, you must make the one-quarter mile swim out to the good reef area.

Swami's is the favorite spot of Tom Harman, manager of the Solana Beach Diving Locker and certified diver for sixteen years. In describing the entrance into Swami's submarine environment, Tom dramatized, "It starts out as a shallow reef with many large rocks and long eel grass. The reef, about 400 yards out, is accented by a jagged shelf at a depth of 20 feet extending to 50 feet below the surface." Tom recommends this region for its great photographic subject matter. Many value it for its fine rock scallops, abalone and lobster.

Fred Fischer calls Swami's "the most spectacular underwater area in North County" with its large reef, numerous fat fish, kelp bed and diverse topography.

Tom Page of New England Divers feels the region is particularly good for night divers although he also cautions new and out-of-shape divers about the stairs and sometimes hazardous surf.

BATHTUB ROCK ***

Some experiences divers may resent disclosing the whereabouts of this great, secluded spot not far from Black's Beach. It is, though, excellent for diving and definitely bears mentioning.

A dugout-shaped rock landmark three-quarters of a mile south of Torrey Pines State Beach, Bathtub Rock rewards those who make the strenuous walk from the Torrey Pines beach parking lot with some very spectacular un-



"San Diego County has been a leader in skin and SCUBA diving since 1933 when the Bottom Scratchers, the first known diving club in the country, was formed."

derwater flora and fauna. Fred Fischer believes the area's inaccessibility makes it all the more attractive. "The area is not picked over and well worth the trek for those up to it," he states. Apparently, lobsters act unhassled. Eels seem more friendly. And they say the big fish don't suffer from the usual paranoia of the more frequented dive places.

15th STREET - DEL MAR ***

One seemingly incongruous diving region that is liked by many knowledgeable pros is this one located across the street from the Del Mar train depot. You may ask, "What could be interesting about a gentle family beach with gradually sloping sandy bottom?"

Until one swims out a quarter of a mile it is, to be very descriptive . . . dull. But then the bottom begins to blossom with life. Shallow reefs. Then sandy bottom. Another reef. More sand. Finally you reach the lush kelp beds rising out of the sand like desert oases.

Sheepshead, bass and an occasional sea lion may be seen meandering through the long, slender kelp strands

which sometimes reach over one hundred feet in length.

Fred Fischer, long-time resident of Del Mar who has dived its waters many times, calls this spot, "a very nice reef and series of kelp beds where some of the nicest lobsters are taken." Like all areas mentioned, virtually all of the best diving is in less than 50 feet of water.

RATING GUIDE

**** Exceptional

*** Excellent

** Very Good

* Mixed Reviews

SAN ELIJO ***

This excellent area, several hundred yards out from the mouth of the lagoon, is frequently mentioned as a haven for the mighty big-game hunter in North County. Like Seaside, one-half mile to the south, San Elijo harbors some of the finest lobsters on the coast and submerged kelp forests that would bring a smile to the face of Lloyd Bridges.

In discussing the visibility at San Elijo, Tom Page indicated, "When the sea is flat the visibility can be magnificent . . . as good as 40 feet." That is truly exceptional as even the best clarity at the La Jolla Cove seldom exceeds 30 feet. Normal for San Elijo is probably ten feet.

MOONLIGHT BEACH **

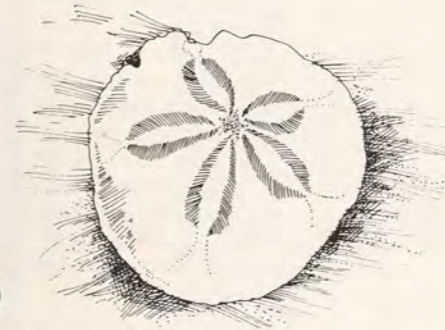
Of all the specific diving spots reviewed this one was somewhat of an enigma. Lying at the foot of Encinitas Boulevard in Encinitas, Moonlight Beach offers very fine spear fishing. However, the surf and visibility can be pretty bad, according to several divers. My impression is that local divers are spoiled because of the many sensational localities nearby.

One theory for the mixed impressions on Moonlight Beach may be due to the sewer pipe that juts out into the

ocean. The sewage may provide organic matter to the area's food chain thereby attracting the large game fish. At the same time the minute particles may reduce the water's clarity. Overall, most comments were favorable and it is suggested you check it out.

LITTLE SOLANA **

Tom Harmon of the Diving Locker rates Little Solana at the foot of Solana Vista Drive in Solana Beach as a real gem. The long stairway may be a deterrent to the typical tourist diver and to someone who has never dived here. Still, most divers who really know the good spots say Little Solana has very beautiful reef structures and an abundance of game fish. It's also conveniently located about 400 yards north of the Solana Beach Diving Locker.



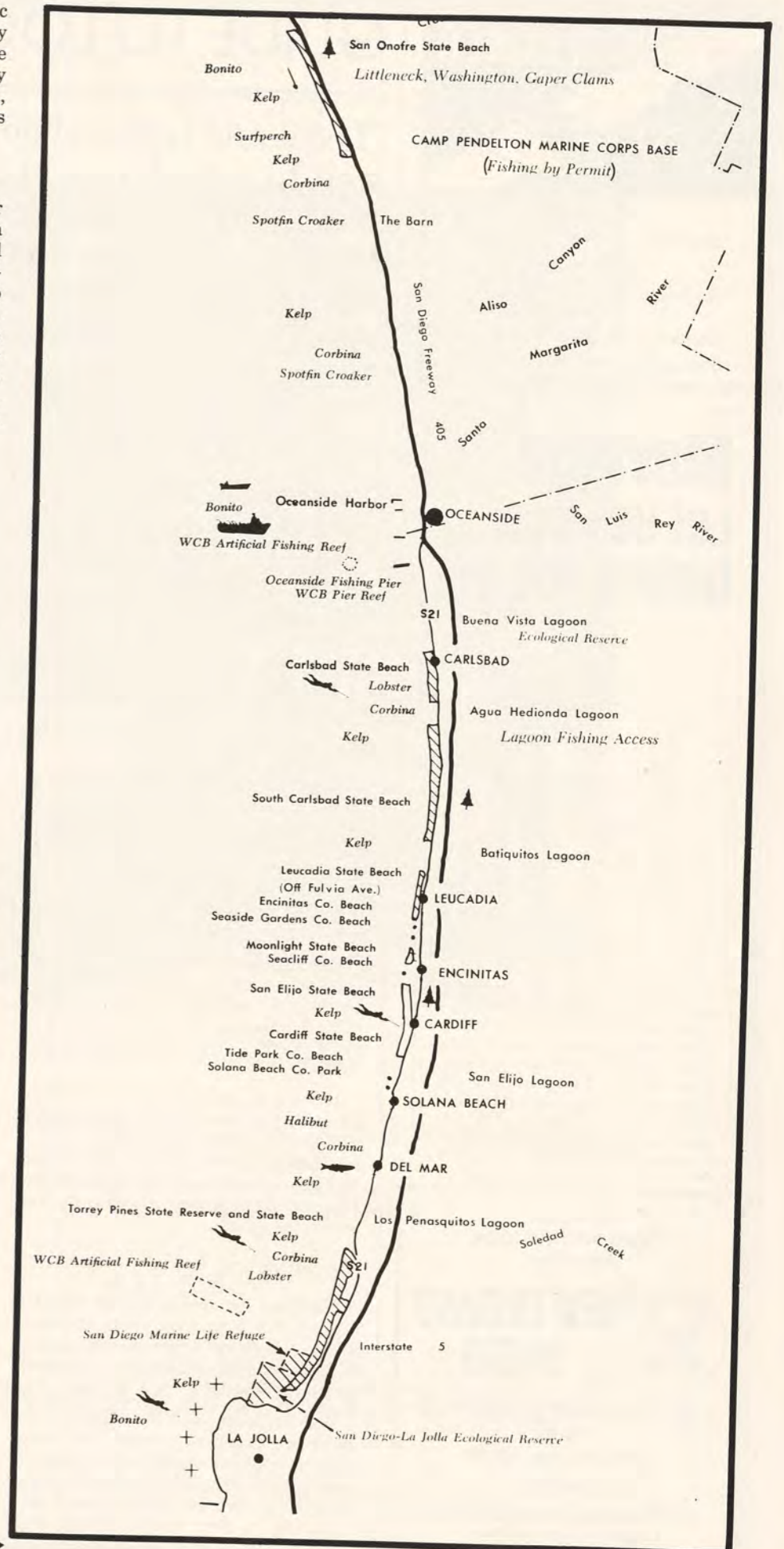
OTHER DIVING AREAS *

Obviously, this article has only scratched the surface. There are undoubtedly many other great places to go SCUBA diving along the North County coast. Several others that seem to be popular deserve mention.

Tamarack near Carlsbad is probably the most northern recommended diving region. Several divers and dive shops have reported big schools of fish and some nice celibate sheepshead and sea bass at Tamarack.

La Jolla Shores is experienced by practically every diver in the county at least once. Many return due to the easy conditions and unusual sights near the Marine Room restaurant at the foot of Vallecitos Street.

For the most part, the bottom is sandy and uninspiring. However, at certain times in the winter a spectacular phenomenon occurs along the edge of the precipitous Scripps Canyon, located several hundred yards from shore. Each year thousands of squid emerge from the dark depths to deposit an expansive layer of beautiful, transparent egg sacs on the bottom. The view is made even more exciting because of the numerous marine creatures—from sea lions to sand



DIVING LOCKER



INSTRUCTION:
Swimming Sales Service
Photography

San Diego: 1020 Grand 272-1120
1148 Delevan Dr. 236-1203

Escondido 417 E. Grand 746-8980

Solana Beach 155 S. Hwy 101 755-6822

**Moving?
Let us know...
before you go.**

Attach your address label from current issue here.

NEW ADDRESS: _____
Name _____
Address _____
City, State _____ Zip _____

NEW or RENEWAL SUBSCRIPTION 1 YR. \$10.
Check here to enter or extend your subscription

To be sure you don't miss any copies, please notify us eight weeks before you move. For fastest service, attach your current address label from the magazine cover. Then fill in your new address below and mail to: LIVING Box Q/Rancho Santa Fe, CA 92067.

**The Finest
DIVING INSTRUCTION
Anywhere**



**NEW ENGLAND
DIVERS**

Check With Us
For All
Your Equipment Needs

298-0531

3860 Rosecrans Street/San Diego
(Where Interstate 5 & 8 Meet)

GUIDE TO LOCAL DIVING

"Local and regional governments would do well to consider establishing ecological reserves off their shores as a means of preserving and stimulating regeneration of aquatic life."

sharks to large sting rays—which come to feast on the immobile egg cases. The author has also witnessed hundreds of sand sharks breeding in chest deep water here.

Bird Rock in the southern part of La Jolla is not the greatest SCUBA diving spot in the world although it has been known to hold some great abalone. The water is generally murky and very shallow for long distances making it awkward to maneuver with bulky gear. It is pretty inaccessible as well. The rugged diver can make some interesting discoveries here so it may be worth a try. This writer has seen some very nice sculpin and bass not too far from shore.

Agua Hedonia Lagoon, south of Carlsbad, is an offbeat place to dive. What is sacrificed in visibility and beauty can be gained in spectacular catches of halibut. While definitely not one of the best locations, it may offer an enjoyable change to the offshore kelp beds.

The Pipes in Cardiff is very popular, lying only a few hundred yards south of Swami's. Like Swami's, it's a favorite surfing area so caution is needed to avoid the big waves and people riding on them.

The Pipes has one small reef about 50 yards past the surf line and another about 100 yards further. The further reef has the better diversity in marine specimens and unusual sights, so I'm told although either should be well worth the effort.

IS DIVING FOR YOU?

Whether for snorkeling or SCUBA diving, North County offers divers of all ages, levels of experience and areas of interest some memorable times beneath the waves.

Persons interested in taking up the sport are urged to contact their local dive shop for information about lessons and equipment costs. Excellent lessons producing enviable safety records are provided by San Diego county dive

shops and most college campuses. The schooling is rigorous, but vitally important and geared toward maximizing the new diver's enjoyment. Instructors are friendly and most helpful.

Once you decide the sport is your cup of tea you may want to become involved in one of the many regional clubs. Fabulous local dives, treks to Baja or the Channel Islands, Catalina and even Hawaii are regular happenings during the summer months. Again you may check with your local dive shop for a list of the organizations found in the back of the **San Diego Divers' Log**, the publication of the San Diego Council of Diving Clubs. Donation for the magazine is fifty cents.

SCUBA diving offers you a world of difference from any other sport. And North County waters give you some of the best areas in the entire country. If you are already into it I'll simply plead "enjoy but don't destroy" our beautiful underwater environment. Those entering the Inner-Space Age, with the proper conditioning, training and equipment, are prepared for what many divers feel can be the greatest experiences of a lifetime. ■



Clay Kemper is a resident of Del Mar. He has been a SCUBA diver for two years and a free diver for 15.

For Very Special People



Mrs. Frank Warren and Michael Layne, owner of Ye Olde Executive Car Company, are pictured here in front of the Warren Building in Rancho Santa Fe with an elegant 1954 Bentley.

Charter a Rolls Royce or Bentley or Classic Motor Car with Chauffeur
Hourly, Daily or Weekly

Come in and see our fine selection of
Rolls Royces, Bentleys & Other Estate Cars

Let Us Be The Marketing Agents For You!

223-8182

NOW FOR THE FIRST TIME, AVAILABLE IN SAN DIEGO

YE OLDE EXECUTIVE MOTOR CAR COMPANY, LTD.

3106 Sports Arena Boulevard in San Diego

SEA POINT

TOWNHOMES AT TORREY PINES BEACH

Unprecedented: a buyers' market near Del Mar.

It's no secret that the best bargains in the housing market today are in condominiums. But it may come as a surprise to discover you can find a condominium-bargain in the choice area of Del Mar, at Torrey Pines Beach.

That's the new and bigger and better story at Sea Point Townhomes, move-in ready for bargain hunters.

Bigger and better for you, of course. As *Business Week* reported earlier this year: "Right now the over-all market for condominiums is weak. While that is bad news for owners, it is good news for bargain hunters."

But not many other "owners" (like Pardee) built condominiums in the coveted coastal area of Del Mar where (above all the other choice places in San Diego County), *real estate has appreciated the most: plus 119% between 1970 and 1975*, according to the Economic Research Bureau of the San Diego Chamber of Commerce.

And not many other "owners" (like Pardee) lavished so much care on the condominiums themselves and their setting. For



Sea Point Townhomes are big, single-family homes with up to 2,188 square feet; and they are very extravagantly landscaped. Also, residents and their guests can enjoy the beautiful Sea Point Club, with party and pool facilities, and night-lighted tennis courts. Superb.

So Pardee is in a unique position at Sea Point to offer you more than the usual bargain in condominiums. As San

Diego's biggest homebuilder (a Weyerhaeuser Company as well), we are flexible enough to work out your bargain package to meet your individual needs. Our approach is a reasonable one.

Two, three bedrooms

From \$61,000

CONVENTIONAL FINANCING

8¼% Interest (9¼% Annual Percentage Rate)

Sales Office: 755-2303 or toll free 276-2270

Pardee

Weyerhaeuser Pardee Construction Company



EQUAL HOUSING OPPORTUNITIES

Route 5 to Del Mar Heights Rd.; then due west to Coast Hwy. and turn left towards Torrey Pines Beach. Turn left at Carmel Valley Rd. opposite beach.

Prices and terms are subject to change without notice and do not include lot premiums and optional extras. Rendering is artist's conception.

WHERE IN THE WORLD ARE WE GROWING?

'LEAVE IT TO US'

By John N. Mortenson*

"It seems to me we are treading dangerously close to a Communist state where regulations are a way of life and personal freedoms are non-existent."

What is growth? "Growth has to do with an action created through a void or vacuum caused by a 'pull' demand by consumers, in a free marketplace, to fill a basic need for the shelter of people."

We in the construction industry derive our livelihood by providing a product called housing, a basic human need. It is no different than your corner grocer in supplying the number one basic need—food! The three basic needs of human life are food, shelter and clothing.

You may restrict influx of people by mandating a control on providing shelter. And you also could mandate the same situation by controlling the amount of food available or clothing allowed. But it seems we might feel the latter to be inhumane!

Then why do we separate one from the other? It seems to me that if we have three basic needs, and the "end justifies the means" in controlling growth, then why *not* employ restrictions on food and clothing. It will all accomplish the same desired affect—controlling people from living and moving here! It seems that these basic commodities are all vital to the well being of our people. So why, and since when, has housing ceased to be a priority as a basic need of human life?

It is interesting to note in Irvine, California, in Orange County, 8,000 people lined up for a lottery in which only 300 houses were available! This is merely the beginning of a sweeping demand for this most precious single investment a couple makes in their lifetime.

*President Building Contractors Association

With no new lots being developed, and a lead time of two to three years to process any project today, it is not difficult for the average layman to understand the impending gap about to consume us and our industry when the law of supply and demand is ignored in a free society and free enterprise system!

INADEQUATE SUPPLY

This supply of restricted housing will primarily affect the elderly and low-income groups. The 80% plus that we are not able to house continue to create a pent-up demand. I see no reason why these people should be denied the same basic need that only the more affluent can afford.

We have now reached a very critical condition in San Diego, when only 15% of our population can be housed. It seems a little short-sighted when I must remind you, in only a few short months, there will be a compelling question we must answer: "Where will your children live?" Are they not the very ones we are concerned for? If not, why all the fuss about environmental protection, coastal controls, energy, etc. . . .? Have they (your children) not the greatest stake in the future of your community? If they cannot find a place to live, they will not have input to your community! We educate, we build, we are concerned (most of us are) for the future generations which are our children and the welfare of their children. Then *why*, I ask, why do we now say they cannot be a productive member and live in our community?

It seems to me we are treading dangerously close to a Communist state where regulations are a way of life and

personal freedoms are non-existent. And this frightens me far more than building homes! It is the consequences of our actions or reactions that have me worried. I happen to enjoy my freedom, and I see it and property rights being eroded to such a degree now that it's only a matter of time!

Is not the controlled growth moratorium a *restriction* on building? Can we deny that those not being housed are the poor and elderly? Is it fair to deny some a basic human need—one required by all? It is difficult to be objective when listening to so many of those crying for "human freedoms," and yet denying economic freedom, a very important kind of human freedom.

There is a book called the Incredible Bread Machine, written by six collegians, produced here in San Diego through "World Research." It is a pragmatic, sensible approach to a true analysis of capitalism as a social benefactor. These students have gone back to the Great Depression and even the founding of our Constitution, following the many years of "Log Jamming," initiated by well-intentioned politicians protecting people from their own economic freedoms.

THE HIGH COST OF RED TAPE

We now have over 60,000 regulators in Washington with a cost of 130 billion dollars a year to protect us Americans from the free enterprise system. So far it has been a fiasco and a failure as government bureaucracies become bogged down in the never-ending, costly process of regulating, red tape, delay and eventually producing too little and too late, at a skyrocketing cost to you and I, the taxpayer.



714/487-6001

REAL ESTATE BROKERAGE

16776 Bernardo Center Drive
Suite 104 B
San Diego, California 92128

REAL ESTATE
BUSINESS
BROKERAGE



LEASING
COMMERCIAL
INDUSTRIAL

Among the riches of Beverly Hills is a little gem of a hotel...



Decently priced, a stroll from Gucci, Van Cleef & Arpels, Mark Cross; 100 rooms, two penthouses; 20 minutes — and a world apart — from L.A. airport. Among the pleasures of the city, our own notable Chez Voltaire restaurant and piano bar.

Max Baril's new Beverly Rodeo Hotel

360 No. Rodeo Drive, Beverly Hills, California
(213) 273-0300 Outside of California Call Toll-Free
(800) 421-0545

THE VILLAGE CHURCH of Rancho Santa Fe

Community Presbyterian

Rev. DONALD R. CAUGHEY,
Minister

JAMES P. FRED A, JR.
Assistant

Sunday Worship: Church School:
10:00 a.m. 10:00 a.m.

"You may restrict influx of people by mandating a control on providing shelter. And you also could mandate the same situation by controlling the amount of food available. But it seems we might feel the latter to be inhumane!"

New York City is a perfect example of fiscal irresponsibility, largely created by too much regulation. Still there are many of us that think it cannot happen here. Even Los Angeles has been targeted as the next city where it could happen.

It all started back in 1947, when after the war there was a housing shortage, and New York decided to impose "rent controls," never allowing our system of free enterprise to even function. For 30 years now, New York City has had rent controls. In fact, they just voted to extend them for three more years. The politicians openly admit that they know it's economically bad for the city as well as the business community. They only mention that there are more renters than businessmen. And this is how they are kept in office. Thirty thousand units a year are now being abandoned. Most of these soon become burned-out ghettos that are uninhabitable. There are 400,000 rental units in a deteriorated condition, and because rents are kept so low, maintenance becomes financially impossible. Property taxes are not paid. Owners walk away. Lenders that do pick them up for their loans are trying to sell them at two times gross with no buyers. Lenders won't loan on new units, and therefore, no new building can occur. It is an utterly chaotic condition that only feeds and festers on itself like a victim of cancer, where it's only a "matter of time!" And in the final analysis, who really gets hurt?—the low income and elderly! And it all comes under one large heading: fiscal irresponsibility, all generated through controls."

Let's not be misled by figures, for figures are very deceptive when we

talk about housing. Twenty-four-thousand units a year, all over \$40,000, are not providing shelter for our people. Our basic priority is and must continue to be the second most basic commodity known to man. This we cannot ignore. Building is essential to man and his livelihood. It is essential to provide shelter where and when it is needed. And if we fail to meet that basic challenge, we have failed our children in this generation, and for generations to come. This will eventually collapse our economic system as we have witnessed in New York and elsewhere.

Where will your children live? Where will the elderly live? Have they not a basic right to be housed? If the "gang plank" theory is where we are, then this nation is in a sad state of stagnation. Stagnation is the forerunner of decay. You and I as individuals must not and cannot afford to be caught in the vices of this kind of political demagogary. We as builders ask for no special favors. We ask for no subsidization. We can provide the product if the bureaucrats will only allow us to produce it. The tragedy occurs as it has in so many instances before—when regulation leads to over-regulation—when delays and costs become prohibitive—and finally when we give up (as so many are now doing) and say the struggle isn't worth it. My life is important to me as well as to you, and I will not gamble my family's future on the bungling of three years of futile government intervention and delay. We cannot afford the gamble. There will be no housing. There will be crisis upon crisis for the basic shelter of all people. And the people shall determine who prevails in the final outcome, for this is what basic housing is all about." ■

"We as builders ask for no special favors. We ask for no subsidization. We can provide the product if the bureaucrats will only allow us to produce it."

WHERE IN THE WORLD ARE WE GROWING?

'LET'S MANAGE GROWTH'

by Igor A. Lobanov

"California's destiny in recent decades has been to grow, Grow, GROW! Population burgeoned from seven million to over 20 million between 1940 and 1970. San Diego grew even faster during this period, four times the growth rate of the nation!"

"The times they are a changin'..."

Folksinger Bob Dylan's famous phrase certainly applies to our Golden State. California's destiny in recent decades has been to grow, grow, grow! Population burgeoned from seven million to over 20 million between 1940 and 1970. San Diego grew even faster during this period—from 202,000 to 700,000, four times the growth rate of the nation. Housing developments unrolled across the undulating slopes of North County. We came to assume that growth per se was good.

Not so.

While Rancho Bernardo won awards for its environmental concept, Mira Mesa residents faced the fact that leaping growth can often outpace the amenities, not to mention schools and other basic community services.

Many people wanted to believe the projections which showed that the steep growth would continue. A rash assumption. The Greek Heraclitus observed 25 centuries ago that, "There is nothing permanent except change." The pace of growth in recent years—both for California and for San Diego County—has slackened to the degree that San Diego has shifted from a position of potential corpulence to become a leader in studying how to best manage its overall growth.

FREILICH'S PLAN

The sometimes controversial Professor Robert Freilich, hired by the city as a consultant in land use, has proposed that San Diego be divided into five growth tiers. These would include: I. The older developed areas around center city. II. The older urbanized segment, La Jolla, Otay, San Ysidro, etc.). III. The newly developing areas (Mira Mesa, North City West, etc.). IV. The areas not yet developed which would be placed in a holding zone for two decades. V. Areas never to be developed designated as green belt sections.

tions (mid-city, Mission Hills, Claire Professor Freilich's proposal for a Growth breathing room.

While no cities in Orange County as yet have specific growth limiting ordinances, many are employing one or more subtle measures which indicate a public grow-slow policy. A few examples: Long Beach is fighting to hold onto green belt space; Irvine has a phased growth plan, and Newport Beach is studying a possible growth control plan based upon traffic needs. Sacramento restricts development by retaining open space in high density areas. San Jose is working on its growth problems.

If San Diego adopts Freilich's managed growth ideas, say opponents, the result will be a moratorium and serious damage to our construction industry. In fact, this is not so. Even the proposed one-year Interim ("moratorium") Ordinance, if adopted, would only provide a set of standards to be used where a question arises as to whether a specific area on the fringes of tier III qualifies for a building permit. Standards to be applied would probably include such things as availability of utilities and access roads, whether the area is environmentally sound, etc. Existing vested rights in tier III would be allowed to proceed and tiers I and II would not be affected. The final ordinance, if adopted, would delineate lines of demarcation between tiers III and IV.

Whatever plan is adopted, North County will be involved, for most of the proposed tier III involves the fast growing areas of Mira Mesa, North City West, Penasquitos, Rancho Bernardo and Scripps Ranch.

DOWNTOWN HOUSING PROBLEMS

The proposed return to downtown housing carries more than a simple

challenge for builders. They will be hard put to keep costs down. There will be few, if any, extensive tracts—a building practice that developers have grown accustomed to in recent decades. The land is more expensive and often buildings which may take up two or three lots will have to be torn down to clear the land for an apartment or condominium, the most practical solution to the expensive land.

Critics of the inner city development idea say that it will fail because it runs counter to the American tradition of freedom of choice in a place to live and that the trend for families to move to the suburbs is irreversible.

I do not believe that this is so. Recent indications across the United States show a return-to-the-city movement. Upgrading the downtown in scores of cities has changed the entire character of their core and people are finding that they like the amenities of the inner city. Changes in working habits and size of families are bringing forth an element of people—often an upper income segment—who are increasingly more inclined to live near downtown. Edmund Faltermayer of Fortune Magazine spoke of "the urban centerpiece of our civilization which has to be a place on a great city scale which combines work, play and shopping..."

The pendulum of popular opinion has clearly swung away from the rapid and uncontrolled growth of the '60s (witness the two-to-one reelection sweep for managed growth advocate Mayor Pete Wilson). Repositioning the concept of building inevitably means a shift in the type of product we will live in. As we become accustomed to the circumstances of change, we will be able to accept the changing environment for living. Admittedly, this last is an overly simplistic statement. And there will be those—particularly some build-



Clotfelter Rancho Santa Fe

REAL ESTATE & INSURANCE

R. M. CLOTFELTER
TOM CLOTFELTER
LARRY TILTON
JOHN HOWE

756-2422

The Ranch's Oldest
Since 1931

POST OFFICE BOX 444
RANCHO SANTA FE, CA
92067

Located in Escondido, Weir Brothers are famous for building fine adobe homes. Adobe; with the charm of old California, and today's advantages of durability, design flexibility and temperature control. Call Weir Brothers at 749-1612 and make an appointment soon, their marvelous staff is exceptionally qualified 28425 S. Cole Grade Valley Center

Adobe Construction Co

"The proposed return to downtown housing carries more than a simple challenge for builders. They will be hard put to keep costs down."

ers of opulent outlying homes and condominiums—who may disagree.

LOW INCOME HOUSING NEEDED

And here is where construction trends remain askew from both environmental changes and human needs. The coming changes must involve at least a partial nod toward the acknowledged critical need for low and moderate income housing.

The average home in San Diego County, according to John Mortenson, president of the Building Contractors Association, now costs about \$50,000. A look at the accompanying chart will show what price homes are on the market—a market which the average person can no longer afford.

Ironically, the two factors in this changing environment—the need to draw more housing construction to the urban core, and the desire for less costly housing—must sooner or later be interrelated. At the present time, at least in terms of cost, they are poles apart.

The question of housing for those of moderate and low income has no simple answers. Chief among the problems is to find a way to get past factors which have brought on the dilemma: spiraling land, material and labor costs, plus climbing interest rates and just simple—but destructive—inflation. Thus, while a number of stopgap measures have been advanced—ranging from reduced fees for services for the elderly, to smaller size rooms, to deferred property taxes—it appears that the overriding costs can only be offset by government subsidy.

So far, no federal funding has been forthcoming, but a new state ordinance by San Diego Assemblyman Pete Chacon sets up the machinery for insurance of tax exempt state bonds to finance housing for moderate and low income families. Proposition 1 on the November ballot calls for approval of \$500 million in general obligation bonds for this purpose.

San Diego Mayor Pete Wilson strongly objects to the no-growth label that has been attached to his administration by noting that the official policy of the city has been "to carefully manage and control residential growth so as to avoid the . . . urban sprawl that necessitates more and more city employees and more taxes . . ." Such taxes,

he insists, tend to drive away the industry we want. In regard to that industry he declares that, "The official city policy has been to aggressively seek clean new business and industry to further diversify our economy and bring jobs for our expanding work force."

Holding down on residential growth while reaching out for industry has not prevented the area from growing. United California Bank forecasts that we will have 46,000 new residents in the county this year. And according to recent figures released by Willard Johnson, director of the Population Study Center of San Diego, this policy has also not adversely affected housing in this area. According to Johnson, we have averaged more building permits than the national ratio; the decline in the local construction industry is less than the national average and the costs of housing in San Diego are also less than in other metropolitan areas.

Bob Dylan is probably right about the times, but a wily French satirist named Alphose Karr also had a point when he said, "The more things change, the more they remain the same."

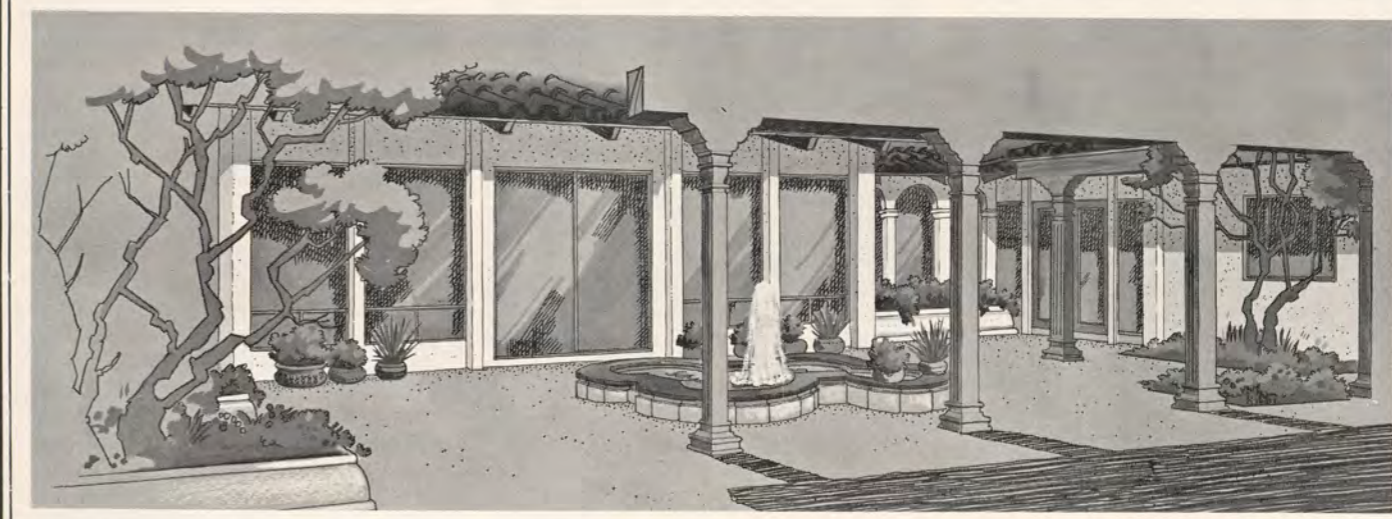
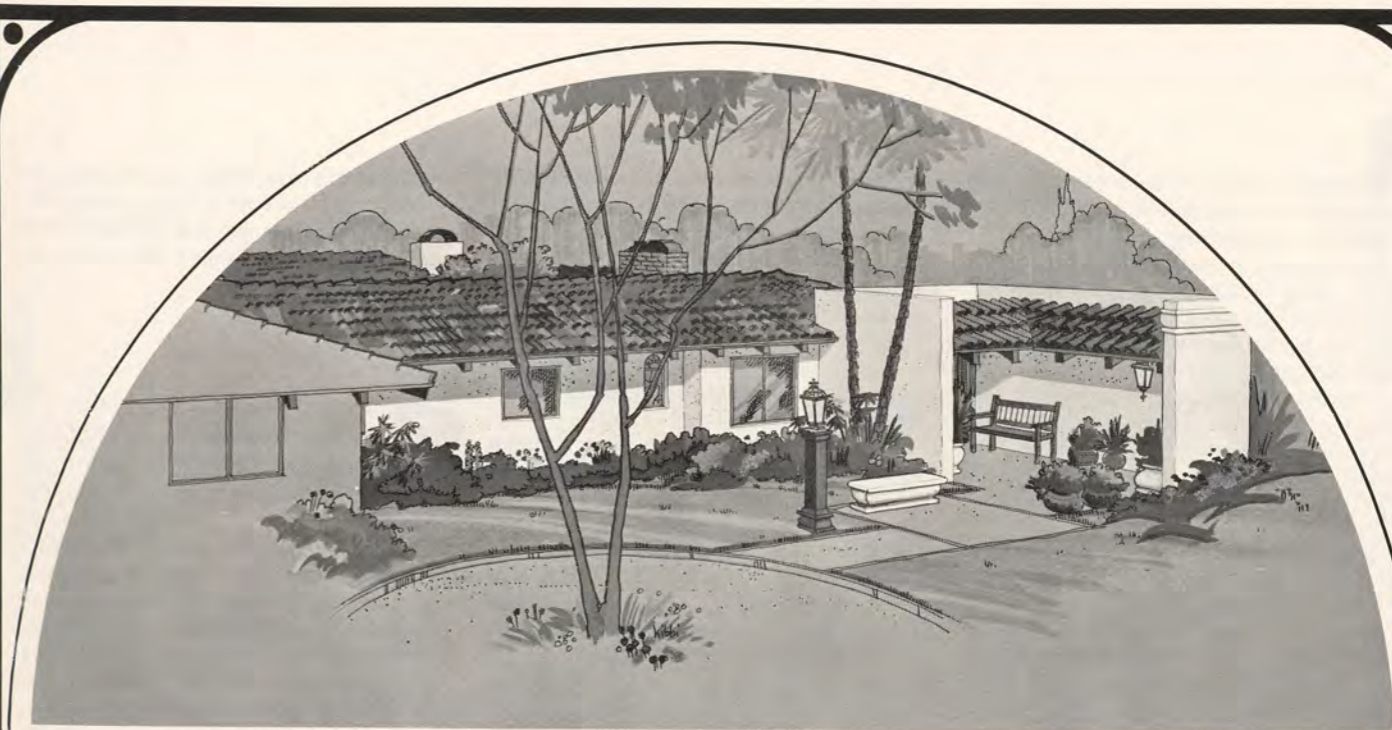
Tract Housing Units
(Figures are for individual units)

Price Range	North County	Entire County
\$30,000-34,999	0	13
35,000-39,999	8	80
40,000-44,999	136	232
45,000-49,999	61	95
50,000-59,999	219	317
60,000-and up	88	138
TOTALS	512	875

Planned Unit Developments
(Figures are for individual units)

	North County	Entire County
\$22,500-24,999	10	0
25,000-29,999	22	0
30,000-34,999	90	176
35,000-39,999	22	143
40,000-44,999	50	76
45,000-49,999	19	31
50,000-54,999	78	82
60,000 and up	15	159
	306	699

Figures from the Economic Research Bureau of San Diego Chamber of Commerce on the inventory of unsold housing in San Diego County—as of December 1975.



A Magnificent Spanish Hacienda

This Spanish Hacienda is in our traditional Rancho Santa Fe style. An inner courtyard features an exquisite jacuzzi and fountain surrounded with Mexican handmade tile. Both the den and master suite share a raised hearth fireplace for cool evenings. Three bedrooms, each with a private bath, will accommodate family or guests with luxury. Here you have a unique opportunity to select colors in carpets, tile and all of the other things that will finish your home in a way that is uniquely your own! 3700 sq. ft. plus a three-car garage include an open-beam living room, a game room with fireplace and a wet bar and formal dining for \$214,000. This home is an architectural delight which, when completed, will offer the very best in graceful living.

Kay Wasser & Associates

P.O. Box 136 / Rancho Santa Fe, Ca. 92067 714/756-2436
Corner of Avenida de Acacia and La Flecha
Pat Woolley Judi Woods

as North County residents can testify, life in an unspoiled, natural environment is infinitely satisfying. The city is a nice place to visit, but more than ever homeowners are turning their backs on the crowds, the concrete and the hectic pace of the urban jungle and moving to the country.

A development two miles east of the heart of Rancho Santa Fe has been created in an effort to preserve the beauty of the countryside and provide a pastoral setting for a new North County community.

Hacienda Santa Fe, a 195-acre, 128-lot subdivision, is a development of the Santa Fe Company, a joint venture of Fairhomes, Inc., and Lomas Santa Fe, Inc. According to the developers, the original beauty of each site has been carefully preserved. No grading has been done except to build paved roads, and all utilities are underground.

Lots range in size from one to three acres or more, with nearly every site providing a spectacular view. Distant mountains serve as an impressive background for the citrus groves and eucalyptus trees of the surrounding countryside.

The equestrian tradition for which North County is famous is further upheld in Hacienda Santa Fe, where the area is perfect for riding. Horses may be kept on designated lots, and there are miles of bridle trails adjacent to the development.

By providing bridle paths for the residents and by leaving much of the nat-

ural terrain untouched, the developers hope to extend the rural, equestrian atmosphere that is unique to Rancho Santa Fe and which has made this small community one of the most desirable places to live in Southern California.

A look at the history of the area will show why residents express fondness for Rancho Santa Fe.

Rancho Santa Fe was first Rancho San Dieguito, a land grant made in 1845 by Mexican Governor Pio Pico to Juan Maria Osuna, colorful settler, caballero, and original mayor of the pueblo of San Diego. Cattle raising was probably the main activity on Osuna's rancho, its lush acreage abundant in fertile pasture land. The two original adobe dwellings still stand, restored and modernized, continuously occupied since Osuna built them almost a century and a half ago.

Sold by the Osuna heirs in 1906 to the Santa Fe Land Improvement Company, a subsidiary of the Santa Fe Railway, the San Dieguito land grant became the site of an unusual experiment. Eucalyptus seeds obtained from Australia were propagated at the Company's rancho headquarters—Juan Osuna's original house—and within three years, about 3,000,000 young eucalyptus seedlings had been planted throughout the ranch, to provide wood for railroad ties.

This experiment was abandoned when it was found the eucalyptus wood was unsuitable for the purpose. The

rapidly growing forest, consisting of several varieties of the graceful, aromatic shade tree, was left to develop and increase, no longer threatened by the woodman's blade.

a new project, sponsored again by the Santa Fe Land Improvement Company, was initiated in 1922. Its purpose was the opening of new citrus-orchard acreage, to increase freight shipments for the Santa Fe Railway. Historic Rancho San Dieguito at that time changed its name to Rancho Santa Fe, and the project marked the beginning of the present development of the land. Continuing development of the 8,650-acre ranch into orchards and country estates, up to the present day, has perpetuated the atmosphere and tradition of the old land grant.

While the nature of the ranch has changed somewhat from primarily agricultural to mainly residential, still the rural feeling is pervasive. It is this feeling that developers are trying to capture in the community of Hacienda Santa Fe.

To establish an architectural theme in keeping with the rancho tradition, developers are initially constructing six homes to be offered for sale. From 2,100 to 3,300 square feet in size, these homes have from three to five bedrooms, a family room, and each has a

three-car garage. They are ranch-style, with shake and tile roofs, and are priced from \$121,900.

in order to protect homeowners and their property, a covenant has been set up to control land use, architecture and landscaping. It is similar to a covenant which governs Rancho Santa Fe residents.

Among other things, the covenant regulates construction in Hacienda Santa Fe, establishing certain standards in order to maintain the quality and consistency of all structures. The covenant also ensures that the landscaping and maintenance of each individual lot will conform to the community's standards of excellence.

Right now, Hacienda Santa Fe consists of rolling hills covered by natural chaparral and wildflowers. Builders and residents working together will soon transform the area into a community which will complement the natural surroundings.

As part of the landscaping effort, eucalyptus and sycamore trees and hedges are being planted along certain lot lines. Trees and shrubs are also being placed along Del Dios Highway. The beauty of the hills and orchards of the surrounding countryside will be

enhanced as the landscaping is completed.

Though far removed from the pressures of urban madness, all of the conveniences of city living are within traveling distance of Hacienda Santa Fe.

All of the coastal communities, each with its own distinctive personality, are only five or ten minutes away by car.

The village in Rancho Santa Fe is two miles west on Del Dios Highway. Here are banks, savings and loan offices and three stock brokerage firms. There are also restaurants, shops and the delightful Rancho Santa Fe Inn. A major shopping center is located six miles west at Lomas Santa Fe.

Public and private recreational facilities are easily accessible. The Del Mar Fairgrounds and Racetrack, the Lomas Santa Fe Country Club and ocean beaches and parks are just a few of the local amenities. For boating enthusiasts, there is a harbor and marina twenty miles north on I-5 at Oceanside.

San Diego is a short drive down the freeway, with all of the conveniences and attractions of a major city. Within an hour or two are the campgrounds and forests of Mount Palomar, the desert resort communities and old Mexico.

educational facilities are excellent. Two elementary schools, a junior high school and the modern and highly rated Torrey Pines High School serve the new community. Palomar College and the University of California at San Diego are nearby academic centers.

Hacienda Santa Fe is the ideal spot for the discouraged city dweller. It is a rural development with the conveniences of urban living right down the road. Each site offers an individual, spacious setting for the landowner to create a private rancho estate (lots are priced from \$38,000).

The sales office is located just east of Rancho Santa Fe on the south side of Del Dios Highway. Take either the Via de la Valle or Lomas Santa Fe exit off Interstate 5 and continue east six or seven miles. The office is open daily from 10 to 5; telephone 714/756-3862. A sales representative will personally show available lots and provide further information on Hacienda Santa Fe. ■

Pictured on our front cover this month is a Rancho Santa Fe resident enjoying the rural equestrian atmosphere of Hacienda Santa Fe. Miles of bridle trails in the surrounding countryside make it a popular area for horse lovers. Tony Francis photo.

Hacienda Santa Fe

in the tradition of Rancho Santa Fe



Artist's rendering of one of the ranch-style homes under construction at Hacienda Santa Fe.

YOUTH SOCCER: A NEW REVOLUTION IN SPORTS

by Michael Grady

"The San Dieguito Youth Soccer league began five years ago with 50 players. This year they could easily have 2500 who want to participate, but they will be able to accommodate only 2000."

Youth Soccer is growing explosively in North County. In Escondido, Lyle Davis, president of the North County Youth Soccer Association, says about his local program, in existence for three years, "We had 25 teams and 350 youngsters our first year; last year there were 42 individual teams with about 575 kids playing; this year we are projecting 75 to 85 teams, and up to 900 kids participating."

In Cardiff, Cy Williams, director of the San Dieguito Community Services and Recreation Department, has the same kind of story to tell about his area, which includes Cardiff, Del Mar, Encinitas, Leucadia, Rancho Santa Fe and Solana Beach. "We started five years ago with 50 kids. This year we could very easily have 2500 kids who want to be on the field, and we can only accommodate 2000."

This is not just a North County phenomenon. In 1964, for example, the American Youth Soccer Organization was incorporated in Torrance with an initial nine teams and about 100 young players. The organization now governs over 4,000 teams in 14 states, with more than 60,000 youngsters involved, about a quarter of them girls. And there are other national groups besides as well as some completely independent local leagues such as Davis', all of which help swell the total of involved youth.

Why so much enthusiasm among youngsters for soccer?

"It's great exercise," says Williams, a ruddy ex-footballer, baseballer, and Marine Corps Colonel. "It's safe, it's simple to learn how to play and it's also simple in rules and regulations. There's not a tremendous amount of difficult technique involved for kids to have to encounter."

Davis echoes this concept and points out that there's rarely a chance for a youngster to get bored in a soccer game. "There's continual participation necessary throughout the game; and team-work, as your side goes from de-

fense to offense. The player is always running up and down the field, always doing something, always participating.

Another advantage both men see in the sport for youngsters is that it has not yet become a source of parental wish-fulfillment. There are problems and quibbles and heated words from time to time along the side-lines, but it's not the same kind of argumentation or exhortation you're likely to hear on game day at a Little League diamond, or at a Pop Warner football field.

Davis, neat, precise, greying in a distinguished manner, sits behind his desk as vice-president and general manager at radio station KOWN in Escondido's Vinyard shopping mall and speaks carefully. "So far, we don't have the politics that are common in the development of other organized sports," he says. He is quick to add that he thinks such politics are over-emphasized by media and others anyway and he stresses that he does not feel soccer is in direct competition with other programs, for which he expresses great admiration. But it is clear his heart is with Youth Soccer, the way it is now.

Williams is adamant about his experiences with parents in other youth sports. "I definitely believe that one of the problems throughout the United States in athletics now is that youth sports have become a vehicle for parents instead of kids." For his group, the San Dieguito Youth Soccer League, Williams has drawn up a 23-page Constitution and By-Laws. "This Constitution and By-Laws is not for the kids," Williams says earnestly as he sits surrounded by un-hung pictures and unshelved books from a recent move to his new wood-paneled office in Cardiff. "It's to control the adult administration and to prevent adults from becoming manipulators activating kids—platooning, constant substituting and so on."

So far, Youth Soccer has been able to keep the emphasis on the youth, and

youth has responded by coming out for the sport in droves. Without adults pressuring them and without the necessity for mastering overwhelming detail about the sport before beginning to play it, youngsters find soccer not a deadly-serious occupation, but instead a game that's fun to play. Children as young as five get a chance to run, to kick the ball, to be part of a team. And girls are encouraged to play on their teams the same sport their brothers play, subject neither to chauvinistic exclusion nor to goading, over-militant feminism. All of this is part of the reason the kids are beginning to abandon or report late to Little League in the spring, to skip Pop Warner football altogether in the autumn. And it's part of the reason why kids who never had any hope of making any team anywhere before come out for soccer.

"Soccer is simple; you succeed every time you kick the ball," Williams says, settling back in his swivel chair. "You really don't have to have a lot of ability or to be large in order to play."

And both Williams and Davis are firm that in their respective leagues, each child who comes out and practices regularly will have a chance to play at least half the week's game, no matter how inept a player he might be. And any child who plays half a game goes home feeling he or she is not such a bad athlete after all. It doesn't happen quite that way in Little League or Pop Warner.

"Obviously soccer is very attractive to young people," Davis says. "They've just gone crazy over this sport."

WHAT'S IT LIKE?

For someone who has never seen a soccer game, perhaps the best way to describe it is by analogy. It is played on a rectangular field roughly the size of an American football field, but there are no goal posts. Instead there are nets like hockey nets but far larger, about as wide as the distance between the uprights, with the top of the net about two-thirds of the way up from the



Soccer is safe, simple to learn and has few rules and regulations to remember and youngsters are turning out for it in droves.

ground to the football cross-bar. The object of the game is for one team to kick the ball into the opposing team's net and score a point, and that is the only way scoring can occur. Soccer has nothing equivalent to a two-point safety, a three-point field goal, or a six-point touchdown. It's into the net or nothing.

The game starts off by a player from one team putting the ball into play at midfield. The forward approaches the black-and-white patchwork-looking ball set on the ground and kicks off, either laterally to a team-mate, or long downfield, in hopes that his side can get to it before the opponents clear it away. This procedure begins each quarter in Youth Soccer, and is used to re-start play after each score as well.

Once the ball is put into play, the opposing team attempts to steal it and in turn drive toward the other net. Action is continuous, there are no set plays or huddles as in American football, and time-outs occur only if there is a serious injury. Play will be interrupted momentarily, if the referee spots an infraction, while he sets up a penalty kick against the team that has made the foul; but such interruptions are brief, rarely lasting more than a few seconds.

Another interruption of play occurs when the ball is kicked out of bounds, but again delay is brief. A member of the team which did *not* kick the ball out picks it up almost immediately, and from the sideline throws the ball back into play with a two-handed, over-the-

head pass. And that, by the way, is the only time a player other than a Goalie can touch the ball with his hands or arms without incurring a penalty. Otherwise the ball can be moved along only by blows from the feet, legs, torso, or head. If a ball is touched by any part of the arm or hand on the playing field, even inadvertently, the touching results in a penalty.

There is some strategy and division of labor among the players on the field, though at first glance it may not seem so. The Goalie is a purely defensive player, easily identifiable as he stands in front of his goal net or attempts to block kicks with hands, body, or head. The Forwards, usually four on a standard eleven-man team, have the responsibility for working the ball downfield

"Many youth sports programs in the country have become a vehicle for parents instead of kids. Fortunately, say two local directors, youth soccer has not yet become a source of parental wish-fulfillment."



Vincent Bartolotta, Jr. coached his 12-15 year-old Rancho Santa Fe soccer team to the league championship last year, capping an undefeated season. Bartolotta, a San Diego attorney, was on the U.S. Olympic soccer team in 1968 and is pictured here at the Midwestern Regional Olympic Trials. More coaches are needed and you need not be an Olympic player to qualify.

and into the goal; they are supported in turn by four Halfbacks, who play (logically enough) about halfway between their own goal and the ball, wherever it is on the field. Their role is a mixture of offense and defense. At one time they feed the ball to their own Forwards; at another time they intercept downfield kicks by the opposing team and attempt to drive the ball away from their own goal.

The last line of defense before the Goalie are two Fullbacks; if the ball gets by the Halves, it's up to the Fulls to intercept it if possible, and get it started upfield again. If they miss, it's all up to the Goalie.

32 / SEPTEMBER 1976

The rules of soccer do not permit the blocking out of other players, hitting them, kicking them, or tripping them. The sport is, in theory at least, a non-contact one. Referees are usually quick to call penalties when this rule is breached.

And this non-contact nature of the sport is another one of its advantages to youngsters. As Cy Williams puts it, "Physical contact is a bore to anyone; your first reflex in physical contact is to sheer off from it." In soccer you don't have to sheer off; there's nothing to sheer off from. And you don't have to throw the ball at your best friend's head to "dust him back;" and you don't

have to drive your shoulder into his stomach in order to set up a score. And you don't get dusted or blocked out either. It's a sport of quick skill, not of power and force.

With the prohibition of physical contact, injuries in this sport are minimal, another advantage; and so there is no obvious premium on the large, heavily muscled player. Jim McEvoy, San Diego County Commissioner of the California Youth Soccer Association (South) puts it this way: "You don't have to be a freak to function properly in soccer."

There is plenty of room in the game for the small, light, quick child; and if the child is not small, there's room for him or her as well, in defensive positions such as Fullback or Half, where the running about is not so extensive, but where there's still plenty of action.

PROFESSIONAL SUPPORT, AND AMATEUR NEED

The San Diego *Jaws* are our area professional soccer team, and while they don't get the media coverage yet of the *Chargers*, *Padres*, *Mariners*, or *Friars*, they have a growing following. And part of the reason for increasing crowds in Aztec Stadium this season is the amount of effect the *Jaws* personnel have devoted to encouraging Youth Soccer in the county. The *Jaws* hold commercial soccer camps for area youths in the summer, on the campus of U.S.I.U., but more than that, they are willing to go out and give free demonstrations and presentations on request to the various leagues and schools in the county.

A spokesman for the *Jaws* states: "We are interested in the development of youth in all areas, but our particular concern is with soccer, of course. We think an interest in soccer can help a youngster develop in many ways. Our players are pretty youthful themselves, and they enjoy meeting and working with kids both in our camps and in our demonstrations; and we hope we help the youngsters develop not just as athletes but as individuals."

The kids like the game and support it; and the professionals support the kids. The sport is growing exponentially. Are there any hidden flaws to soccer? Jim McEvoy sums up the feeling of most people associated with the sport on the youth level when he says, "You have to work hard to fault this game."

But all groups contacted made one thing clear—amateur Youth Soccer needs help, not financial help necessarily, but people-help. Each team on the field requires at least one coach, and preferably two. Each game played requires one trained referee, and preferably two linesmen helping him. And if soccer now benefits from lack of parental politicking, it also is at a disad-

"Kids are beginning to abandon or report late to Little League in the spring and to skip Pop Warner football altogether in the autumn."



vantage from lack of parental participation. A parent who doesn't know too much about the sport can't try to dominate a coach and a team, but then he can't help out when he's needed either.

Davis, Williams and McEvoy all stress the real need for more adult volunteers to keep up with the growth of interest. And in almost every Youth League in the county, and certainly through the district level for CYSA (South), there are programs available for training adults to work as coaches, assistant coaches and referees. Any potential volunteers will be welcomed and praised extravagantly.

Youth Soccer might just be the sport for some boy or girl you know, if he or she wants to play an organized game but doesn't qualify for—or like—Little League or the various local football programs. And if you are an adult willing to help out and help keep the emphasis on youth in Youth Soccer, it could just be a good program for you to get involved in as well. Youth Soccer may not raise a new crop of sports superstars, but it can provide a lot of pleasure and a lot of participation for a lot of youngsters—and even a few adults.

SOME NORTH COUNTY YOUTH SOCCER PROGRAMS

[Note: Youth Soccer is growing so rapidly that although you may not find a listing for your own locale below, there might indeed be a program in the process of formation by the time you read this. Check with your local recreation department, or high school district in unincorporated areas. Age range is usually 6-13, and both boys and girls are welcome. Registration fees (if any) vary from area to area.]

California Youth Soccer Association (South), District II offices, 3719 6th Ave., Suite C, San Diego, CA 92103. Telephone: 298-9054 (Answering Service; you will be called back.) This is the county-wide headquarters for certain associated leagues, including at time of writing the two immediately following North County leagues. This organization sponsors county-wide playoffs each year.

Pacific Youth Soccer League (Member of CYSA)—includes teams in Poway and De Los Penasquitos. For information and enrollment, contact Rod Chambers, Board Member, Poway Soccer Club, 12404 Robison Blvd., Poway, CA 92064. Telephone 748-1395.

San Dieguito Youth Soccer League (Member of CYSA)—includes teams in Solana Beach, Leucadia, Encinitas, Cardiff, Village Park, Del Mar and Rancho Santa Fe. For information, contact the San Dieguito Community Services/Recreation Department, Cy Williams, Director, 2151 Newcastle Avenue, Cardiff 92007. Telephone 753-6491.

Rancho Bernardo Youth Soccer Association (Independent)—for the Rancho Bernardo area. For information, contact Joe Gast, president, Rancho Bernardo Youth Soccer Association, 12782 Abra Drive, Rancho Bernardo, CA 92128. Telephone 487-8570.

North County Youth Soccer Association (Independent)—for Escondido, San Marcos, parts of Poway. For information, contact Lyle Davis, President, North County Youth Soccer Association % KOWN radio, 1523 East Valley Parkway, Escondido, CA 92027 (in the Vinyard shopping center). Telephone 745-8511. ■

Ralph Lauren

FALL COLLECTION
ALL NATURAL FABRICS



POLO

1030 Wall Street, La Jolla



Proudly displaying their silver trophies for the La Costa Women's Club Championship golf tournament are from left, Shirley Godlis, Roberta Levitz, Marie Gray and Eve Singer. Gray is the new club champion and Godlis, runner-up. Vying for low net following a tie, Levitz came in first, with Eve Singer as runner-up.



It's nice to be a bachelor around La Costa. Robert Sommer surrounded by a group of lovelies at the La Costa Invitational Western Barbecue: left to right, Mrs. Guy Varrano, Mrs. Philip Smith, Mrs. David Goldwater and Mrs. Murray Arnold.



Al Blatz, left, gets the lowdown from Bill Gargan on the annual William Gargan Tournament of Fun for the American Cancer Society which was held at La Costa, Sunday, August 15.



Allard Roen of La Costa flanked by Mrs. Cecil Simmons, left, and his wife Evelyn join in the festivities at the Western Barbecue.



Mr. and Mrs. Milton Feinberg at the La Costa Barbecue.



Tommy Jacobs, director of golf at La Costa, enjoys with Mrs. Jacobs the Western Barbecue held for participants in the annual La Costa Invitational. Some 15150 golfers participated in the three-day event which was capped by an Awards Dinner where the following were presented trophies: 1st low gross with a score of 30304, A. K. McMillan and Jody Black. 1st low net, score 260, Dean Wendt and Gene Gabbard. The driving contest was won by Dale Monroe and the closest to the hole on #7, Boyd O'Donnell.

having trouble getting it together?



Equestrian Training for Hunters & Jumpers

LESLEE BAREN

Located at RANCHO CARLSBAD EQUESTRIAN CENTER
2820 Sunny Creek Road
Carlsbad, California
(Just off El Camino Real)

DAY:
729-7221
EVE: 729-9039



JANE BRETT
Rancho Santa Fe
REALTOR



756-1442

La Granada & Paseo Delicias

M.G.M.

NOT A MOVIE COMPANY, BUT A MENTALLY GIFTED MINOR

By Marilyn Williams

"Some parents balked at the idea of a program for gifted students, arguing against the propriety of a public institution possibly creating an intellectual elite."

Young people! They're bright, brash, maturing quickly and often talented. Some have special artistic gifts; some are star athletes; some are strong leaders. Still others have special intellectual gifts, and one of the many efforts of the state of California is to provide programs within the public schools for the mentally gifted youngster.

Who are these intellectually gifted children? They appear like anyone else—long hair, blue jeans, interests from football to the fine arts. Their uniqueness lies in their high verbal skills and in their intense love for intellectual activity. J. Richard Kure, counselor at San Dieguito High School, speaks of a fire and a charm in these youngsters. He finds them assertive, willing to take risks. "They take ideas and run with them," he said. "They think at two or three levels at the same time."

And what is giftedness? Ed Sweed, former coordinator of gifted programs for the San Dieguito Unified School District, calls it "high potential." It exists in the arts and in sports. For psychologists dealing with the academically gifted, it means excellence in problem solving and "divergent thinking," the ability to expand and extrapolate from basic ideas. The state of California defines it by an IQ score and refers to it as intellectual capacity rather than achievement.

To enter the state-supported gifted programs, students must score in the ninety-eighth percentile on an individually administered IQ test. This upper two per cent of the California student population is then invited to enter a program for the mentally gifted minor (MGM). Participation is voluntary and depends on the desires of the gifted students and their parents.

For a school district to receive state funds, it must offer at least 200 minutes each week of "qualitatively differ-

ent education" to its gifted students. The qualitative differences, according to the California Education Code, involve programs "which meet unique advanced knowledge acquisition, higher-intellectual skill development, and creative (intellectual) production skills."

In North County, some elementary schools have a gifted program and some do not. Both junior and senior high schools have gifted programs. Ed Sweed screens sixth graders before their entry into junior high. He looks at all pertinent information: cumulative folders, previous group or individual tests, grades, teacher recommendations. Likely individuals, if they desire, may receive further screening and then take an IQ test with a school psychologist.

The program in the secondary schools involves five class periods each week. For the remaining time, gifted students are in classes with everyone else. There is no other deliberate academic tracking. Students themselves, however, select classes according to their own abilities and needs so that, for example, the excellent musicians share one class and the excellent chemists, another.

The MGM program at Earl Warren Junior High involves a seventh grade modified humanities program and an eighth grade English program. In the seventh grade the emphasis is on refining writing skills, but also involves work such as cassette production, an introduction to Greek and Latin roots, and an appreciation and creation of poetry. Joanne Meyerhoff in the demanding eighth grade program requires four independent study projects in addition to the normal eighth grade English curriculum. This year the emphasis has been on American history and literature.

A veritable intellectual feast tempts the gifted high school student. The course as presently constituted at Torrey Pines and San Dieguito High Schools is a strong humanities program based on eight themes that cover the eight semesters a student might enroll in high school MGM. The most recent theme at San Dieguito was "The Individual vs. Society." The class studied works from many writers including Plato, Shakespeare, Dostoevsky, Ibsen and Camus. In other semesters students read Homer, Tolstoy, Tocqueville, Hemingway, Faulkner, Skinner, Flaubert, Fromm and many, many others. The students read, write weekly papers and prepare seminars. They are taxed, criticized, cheered, consoled, cajoled and otherwise put through the rigors of intense intellectual stimulation. They thrive, and they love it. Should they not, they are free to leave the program at any time. Few do.

Jerry Schlenker, principal at Earl Warren, says, "Most of the gifted kids like to work hard, complain about it bitterly, but thoroughly enjoy it." Melody Martin, MGM teacher at San Dieguito High School, goes a step further: "These kids are masochistic," she says jokingly. And if you ask the students what they value most in the course, they list first the writing—the steady, demanding written assignments where they are strictly evaluated on content, structure and style.

The MGM student is unusual. Often he denies it and has non-MGM youngsters as his close friends. Yet there is a boldness, a competence and a sense of self-assurance in most of these students that is often missing from other young people. The gifted student is accustomed to success, and the resulting sense of accomplishment and pleasure becomes a basis for further ventures and further successes.

The gifted youngsters often recognize some of these differences. "We're all used to being the one person who knows what the teacher is talking about," said one girl to her laughing class. Another MGM student commented about a few negative traits of some MGM students. Said one, "Sometimes I get the feeling that no one wants to listen to anyone else around here." But another disagreed, saying that the kids sometimes just get carried away and are not deliberately rude.

Very much attuned to these bright, assertive youngsters is Melody Martin. In discussing her concept of the ideal MGM teacher, she states, "Above all else, she must have boundless energy." And then she adds quickly, "And she must be widely read and love the theater and politics; you know, she must LIVE." Her own enthusiasm is contagious, and her students love her.

Ed Sweed believes too that energy and commitment are critical for the successful MGM teacher. He claims that teachers of the gifted must have five lesson plans prepared for one day; one plan would suffice for possibly ten minutes, he thought. Ms. Martin, ever colorful, states, "You'd better be on top of your subject, or these kids will rip you apart."

Talk to MGM teachers, and they'll discuss various goals of the program. Independent learning is one aim. Encouraging the under-achieving gifted is another. Development of basic skills within the stimulating environment is yet another. Says Joanne Meyerhoff at Earl Warren, "I think creativity is great, but I think kids need fundamentals."

In terms of the goals of the program, Ed Sweed likes to differentiate between intelligence and intellectuality. The former, he says, involves using ideas for a livelihood. The latter involves playing with ideas. "We want to expose kids to intellectuality and show them the fun in the life of the mind," he said.

Rose Sleigh in her gifted class at Torrey Pines has her own emphasis. "A peculiar need for the gifted person in modern technological society is value clarification," she says. She cites leaders in distant and recent history who were intellectually gifted but deficient in the development of personal ethics. In her classes, students look at literary characters in conflict and at the decisions that they make. Then the class discusses repercussions and alternatives.

ELITISM CHARGED

The debate surrounding the value of gifted programs is unending. Teachers continually counter both charges of elitism and protests over spending additional funds for the already fortunate

child. Ed Sweed cites anti-intellectualism among students, staff and the general citizenry and says, "We are constantly criticized for being undemocratic."

It is easy to lose the child in the controversy. Jean Mandler, psychologist at the University of California at San Diego, says that the gifted child can have severe emotional and social problems that derive from his giftedness. Too often he is utterly bored in school with a teacher unable to cope with this talented and able child. He is likely to be lazy and to develop poor work habits, as he has never encountered an intellectual challenge in the classroom. Sometimes he drops out of school to become the "outlaw," finding his own challenges and seriously jeopardizing his future. "I have testified in Sacramento," says Dr. Mandler, "and one of my most telling arguments was that bright students make bright delinquents."

Dr. Mandler, mother of two gifted students and founding president of the San Diego Association for Gifted Children, is emphatic in her support for

athletes and for machinery for the vocationally gifted but that there are cries of protest when he orders a simple set of books for his academically gifted students. "We recognize giftedness in every area but the brain," says the annoyed Mr. Sweed. "I ask only that the treatment accorded others within the school community be accorded to us."

The heavy academic demands made of MGM students elicit one of its strongest criticisms. Verlin Heuton, teacher in the English department at both San Dieguito and Torrey Pines, argues that the students are much too busy in the course. Each week they read a new book of deep, philosophical content and write what is hopefully a careful paper. "Where is the dormancy, the quiet?" asks Mr. Heuton, who believes that all the pressures mitigate against thoughtfulness and inner growth. "Read little, and get something out of the transaction," advises Mr. Heuton.

The MGM program at the high schools will be more flexible this year. There will be twelve options that may be taken for credit in addition to the

"The parents of gifted children were the prime force behind the initiation of gifted programs in North County."

gifted programs. "Before the advent of MGM programs," she said, "gifted children were often in classes for the emotionally disturbed. However if gifted students are placed in appropriate programs, the emotional problems disappear." Dr. Mandler argues that intellectual gifts should be nourished for the natural resource that they are.

The parents of gifted children were the prime force behind the initiation of gifted programs in North County. Knowing both the particular needs of their own children and the availability of funds for gifted programs, they requested that the schools provide the special programs.

Other parents balked at the idea, arguing against the propriety of a public institution possibly creating an intellectual elite. Others feared that skimming off gifted students would deprive their own children of a valuable resource, and they objected to tax funds being used to assist only a small percentage of students. In response the supporters cited the frequent waste and exploitation of gifted students in regular classrooms. Mr. Sweed adds that schools have plenty of money for elite

choice of a strong humanities program. A student may study with a community mentor. He may enroll in a college or university or in a high school correspondence course. He may develop career experiences by taking an apprentice position or creating and operating a business under the supervision of a local businessman. Or he may do an intensive study of one particular subject with any teacher willing to accept the responsibility for the student and his independent research.

Suggestions for changes in the gifted program come from students and staff. Some dislike the screening and test procedures and would make teacher recommendations and high academic performance important criteria for entrance into the program rather than the heavy reliance on the IQ score. Another criticism is that the students participate minimally in the selection of their books and the direction of their intellectual efforts. Critics like Mr. Heuton argue that gifted programs deal only with half the person—with only the analytical, linear, left side of the brain. The intuitive, emotional self, centered in the right side of the brain,

(you should see what we have upstairs)

PATIO FURNITURE by BROWN-JORDAN



End of Summer Sale! TAMIAMI

42" table & 4 arm chairs \$369.00 (Reg. \$465.00)

chaise lounges, rocking chairs & occasional tables

ready for immediate delivery

all at special low prices

SPECIAL SALE OF FLOOR SAMPLES!

2—Samsonite armchair Reg. \$90. ea. —**1/2 price**

1—35" x 61" Brown-Jordan Reg. \$229. —**\$129.**

1—Tamiami Ottoman—white Reg. \$60. —**1/2 price**

1—Samsonite 42" table Reg. \$130. —**\$75..**

1—Kailua low round table Reg. \$103—**1/2 price**

other odds & ends at low, low prices

We deliver 756-1455

Rancho Santa Fe Nursery

goes unrecognized. Intellect is just one aspect of being human, argues this group. The goal should be to develop holistically.

MGM teachers in North County object to this last criticism. True, their students don't meditate as a classroom activity, but to all appearances the creative, emotional aspects of their students' humanity are well nourished. A recent paper in the San Dieguito MGM class was based on the following statement of Proust: "Happiness is beneficial for the body, but it is grief that develops the powers of the mind." To do a decent job, both the analytical and the intuitive brain should be engaged.

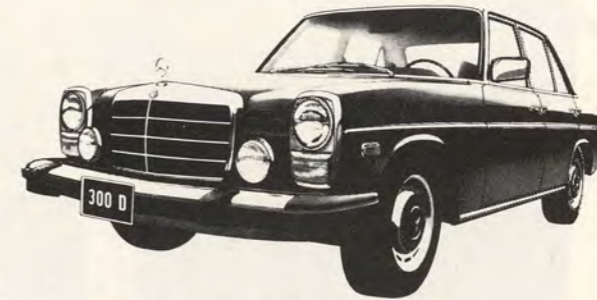
As varied and as exciting as MGM classes can be, many gifted students choose not to enter the program. The most common reason is a scheduling conflict, to be circumvented next year by all the possibilities for independent study. Another problem, according to district psychologist Homayoun Mahmoudi, is that some students will not agree to be identified gifted for social reasons. The currently enrolled students disagree and claim neither stigma nor prestige associated with the MGM program.

The students themselves discuss the value of the program. Many recognize the value of studying now the great literary and philosophical works, since their own work will soon narrow to specialties in mathematics and science. Just working with basic human concepts—power, humility, love, loneliness—and finding how the giants of our civilization have treated these subjects are seen as highly worthwhile.

In a recent discussion, a San Dieguito class examined the value of education and intellectuality. Ms. Martin pointed out that whereas 30 years ago college was the passport to higher-paying jobs, college and graduate studies are no longer necessary to bring home a decent income. Nonetheless most of the class expected to study at a university immediately after high school.

To evaluate intellectuality and to discern the long-term effects of a gifted program are difficult. A teacher never knows where his influence comes to rest. But teachers and students agree that the academic fare of a gifted class is more likely to nurture the special gifts of these youngsters than the fare of the average class. ■

Marilyn Williams holds a lifetime secondary teaching credential in the State of California. She graduated Phi Beta Kappa from the University of California at Berkeley and has taught secondary and elementary students in Union City and San Diego. She has two children in the MGM program in San Diego schools.



We make the world's most advanced Diesel passenger car...



the world's most copied sedan...



the world's most elegant sporting automobiles.

Exactly what you would expect from us.

Mercedes-Benz 
Engineered like no other car in the world.

MERCEDES BENZ OF SAN DIEGO

7860 Balboa Avenue San Diego, California 279-7202
Balboa off-ramp, 15 minutes south of Rancho Bernardo on Highway 163.

LA JOLLA SOCIAL SCENE

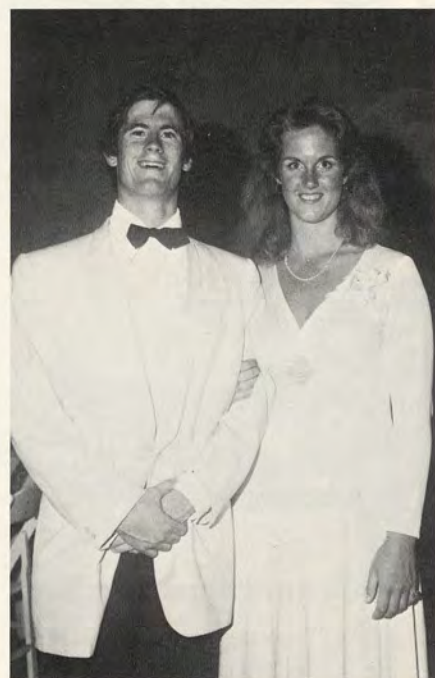
by Alice Dutton

The La Jolla Social Scenario is a blockbuster that continues on its merry way day and night during the summer and into the fall season.

Let's begin with a pictorial review of the 1976 Jewel Ball, one of the most memorable in the Las Patronas sponsored 30-year history.



Mrs. Joan Bowes of La Jolla was a guest at the Bond-Powell party given by Mrs. Helen Anne Bunn of San Diego.



Fred Kellogg and his sister Jane completed one of the Kellogg tables at the Ball.



Mr. and Mrs. Larry Haber entertained friends at a dinner party at their home earlier in the summer.



Among guests of Mr. and Mrs. James H. Knox of La Jolla were another younger generation party, from left, Steven A. Salta of Long Beach, Alice C. Knox, Mary Jo Stromberg of Los Angeles, and Lewis Agajianian of Long Beach.



Margaret, Duchess of Argyll of London, visiting here this summer, was the guest of Gordon G. Guiberson of La Jolla and Beverly Hills.



Among several members of the William Crowe Kellogg family enjoying the music of Michael Carney and popular group Columbus, were from left, William Jackson Kellogg and Tricia Tirzen of Beverly Hills, Robin Tearse and Robert P. Kellogg.

Sale

on all
MAJOR BRANDS

- CARPETING
- CUSTOM DRAPES
- WALLPAPER
- CERAMIC TILE
- WOVEN WOODS
- LEVOLOR BLINDS
- PARQUET FLOORS
- FURNITURE
- VINYL FLOORING

WHOLESALE PRICES

Complete Interior Decorating Services by our Trained Professionals at NO charge to You!

NORTH COUNTY CARPET

2959 MANCHESTER
at Interstate 5
in **CARDIFF**

CALL **436-5552** FREE ESTIMATE

MON-FRI 9-6

SAT 10-5



LA JOLLA SOCIAL SCENE



Friends of Country Friends, Mrs. Le Verne Bass of La Jolla and her daughter Mrs. John R. Franklin Blackburn were pleased to meet at Del Mar Turf Club for the organization's annual day.



When Mrs. Robert Bond, left, of La Jolla celebrated her birthday at The Seahorse Room, Mrs. Edwin H. Eichler of Del Mar was on hand to present a gift.

42 / SEPTEMBER 1976



Mr. and Mrs. Robert K. Jensen attended on Belles of Mental Health day at the races. Jensen is president of San Diego Mental Health Association and school psychologist of Grossmont Union High School District.



Dan Crowley, a retired baseball scout for the New York Yankees attended the races at Del Mar this season.



Mr. and Mrs. Clifford C. Graham look like they have a winner coming around the bend at Del Mar Thoroughbred Club's sporty racing oval.

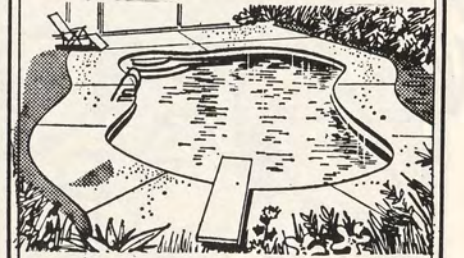


Left to right Mr. and Mrs. Cliff Suhm of Rancho Santa Fe, entertained Merl Bolt and Mrs. Virginia Brunson of La Jolla.



Mr. and Mrs. Norman Kay of La Jolla attended the 37th season.

del RANCHO POOLS



CUSTOM POOLS DESIGNED & BUILT

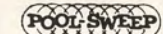
Complete Planning &
Estimating Service

Hi Chem

Repair & Maintenance



All contracts trust fund controlled
Distributors for some
of the leading pool companies
in swimming pool equipment & supplies.



"Let your pool be as individual as your personality"

753-6369

1163 First Street, Encinitas
Serving North County
State Contractors License 207129

instant passport photos

- In full color
- All official sizes
- Professional quality
- By appointment

House of Portraits

1430 Camino Del Mar
DEL MAR • 755-9347



VISIT THE NEW Village Spirit Shop

ON ENCINITAS BLVD. NEAR VILLAGE PARK
EASY, SAFE ACCESS AND AMPLE PARKING

featuring

★ A COMPLETE SELECTION OF FINE WINES AND LIQUORS

★ FREE ICE ★ FREE DELIVERY ★ PARTY NEEDS
★ COURTEOUS SERVICE ★

CIGARETTES 39¢ OR 41¢ MOST BRANDS



INTRODUCING JOHN D. SARLES

John D. Sarles manager of the Village Spirit Shop and one of San Diego's many fine wine "Aficionados." John has taught wine classes here and in northern California for many years. He brings his extensive knowledge to our customers for assistance in their entertaining and everyday wine living. Our stock of California's excellent wines is one of the largest and best in North County.

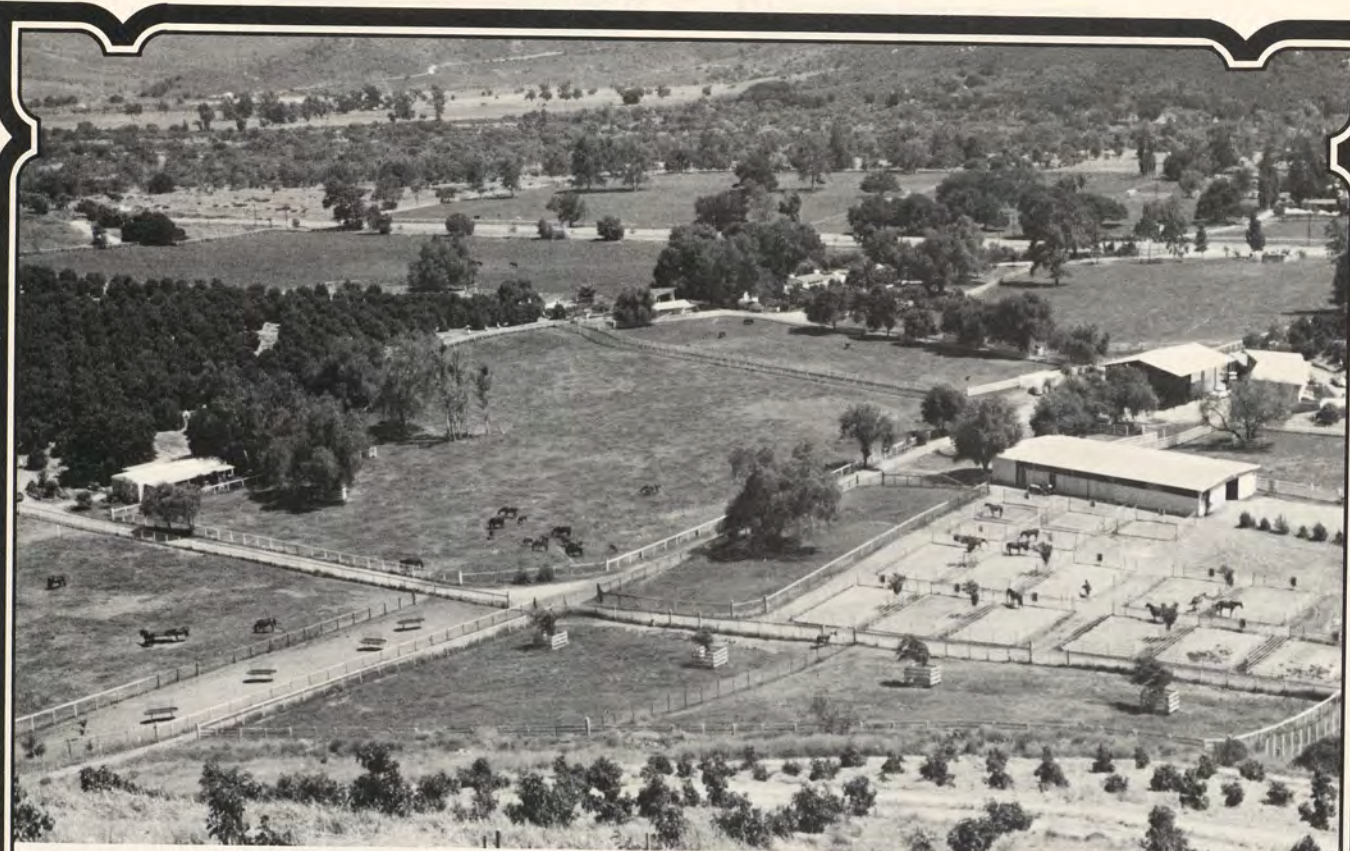
1552 ENCINITAS BLVD. AT VILLAGE SQUARE SHOPPING CENTER
ENCINITAS, CALIF.



TELEPHONE 753-0333



OPEN 8 A.M. TO 10 P.M. DAILY; SUNDAYS 9 A.M. TO 9 P.M.



VISTA HERMOSA THOROUGHBRED FARM

One of the outstanding horse breeding facilities in all of California. Truly a showcase with its charming Mexican Hacienda main residence, 4 acres of avocados and 95 acres of permanent pasture. The 283 acres located in North San Diego County afford absolute privacy and pastoral serenity - located just 40 miles from the Del Mar Racetrack. Offered by the Willis M. Allen Real Estate Company at \$1,900,000.



WILLIS M. ALLEN COMPANY

REALTORS

three locations to serve you

1424 CAMINO DEL MAR DEL MAR, CALIFORNIA 714/755-6761 or 452-0761

1131 WALL ST. LA JOLLA, CALIFORNIA 714/459-4033

PASEO DELICIAS RANCHO SANTA FE, CALIFORNIA 714/756-2444 or 755-4855

THE WIDE WORLD OF TRAVEL

NEW MISSISSIPPI QUEEN, A CLASSIC RIVERBOAT FOR THE JET-AGE

America's fleet of luxurious overnight riverboats has now doubled in size. The new grand total: two.

The Mississippi Queen, first overnight riverboat to be built in fifty years, made her Maiden Voyage on Tuesday, July 27, paddlewheeling her way the length of the Ohio and Mississippi Rivers from Cincinnati to New Orleans, along the classic route celebrated by Mark Twain. Her fifty-year-old sister, the famous Delta Queen, is the only other overnight river boat now plying this course.

From the time she left her home port of Cincinnati at 8:00 p.m. on July 27, until the time she arrived back home at 9:00 a.m. on August 14, the Mississippi Queen's voyage was a continuous celebration.

Her send-off in Cincinnati was a jubilant festival involving all the elements of an old-time riverboat jamboree on land, on water, and, for the modern touch, in the air. All along the way, the cities at which she docked, Madison, Louisville, Paducah, Cairo, Memphis, Vicksburg, Natchez, Baton Rouge and New Orleans, hosted their own festivities. Each was appropriate to the colorful history and tradition of its locale. In later voyages, the Queen will vary her voyages, some going up the Ohio as far as Pittsburgh and up the Mississippi as far as St. Paul.

The blend of old and new in saluting her are entirely appropriate, for the Mississippi Queen combines the charisma of an old-fashioned riverboat with the modern splendor of a luxury liner. Like the Delta Queen, she is so

RUTH M. GIFFIN
TRAVEL EDITOR



classic an American riverboat, that both have been certified by American Revolution Bicentennial Administration. But the new boat has glories which Gaylord Ravenal and the "sailboat" set never dreamed.

She is the greatest riverboat ever built: 379' long, with a 68' beam and an 8' draft. She is the costliest: \$21.5 million went into her construction. She can carry up to 500 passengers in her 218 luxuriously appointed staterooms and the crew numbers 125.

She has elevators, a swimming pool, a sauna, a beauty shop, a motion picture theater, a complete in-board telephone and public address communication system, and air-conditioning with individual room control.

Even the Mississippi Queen's traditional riverboat fittings have benefited from modern technology. Her huge 35' x 25' paddlewheel is turned by a 4-cylinder horizontal tandem compound condensing steam engine. Her main power plant has automated oil-fired boilers, a far cry from the wood burning boilers of steam packet and passenger boats of days past. She has steam turbine generators which can provide enough electricity to power a small city.

Her noble Calliope, the world's largest and lustiest, has first-of-its-kind electronic outlay which allows the Calliapist, professional or passenger, to record the keyboard signals on a digital tape and then to play them back over the "steam-pianna."

The old-new scene is also expressed in the interior design of this jet-age riverboat. According to the 1966 Safety-at-Sea Law, wood cannot be used as a decorative element. But, the mouldings, mirrors, polished steel and

brass recall the opulence of the great steamboats of the past without literally duplicating 19th century detail. Plush carpeting, wide staircases, lavish and comfortable staterooms, some with ante-bellum verandas wide enough for a hoop skirt, echo the tone of graciousness which characterizes earlier riverboats.

The Mississippi Queen is no overnight wonder. Planning, design, and building her took more than 10 years and the concentrated skills and effort of an international team of experts.

James Gardner of London, designer of the Cunard luxury liner Queen Elizabeth II, designed the exterior of the Mississippi Queen; the London firm of Three Quays Marine Service was the Marine Consultant. Albert P. Hinckley, Jr., AIA, supervisor of architectural arrangements of the Cunard Line's liner Adventurer, was the new Queen's coordinating architect in charge of arrangements, design and style.

The interior design was the work of the internationally-known firm of Welton-Beckett and Associates. David Wells Beer, Becket's senior vice president, directed the firm's interior design efforts for the Mississippi Queen.

The new riverboat was built at Jeffboat, Inc., in Jeffersonville, Indiana, where the famous Natchez and J.M. White were built 100 years ago. Tank tests of her hull and propulsion system were conducted at Netherlands Ship Model Basin, Wageningen, Holland, and at the University of Michigan's Department of Naval Architecture, under the direction of Prof. Richard Couch. Constructed of steel and other fire-proof materials, she conforms fully to the latest U.S. Coast Guard safety requirements.

The DELTA QUEEN ★ STEAMBOAT CO. ★





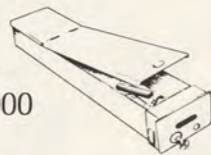
The Safekeeping Experts

Looking for a place "just for safekeeping"? Come to Rancho Santa Fe Savings.

For your valuables, we offer the largest free safe deposit box in the area for savers of \$1,000 or more. For safekeeping on your travels, we offer free American Express Travelers Checks to depositors of \$1,000 or more.

Rancho Santa Fe Savings is also a good place to put cash away for safekeeping. You'll earn up to 8.06%, the highest interest available on insured savings.

Visit us soon... just for safekeeping.



FREE for depositors of \$1,000 or more



OUR INTEREST POLICY HAS NOT CHANGED. Savings deposited by the 10th earn from the 1st when held to quarter's end.



Rancho Santa Fe Savings & Loan Association

A Heritage of Hospitality - Your Brand of Savings and Loan.

MAIN OFFICE
Via de Santa Fe & La Flecha
Rancho Santa Fe, Calif. 92067
(714) 756-3777

LOMAS SANTA FE
677 Lomas Santa Fe Drive
Solana Beach, Calif. 92075
(714) 755-9791
Open Saturdays 10 to 1

LA JOLLA
7770 Girard Avenue
La Jolla, Calif. 92037
(714) 454-6133

ENCINITAS
Town & Country
Shopping Center
411 Encinitas Blvd.
Encinitas, Calif. 92024
(714) 436-4222
OPENING SOON

CARLSBAD
1207 Elm Avenue
Carlsbad, Calif. 92008
(714) 729-7111



THE BUSINESS CIRCUIT

DEL MAR SPORTS COMPLEX OPENS

Surf & Turf Recreation, largest sports complex of its type in North County, began operation August 11.

"We expect Surf & Turf to be very popular with all age groups," Hust said, "because we're providing a wide variety of recreational activities."

Its location is 15555 Turf Road in Del Mar, across the street from the Del Mar Thoroughbred Club.

Included in the complex are two miniature golf courses, an 80-grass-tee driving range and swimming pool. Five tennis courts are in operation and five more are in the final planning stages. Memberships in the tennis club are being accepted.

Instruction in both golf and tennis is available. Golf lessons are provided by Mr. Hust, PGA professional; tennis instruction by Tony Van Steen, Surf & Turf resident tennis pro.

Also included at Surf & Turf Recreation are a snack bar and game arcade. The facility also offers complete golf and tennis sportswear and equipment in the pro shop.

The complex is owned by Jim Moeller, who is also owner of Mission Bay's 18-hole golf course.

TOM GRAFF JOINS ACD STAFF

Tom Graff has been named director of purchasing for Avco Community Developers. Prior to joining ACD he was project manager of Long Beach construction for Southern California Builder Developer.



Tom Graff

At 36, Graff has been in the project management end of construction for 13 years.

As director of purchasing, his duties include supervising construction costs and negotiating and drafting all contracts for improvements and home construction at Rancho Bernardo.

SECURITY PACIFIC BRANCH MANAGER NAMED

Laura L. Fifer has been named manager of Security Pacific Bank's soon-to-be-completed East Valley Parkway Office, 1350 E. Valley Parkway at Harding St. in Escondido.

Mrs. Fifer was formerly assistant manager of the bank's Fallbrook Office.

A native of Newport, Rhode Island, she attended high school in North Long Beach and joined Security Pacific Bank as a hand batch clerk in 1963.



Laura Fifer

Active in community and professional organizations, Mrs. Fifer is a member of the Soroptimists International, Fallbrook, and the Rancho El Camino Chapter of the National Association of Bank Women.

She and her husband Richard, reside in Encinitas. He is Eastern Division Manager for the North County Transit District.

EYE PHYSICIAN OPENS OFFICE

Arthur Adelstein, M.D., eye physician and surgeon, has opened an office for the practice of ophthalmology at 360 Santa Fe Drive in Encinitas. Dr. Adelstein received his B.A. degree from Northwestern University and his M.D. degree from Tulane University. He completed a four year residency at the Jules Stein Eye Institute, UCLA Medical Center. He was a fellow in retinal diseases of the eye, did glaucoma research and spent the summer of 1974 as an eye specialist in Tegucigalpa, Honduras. He is also an Assistant Clinical Professor of Ophthalmology at UCSD. During the past year he has been in private practice in Oceanside and Vista. He, his wife Marylin and two children live in Del Mar.

RSF SAVINGS ASSETS WAY UP

Rancho Santa Fe Savings and Loan Association has announced an increase in total assets of more than 111% for the year ending June 30, 1976. Total assets rose from \$14.1 million to over \$30 million while the number of accounts went from 1,479 to 2,987 during the twelve month period. Stockholder's equity has increased by \$2.54 per share to \$14.94 per share.

Growth prospects for Rancho Santa Fe Savings in the coming year are spurred by the addition of a new branch in Encinitas. Scheduled to open in October, 1976, the Encinitas branch will be located in the Town and Country Shopping Center. An application for a fifth office to be located in Carlsbad is currently pending with the Department of Savings and Loans.

Rancho Santa Fe Savings and Loan has received approval for their fifth office from the California Dept. of Savings and Loan. Scheduled to open in late 1976, the new office will be located in Carlsbad at the Northeast corner of Elm and Pio Pico. The office will open concurrently with the association's fourth office in Encinitas. Rancho Santa Fe Savings, founded in May 1973, has locations in Rancho Santa Fe, Lomas Santa Fe and La Jolla. The Association currently lists assets of over \$33 million.

LOAN VOLUME UP

San Diego Federal Savings and Loan Association recorded the largest real estate loan volume in its 91-year history during the first six months of 1976.

The San Diego-headquartered association, California's 5th largest and oldest federally chartered savings and loan institution, made \$163,127,000 in real estate loans during the first half of 1976, a 63% increase over the \$100,002,000 in loans recorded in the first six months of 1975.

In all, 2,417 real estate loans were recorded during the first half of this year, compared to 1,368 made during the first six months of 1975.

According to Stephen Prough, San Diego Federal vice president and loan origination manager, the average amount of a single family loan made by the association during the first half of 1976 was \$41,600 in San Diego County and \$41,100 statewide.

This compares to an average single family loan of \$37,900 in San Diego County and \$38,049 statewide made by the association during the first half of 1975.

San Diego Federal, earlier this year, became the first savings and loan association in California to offer a flexible payment mortgage which makes it easier for low and moderate income families to qualify for home loans. The innovative program enables home buyers to make "interest only" mortgage payments during the first five years of a home loan, with amortization to be spread out over the remaining life of the loan.

Prough said San Diego Federal also is very active in the FHA-VA loan market, offering a full line of lending programs in the government insured mortgage field.

PETERSON PROMOTED AT HOME FEDERAL

Tom Peterson has been named assistant vice president of Home Federal Savings and Loan Association of San Diego, according to a recent announcement by Kim Fletcher association president.

First joining the association in 1971 in the investment planning department, Peterson is currently manager of the Carlsbad office. Peterson is a graduate of the savings and loan's management training program and has served as assistant manager of the North Park office and manager of both the Ramona and Alpine offices.



Tom Peterson

Active in community affairs, Peterson is a member of the Carlsbad and Oceanside Chambers of Commerce, the El Camino Rotary Club, the Greater San Luis Rey Planning and Development Council. He is a director of the North County Chapter of the Savings and Loan Institute and the Boys' Club of Carlsbad. He and his wife Chris are residents of Encinitas.

ENCINITAS GLASS CO.

ALL TYPES GLASS REPLACEMENT
 AUTO - HOME - STORE FRONTS -
 MIRRORS - TABLE TOPS
 CUSTOM PICTURE FRAMING
 and ART SUPPLIES
 Phone 753-6361
 687 Second St., Encinitas
 CA 92024

WINDOW CLEANING

ARM-STRONG
 Cleaning Contracting
 Residential & Commercial Cleaning

W WINDOW SPECIALISTS
 Household Cleaning
 Hard Floors Free Estimates

MIKE MORGAN
 Owner
 Escondido 747-0055

The symbol of friendship
 around the world



May I call on you?
 Jean Louise Seaton
 753-8507

Antique Jewelry & Glass
 China, Furniture, Etc.

ROSIES
 Rancho Santa Fe
 756-2659
 OPEN DAILY 9-4
 ROSE RANSON
 BUYING & SELLING
 ALL TYPES OF ANTIQUES

Mexican Cuisine - Cocktails

ROSENDO'S HIDEAWAY

Carmel Valley Road, Del Mar
 755-3223 For Reservations
 We are closed Monday

QUIRK RETIRES FROM PACIFIC TELEPHONE



William E. Quirk

William E. Quirk of Rancho Santa Fe, Pacific Telephone's vice president for customer operations in San Diego for the past 16 years, has announced his retirement.

His replacement is Hewes A. Bell of Los Angeles, a graduate of San Diego State University, who assumed his new duties July 1.

Quirk, who has resided on the Ranch for about 10 years, is closing out a Bell System career that began 35 years ago with Pacific Northwest Bell in Portland, Ore.

A graduate of Oregon State University, Quirk was assigned to San Diego in 1958 as general traffic manager when PacTel established its area headquarters in San Diego.

Two years later, he was appointed to the post of vice president and general manager.

His area of responsibility included a six-county section of Southern California (San Diego, Imperial, Orange and Riverside and parts of San Bernardino and Inyo).

He was also responsible for the 11,000 employees who worked in that widespread area.

Quirk has been an active force in civic affairs over the years.

He is past president of the San Diego Chamber of Commerce, San Diego Navy League Council, San Diego County Economic Development Corp., Urban Coalition and Junior Achievement.

Quirk also served as chairman of the United Crusade, a forerunner to the United Way, and has served in leadership capacities for the San Diego chapter of the American Red Cross, National Alliance of Businessmen, National Security Seminar, and San Diego Speech and Hearing Center, among many others.

He also serves as a member of the St. Augustine High School advisory board, Mercy Hospital lay advisory board and San

Diego State University's Dean's Business Advisory Committee.

Quirk also is a member of Central Federal Savings & Loan Association's board of directors.

Married to the former Josephine Hulme, the Quirks have two married daughters, Mrs. George Mitchel and Mrs. J. Frank Thompson, and a son, Bill Jr.

HUGHES AIRWEST ADDS TWIN FALLS FLIGHTS

Hughes Airwest expects to carry more than 20,000 passengers during the next 12 months between Southern California and Twin Falls, Ida.—gateway to Sun Valley.



Hughes Airwest's fleet of DC-9 Sundance jets (such as the one above) serves hundreds of cities and communities through 56 airports in the Western U.S., Canada and Mexico. About 800 daily operations are directed from a centralized flight control center, located in the airline's international headquarters in the San Francisco Bay Area. (Hughes Airwest Photo)

This projected 100 per cent increase over last year is attributed to the three daily nonstop flights the airline began operating on July 1 linking Los Angeles International with Salt Lake City, two of which offer one-stop service to Twin Falls.

Three charter flights a week during this winter's ski season to Twin Falls from Los Angeles also are expected to contribute to the increase in passenger travel to Sun Valley.

The two Twin Falls jets originate in San Diego at 7 a.m. and 4:40 p.m., depart Los Angeles at 8 a.m. and 5:40 p.m. and arrive in Twin Falls at 11:39 a.m. and 9:31 p.m., via a stop in the Utah capital.

Southbound return flights leave Twin Falls at 8 a.m. and 5:10 p.m. for direct service to Los Angeles and San Diego.

The new nonstops to Salt Lake City offer convenient connections there with Frontier Airlines' flights serving Bozeman, Missoula and Billings, Mont., and Jackson, Wyo.

Convenient bus transportation is available at Twin Falls for the two-hour ride to Sun Valley.

DIXON FORD NAMES AD AGENCY

Faucher & Meenan, Inc. Advertising and Public Relations has been selected as the agency for Dixon Ford of Carlsbad. Dixon Ford, which handles both new and used cars, has the highest sales volume of all car dealerships in North County. Main showrooms are at 555 Paseo del Norte in Carlsbad's "Car Country" with branches in downtown Oceanside and Fallbrook.

Faucher & Meenan, Inc. is located at 1276 Cave Street in La Jolla. The agency recently moved to La Jolla and expanded new offices after six years in the Kearny Mesa area of San Diego.

ANTHONY POOLS RELOCATES IN CARLSBAD

The Anthony Pool division of Anthony Industries has announced that it is moving its swimming pool manufacturing facilities from the Los Angeles area to the Cabot, Cabot & Forbes Palomar Airport Business Park in Carlsbad, 30 miles north of San Diego.

The firm has signed a ten-year lease for a six-and-one half acre site and will move into a 75,000 square foot building to be completed this month.

Anthony Pools is the largest pool builder in the world. Executive offices will remain in the City of Southgate, according to A. J. "Bud" Weisbrod, president of Anthony Pools.

The new plant will employ approximately 100 people. A full line of pool equipment will be manufactured and warehoused at the Carlsbad facility including diving boards, pool coping, filters, heaters, lights and pool care products.

The lease was negotiated by Chuck McNary of Coldwell Banker Commercial Brokerage Co.

The CC&F Palomar Airport Business Park has 340 acres and opened in July 1975. Other tenants include: DYNA-MED, Inc.; Lockheed Service Corporation; Pacific Telephone; U.S. Foam Co.; Allkied Swiss Screw Products and The Source, Inc.

The park is a partnership consisting of companies affiliated with Cabot, Cabot & Forbes Co., Mitsui & Co. (USA) Inc. and Mitsui Fudosan (USA) Inc.

"We feel the Anthony move from Los Angeles indicates the attractiveness of North San Diego County to major light industry and manufacturing firms," said Bernard Gilmore, CC&F San Diego Regional Vice President.

McKELLAR, WYER NAME BROKER ASSOCIATE

John Coffman, sales manager of McKellar & Wyer, Inc., Realtors in Del Mar has announced the addition of Mr. Dave Maddocks to their staff as a broker associate.

Born and raised in San Diego and a graduate of San Diego State University, Mr. Maddocks has been active in real estate since 1966. His experience includes residential brokerage activity in California and Florida as well as the conception and marketing of more than 4,000 new homes for major home building companies.



Dave Maddocks

The McKellar & Wyer organization is a 30 year old La Jolla based general contracting and realty marketing corporation with offices in Del Mar at 1202 Camino Del Mar. The firm offers a full range of real estate services in the north coast area.

Dave, his wife Marian and three children live in Del Mar.

LAW SPECIALIST JOINS WALKER & CO.

Michael Duckor, formerly with a major San Diego law firm, has been named vice president, director of finance and legal counsel for William O. Walker & Co., Inc., hotel-restaurant developer and manager.

Duckor has been with Gray, Cary, Ames and Frye since 1970. He joined Walker on July 1. "He has the perfect background to help us as we enter a major growth period," said Bill Walker, president.

The Walker Company now owns and operates two Copper Skillet restaurants in San Diego and Jacob Taylor's 1880 Bar and Grill in Del Mar. In September, it will open Ichabod's, a restaurant and discotheque designed for the under-35 crowd in San Diego. Two other major theme restaurants are in the late planning stages, Walker said.

GALLERY OFFERS COLLECTORS SERVICE

The Van Arsdale Gallery, formerly in the Bird Rock area of La Jolla, has moved to the Russell Forester Building at 1241 Cave St. in La Jolla. G. E. Van Arsdale offers to art collectors a new concept in shopping for art objects.

Through the use of a cross-indexed mini-computer system collectors are put in touch with sellers who have the art object they desire. Collectors may fill out memos listing types of work by category which interest them or artists they may wish to collect. On the other side of the service, individuals may list pieces they presently own and are looking to sell.

"If individuals have good pieces they've gotten through inheritance," Van Arsdale says, "Or if they move into smaller quarters or change decor and have surplus quality art, they may consign it to us with the view of either turning it into cash, or using proceeds to buy other art."

The gallery features original works by Charles Fries, Robert Wood, Maurice Braun, John Hilton, Ted DeGrazia, Constant Troyon, Willim Zorach, Nicholas Brewer, DiChirico, William Darling and some new, local artists.



G. E. Van Arsdale offers a unique collector's referral service.

A retrospective one-man exhibit of the oil paintings of William Darling is set for next month, with the opening reception Oct. 14.

Darling, who died in 1963, was art director for 20th Century Fox for more than 25 years. He was noted primarily for his desert scenes, including "Brigham Young," a painting of Young and his followers en route to Utah which hangs in an Arsdale's gallery. Darling's works are now acknowledged collectors' items.

The Van Arsdale Gallery is sharing space with Design 2000, a contemporary decor service. Private showings can be arranged.

SOUTHWEST BANK ANNOUNCES APPOINTMENTS

Lawrence ("Pat") Patrick has been promoted to vice president and manager of Southwest Bank's Carlsbad office, president Sid Fox announced. Patrick was previously the assistant manager of that location.

Before joining Southwest Bank earlier this year, Patrick was vice president and manager for nine years at West Coast National Bank's San Luis Rey office. He was also employed by Security Trust & Savings Bank in San Diego for 13 years, and Valley National Bank in Phoenix, Arizona.

A resident of Oceanside, Patrick is an active member and auditor of the Rotary Club, and participates in the Boy Scout organization, the United Way Fund Campaign and the finance committee of Christ Lutheran Church.

Southwest Bank also announced the appointment of Carolyn Stillman as escrow officer in the Fallbrook office. A resident of Fallbrook, Stillman was previously an escrow officer at California 1st Bank in Encinitas. She is a member of the California Escrow Association and the Toastmistress Club of Encinitas.

The escrow office is open Monday through Friday from 9-5.

NEISWENDER PROMOTED TO SOUTHWEST BANK VP

Nancy A. Neiswender has been promoted to Vice President, Southwest Bank President Sid Fox announced today. She will continue to be in charge of Personnel and Training, prior College and Palomar Junior College, joined Southwest Bank ten years ago as a teller in the Carlsbad office. Before her promotion, Ms. Neiswender was Assistant Vice President.

RANCHO SANTA FE SAVINGS APPOINTS CONTROLLER

Alan V. Rodebush has joined Rancho Santa Fe Savings and Loan as controller and financial officer. A graduate of the University of Arizona, Mr. Rodebush has recently served as an auditor, an accountant and accounting systems consultant. Formerly with Santa Barbara Savings and Loan, Mr. Rodebush will be located at the main office of the association in Rancho Santa Fe.

Dorsey's DOMESTICS (CLEANING WOMEN)

- EXPERIENCED & BONDED
- OWN TRANSPORTATION

758-2066
 753-1309

CLATON TIRE CO.

Franchised Michelin Dealer
 Remington Miller Lee Sumitomo

guaranteed
 RETREADING
 BALANCING
 of any wheel
 UNDERCOATING
 truck and car
 BRAKE SERVICE
 WHEEL ALIGNMENT

753-6316
 NICK & DOTTIE PHILLIPS
 215 G St., Encinitas

Mobil

A good deal on a good tire.

GRANT'S MOBIL SERVICE

CORNER LA FLECHA AND
 LA GRANADA, RANCHO SANTA FE

756-2929



"In The Village"

756-1433



AT ZEL'S
 The finest selection of Domestic and Imported
 Wines, Beer & Spirits! Complimentary ice and
 glasses for your party! Early orders are appreciated.
 Diners Club Cards honored. We deliver
 in Rancho Santa Fe without charge.

ZEL'S PLAZA LIQUOR
 755-9458
 at 15th Street in Del Mar

JANE BRETT
RANCHO SANTA FE
REALTOR
756-1442



LA GRANADA & PASEO DELICIAS

**R. E. BADGER
& SON, INC.**

CITRUS GROVE DEVELOPMENT
AND CARE

756-1402

RANCHO SANTA FE

BROWNE & VOGT
Engineering Surveyors, Inc.

726-0920

Construction & Land Surveyors
Engineering & Land Planning

621 South Santa Fe Avenue
Vista, California 92083

Rancho Santa Fe
**DISPOSAL
COMPANY**
753-4157
or
753-7378
**TRASH PICKUP
SERVICE...**



MARY'S TACK SHOP
Tack & Veterinary Supplies
Via de la Valle at 76 Station
755-2015

**NORTH COUNTY
RESIDENTS
PROMOTED**

Three north county residents have been named as assistant vice presidents of Central Federal Savings and Loan Association.

The new officers are William E. Beeson, Poway, William R. Leonard, Del Mar and Tom Marzo, Rancho Penasquitos.

Beeson joined the association 14 months ago in his present position as policies and procedures manager, having previously held the same post with Fotomat Corp.

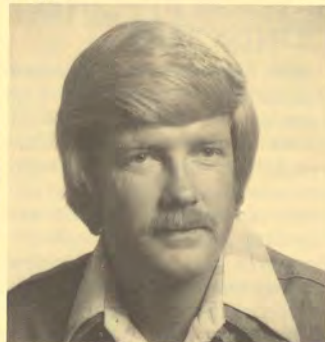
Property development manager, Leonard has also served as a Central Federal appraiser, loan officer and Coronado branch office manager since joining the financial institution in 1972.

Marzo manages the association Chula Vista office.

**NORTH COUNTY
ADVERTISING
AGENCY OPENS**

A new North County based, full service advertising agency, has opened its doors in Encinitas. The Idea Bank was formed in mid-April this year by agency principal, David Chapin.

Able to meet the advertising needs and budgets of small to medium sized businesses, The Idea Bank offers complete advertising and marketing services, including media buying and placement, art design, layout, graphics, brochures, direct mail, musical jingles and promotion planning and programs. Chapin has a background in retail advertising, radio and publishing—as well as retail and corporate management experience. He also holds advanced degrees in advertising, marketing, communications and behavioral psychology. As Mr. Chapin explains, "Business advertising is simply a matter of communicating a message to the public. And understanding their needs, motivations and reactions, better enables the advertiser to successfully reach his target."



David Chapin

**ANNIE'S PLACE
OPENS**



Ann Turner

Annie's Place, a home decorating center featuring catalog sales, has opened in Stevens Square in Solana Beach. Ann Turner is the owner.

Annie's Place will feature sample books of decorator textiles and wallcoverings in addition to the growing selection of quality national manufacturer's catalogs for furniture, lighting fixtures, window coverings, accessories and custom designed items. Additional lines of merchandise will be added upon request. Annie's Place will also have a selection of office furniture catalogs available.

**ENCINITAS MAN
PROMOTED**



Steven Shaw

Steven L. Shaw, senior loan officer, has been promoted to regional loan officer for San Diego County, according to L. Channing Day, vice-president, Loans, Santa Fe Federal Savings and Loan Association.

Shaw began his career with Santa Fe Federal in 1973 as a branch manager and in December, 1975, he was named senior loan officer.

His base of operation will be the Rancho Penasquitos office of Santa Fe Federal, 14399 Penasquitos Drive, San Diego.

A graduate of San Diego State University, Shaw holds a bachelor of arts degree in public administration. He has been active in Rotary Club, YMCA, United Way and the Lung Association.

He and his wife Pamela have a new home in Encinitas.

**SECURITY PACIFIC
OFFICE TO OPEN**

Security Pacific Bank's south La Jolla office is nearing completion and is expected to be opened soon. The one-story \$400,000 structure is located at 5605 South La Jolla Boulevard at the northeast corner of the intersection of La Jolla Blvd. and Forward Street.

The 4162 sq. ft. wood frame bank branch was designed by the San Diego architectural firm of Tucker, Sadler & Associates. Alfredo Araiza, project architect for Tucker, Sadler and Associates, said the unusual inward sloping roofline was designed to provide greater exterior wall surfaces to accommodate the building's clerestory windows.

Three steps lead from the sidewalk to the entry of the Security Pacific Bank branch creating an enclosed courtyard effect. Landscaping will include trees, shrubs and ground cover in selected areas. Parking has been provided for nine cars.

**WOMEN'S BANK
TOPS \$2 MILLION**

Deposits at The Women's Bank in San Diego, the first women's bank in the Western United States, surged past the \$2.3 million mark in July.

Figures for the San Diego bank show 1,350 checking and 680 savings accounts have been opened. More than half the total deposits are in time deposit savings.

Gratified by the deposit-heavy success are the 1,130 stockholders, who are credited by McCoy for continually instigating healthy new business for the bank.

"Our stockholders and directors are our most valuable assets," she said, "and they are, by their own diversity and enthusiasm, establishing the objectives and success of this bank."

Among members of the Board are Chairperson Dr. Anita V. Figueredo, noted La Jolla surgeon; Linda Goldzimer, formerly affirmative action officer for San Diego and now the division chief of the Community Services Division of the San Diego Human Resources Department; Lynn Schenk, attorney and recent recipient of a White House fellowship which employs her in Washington, D.C. this fall; and June Crosby, author of several cookbooks and national chairperson, along with her husband Bob, for the National Association for Mental Health.

The Women's Bank is located at 5353 Mission Center Road in San Diego.

S
U
B
S
C
R
I
B
E
T
O
D
A
Y

ORDER NOW
12 issues of
for only \$10.00
(Save \$5.00 over single copy price)

san diego living
the lifestyle magazine of north county

To _____
Please print name of recipient

_____ Street

_____ City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____
Street, City, State and Zip Code

ORDER NOW
24 issues of
for only \$17.00
(Save \$13.00 over single copy price)

san diego living
the lifestyle magazine of north county

To _____
Please print name of recipient

_____ Street

_____ City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____
Street, City, State and Zip Code

ORDER NOW
36 issues of
for only \$23.00
(Save \$22.00 over single copy price)

san diego living
the lifestyle magazine of north county

To _____
Please print name of recipient

_____ Street

_____ City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____
Street, City, State and Zip Code

First Class
Permit No. 32
Rancho Santa Fe
California

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

san diego living
the lifestyle magazine of north county
Post Office Drawer Q, Rancho Santa Fe, California 92067

First Class
Permit No. 32
Rancho Santa Fe
California

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

san diego living
the lifestyle magazine of north county
Post Office Drawer Q, Rancho Santa Fe, California 92067

First Class
Permit No. 32
Rancho Santa Fe
California

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

san diego living
the lifestyle magazine of north county
Post Office Drawer Q, Rancho Santa Fe, California 92067

GET ON BOARD

The **SHOWBOAT** Hotel

In LAS VEGAS



Don't miss the 'Boat for fun and excitement in Las Vegas. The all new Showboat Hotel, Casino and Lanes is a complete one-stop-fun-spot. The Showboat has 500 beautiful rooms, 70 Championship bowling lanes, an Olympic size pool, America's biggest Bingo room, 'round the clock casino action, the greatest buffet in Las Vegas and acres of free parking. Sound like a lot? Well it is. Discover the Showboat for yourself, and you'll be back again and again. Showboat hospitality and spirit mean a good time for you. So what are you waiting for? GET ON BOARD, the Showboat Hotel, Casino and Lanes in Las Vegas.



Call Toll Free
800-634-3484

Hawaii • Alaska • Nevada
Call 702-385-9123

SHOWBOAT

Hotel, Casino & Lanes

2800 E. FREMONT ■ LAS VEGAS, NEVADA 89104

WEEKEND JAUNTS:

ANGEL ISLAND: A SURPRISE FOR YOUR EYES

"If you sail your own boat to San Francisco, Angel Island is an ideal destination for exploration."

by Richard Donnelly



Ayala Cove, the hub of Angel Island's comings and goings.

Asleep in the middle of San Francisco bay is Angel Island, an intriguing place of wilderness and ruins. What the U.S. Government once carved out of the woods and scrub brush is now a State Park, slowly being reclaimed by nature and discovered by the tourist. And the ruins of the military installation which once flourished there now slumber on its tranquil slopes.

The best view of San Francisco from nearly anywhere in the Bay Area hits you right between the eyes as you lounge peacefully on an abandoned gun emplacement partly overgrown with

grass and wildflowers. The shore battery, which once protected the gateway to California's dream-built city from invaders, overlooks Berkeley, Oakland, Treasure Island, San Francisco, Alcatraz and the Golden Gate and Bay Bridges. What a place for a picnic!

Today, the Angel Island State Park offers miles of hiking trails, a five-mile bike route circling the island, and more peace and solitude than can be lapped up in a day by the first-time visitor.

The eastern side of the island, a half hour's walk from Ayala Cove where the ferries dock, features a particularly

fascinating group of ruins and non-ruins. Fort McDowell, built in 1910, was the staging area for thousands of soldiers going to and from two world wars. Here a few houses are kept up for park employees and their families. Often, however, an occupied home adjoins a boarded-up relic where only ghosts now live.

And there are bound to be some ghosts around. The island has been used for prisons, immigration centers and military bases since the mid-1800s and offers plenty of old, decaying, isolated ruins for them to live in. Any

ghost real estate company would surely recommend them highly. The facilities are wonderful. There's a three-story hospital, a barracks which once held many hundreds, a gymnasium, a church and a moldering dock; all abandoned by man. And best of all, there's an athletic field that people can still use, boasting probably the most spectacular softball field in captivity.

The view is enough to distract any batter. Loaded with sailboats, the bay sparkles beyond the left field line, so that a really well-hit ball seems to be headed for the fast lane of the Bay Bridge. Batting up there on a lazy Sunday afternoon with all the inscrutable little ringings and honkings drifting up from the water, everyone's a baseball star. The benches of the bleachers have long since rotted away, but the sturdy cement supports still remain. And the ancient dugouts fairly reek with memories of rich smells of leather and sweatsocks, still somehow lingering after thirty years of the clean bay breezes.

On the other side of the island, Camp Reynolds features a rotting quartermaster's warehouse, a parade ground which hasn't seen a parade in dozens of years and several Victorian army residences dating to 1863. Cracked and weed-veined streets run past rows of rotting houses and buildings which once quartered hundreds of soldiers and officers.

If you sail your own boat to San Francisco, Angel Island is an ideal destination for exploration. There are several mooring places around the island, the best of them being Ayala Cove, the gateway to the rest of the island and the only part which has been "improved" much. Here are rest rooms, a visitors' center and a large grassy area which swarms with frisbee-tossing, hot-dog eating hordes on weekends. The ferries from San Francisco, Tiburon and Berkeley dock here, and many people choose to spend the day within a couple hundred yards of the harbor. So even on a weekend when the ferries are packed, some shady quietude is only a few minutes' walk from the dock area. It's a big island—over 700 acres—and it's never hard to find a place to yourself.

Angel Island HOW TO GET THERE

Passenger ferries make several daily trips during the summer months from San Francisco, Tiburon and Berkeley. Ferries leave from pier 43½ at Fisherman's Wharf in San Francisco, Main Street in Tiburon and the Berkeley Marina. Round trip fare: \$3.25 from San Francisco, \$2.25 from Tiburon, \$3.75 from Berkeley. Call (415) 362-5414 for schedule. ■

"The island has been used for prisons, immigration centers and military bases since the mid-1800s and offers plenty of old, decaying, isolated ruins."



Man won the first round on Angel Island, but nature is staging a comeback.



The gaping, empty Administration Building at Fort McDowell.

ASTROLOGY FORECAST

by Jean Farman

VIRGO

(August 23-September 23)

Happy Birthday vibrant Virgo! Tis time to pop the cork and celebrate. September showers you with glorious gifts and even hides a few surprises in the tinsel. You feel good, look terrific and radiate with a new found self-confidence. This in turn seems to attract all that glitters right to your very doorstep. Concentrate on ways to fatten your piggy bank. Explore new job potentials. Material possessions and security are enjoying an opulent cycle—make use of it. Artistic Virgos should make exceptional progress. Surprises come at month's end. Be careful of a seductive neighbor! Virgo celebs: Rosemarie Bowe Stack, James Coburn, Peter Falk.

LIBRA

(September 24-October 23)

Lucky Libra! You've got the world on a string this sensational month. It wouldn't even be surprising if your every whim is catered to! If you want, you can be a dynamo of energy, power and influence. The spotlight is totally on you and your personal interests with accomplishment and success waiting in the wings. Libra lovely: Joan Fontaine.

SCORPIO

(October 24-November 22)

A veil of fascinating mystery always surrounds creative Scorpio, but September suggests you button your lip even more! Proceed quietly. Tap your inner self for answers to pending problems. Heed intuition, remember dreams, play your hunches. Shun anything that's not strictly on the up and up. Avoid destructive groups, disregard hearsay and recheck the facts. Scorpio talent: Nanette Fabrey.

SAGITTARIUS

(November 23-December 20)

Friendly Sagittarians who love to socialize are going to absolutely adore the frantic social stream scheduled for September. Keep appointments and engagements straight or you could go bananas in this hectic race! A beautiful bonus could be the attainment of some of your greatest hopes and wishes. Friends will help if you will only ask. Sagittarian celeb: Robert Goulet

CAPRICORN

(December 21-January 20)

Don't sit back resting on well-padded laurels waiting for the world to recognize your obvious talents or expertise. September shouts at you to push full steam ahead in career, employment, business, community affairs and worldly status. Go out and get what you want before it's snatched from under. Friends could be full of surprises! Capricorn talent: Steve Allen.

AQUARIUS

(January 24-February 18)

Aquarian's insatiable thirst for knowledge should be given large doses of education starting now if you haven't already begun. Peace of mind and fulfillment comes with knowing. Oil those precious cogs of your mind with studies, travel, intellectual and spiritual pursuits. The green light comes from partners and friends providing worldly ambition doesn't sidetrack you. Aquarian star: Bill Bixby.

PISCES

(February 19-March 20)

Why not stop and smell the roses before they wither and disappear! This is not the time to change your status quo but a time to count your blessings one by one. Joint finances are on the upswing if you respect opinions of those involved. A gift of value could have your name on it. Pisces talent: Peter Graves.

ARIES

(March 21-April 20)

Be a super smart Aries by keeping your mouth shut this month! Let the other guy have his say and way while you flash your best Mona Lisa grin. You'll be utterly pleased at the turn of things when they benefit your own interests after all. Many Aries will march to wedding bells in September. Aries star: Buddy Ebsen.

TAURUS

(April 21-May 21)

Taurus is the sign of money and oh how you love creature comforts. Well, if you're a Taurus born with a silver spoon—lucky you! If not, the only way to satisfy that craving for material munchies is to apply initiative and work lucratively for what you want. Everything is on your side—go to it! Taurus talent: Cher Bono.

GEMINI

(May 22-June 21)

How's your love life Gemini? Well, if it hasn't been sensational September changes all that. Romance is in the air and Cupid could nick you with his tiny arrows. Be social, attend parties, concerts, art shows, the theater—everything. By expressing your personality and by being creative you impress and catch the right people—or person! Gemini gent: Andy Griffith.

CANCER

(June 22-July 22)

Cancer's home is his castle, a place of rest and comfort away from the roaring crowd. But it won't be so if you don't take the necessary precautions to make it safe and secure. Take care of repairs, install burglar-proof locks, buy a smoke detector. Being safe will eliminate the worry of being sorry. Moon Child: John Glenn.

LEO

(July 23-August 22)

Leos had better be sure those dreams they hold are what they really want because September may make them actualities! Be realistic in things you wish for less you be blessed with things you don't want! Avoid risky speculation. Instead, use your wisdom of experience in such matters. Romantic gratification is found in the home. Leo talent: Eydie Gorme.

DINING WITH DUKE

by Duke Marston

Last month I mentioned the opening of a lavish **Marie Callenders** on Via de la Valle just east of Interstate 5. I have now had an opportunity to sample the menu and service. My general impressions are good, certain items are excellent and yet some aspects are poor.

The hostesses, while generally friendly, were heard to remark "Well, we can't just ask people to leave their seats" when questioned about the seating delay. Our quoted wait was correct although upon arrival the hostess indicated that it was only an estimate.

The dining areas and cocktail lounge are resplendent with artifacts and bric-a-brac to take us back a few years. The oak floors are great to look at, but probably contribute to the noise level which, aided by an occasional crying child, is relatively high.

Service is so prompt that you are almost rushed through your meal. I am an abnormally fast eater, yet had my entree and side dish before I could finish my salad, though my waitress was so helpful and full of natural friendliness that I didn't complain.

Three soups are offered daily and my most recent choice was an excellent fresh tomato bisque served piping hot!

The quiche Lorraine served a la carte also arrived hot and well prepared with a filling of bacon, onion, ham, eggs, cream and cheeses and a tender flaky crust. Fettucine with a butter and cream sauce sprinkled with parmesan was carefully prepared but arrived lukewarm and was offered with mushrooms which turned out to be raw—not an enhancement to this otherwise rich, smooth dish.

My guest's meal arrived barely warm and a reheating failed to accomplish more than getting the plate hotter. Two full racks of short ribs, broccoli and noodles (minus the mushrooms) were very tasty and carefully prepared. I can only guess that the steam table was not functioning at full efficiency.

Marie Callenders is famous for corn bread with honey butter and a plentitude of freshly baked pies. The corn bread lived up to its billing, but the butter seemed much too heavily honey-flavored—not the hint of sweetness expected. The pies, while good, were not outstanding, though portions are large. (In fact all food portions were very generous.)

Other dishes available include sandwiches, burgers and, after five p.m., several dinners such as prime ribs, ham hocks, honey glazed chicken and hamburger steaks.

A special mention must be made of

the salad bar because in addition to the standard chilled lettuce, garnish and choice of dressings you may also choose room temperature butter lettuce and warm bacon dressing (slightly sweet) to form a wilted salad which is a pleasant respite from everyday fare.

The restaurant is extremely busy during peak periods, but is definitely worth a visit—especially since doggie bags are cheerfully provided when you can't finish your repast in one sitting. **Jacob Taylors 1880 Bar and Grill**, mentioned a few months back and located across Via de la Valle from **Marie Callenders**, has thoroughly revised its dinner menu with 25 new seafood entrees. One immediate plus is that prices have come down substantially and several dinners can be found for six dollars or less. Seafood salads are also offered at dinner so that those wishing a lighter meal may be accommodated.

A recent visit found my party thoroughly enjoying the mixed seafood platter, veal Tomas (I was the rene-gade), lobster Newberg and superb abalone served with crab La Jolla (crab meat wrapped in bacon and broiled) as a combination. The salads were non-exciting and the turtle soup only fair,

but the entrees were excellent. I'm told that changes are in the works for the wine list as well—management has acknowledged that prices were pegged too high.

The ambience is delightful and the food shows care in both menu selection and preparation. Service is still a bit unprofessional yet I wouldn't stay away for that reason as so much else is good.

Another new restaurant specializing in seafood in the French manner is **La Maison des Pescadoux**, owned by the operators of my favorite San Diego restaurant, **Thee Bungalow**. It is located directly across the street at 2267 Bacon in the Ocean Beach section of San Diego. I'll report on recent dinners there soon.

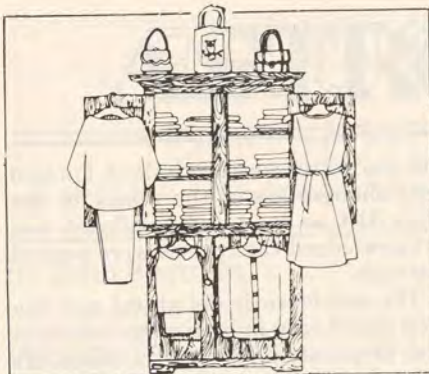
I dined there recently and while the service was haphazard (one waitress scheduled and a big late dinner rush)

the food showed the ability of chef Daniel Pacquel. Three of our four dishes were superb—only the shrimp in a "special sauce" seemed uninteresting. Frog legs Provencale, poached salmon Hollandaise and a special treatment with oysters were thoroughly enjoyed by my party. ■

Lovingly yours...
forever
and ever.



ERNIE COWAN PHOTOGRAPHY
339 West Second St.
Escondido, California 92025
(714) 741-0331



THE TWO COATS Traditional Couture
for Men and Women
RANCHO SANTA FE, CALIFORNIA 756-1996

YOUR GOALS ARE POSSIBLE

In this impersonal world there still is a personalized degree program taught in the grand tradition with tutors in your non-working time, credit may be given for work experience.

Degrees awarded by International College

- EARN B.A. in Psychology
- EARN M.A. in Marriage Family Child Counseling in 12 months (Post B.A.)
- EARN Ph.D. in Clinical Psychology in 24 months (Post M.A.)

DEANS

Solon D. Samuels, M.D.
Hedges Capers, L.H.D., Ph.D.
Donald E. Leon, J.D., Ph.D.

A Transactional Analysis Training Institute

PSYCHOLOGY AND COUNSELING TRAINING

San Diego Campus
7636 La Jolla Blvd. La Jolla, CA 92037
(714) 459-4368

Beverly Hills Campus
8907 Wilshire Blvd. 90211
Los Angeles, CA 90024

AIR FRANCE

Mini News

Timely Concorde

Flying above traffic and turbulence, the supersonic Concorde both saves and is "on" time. During its first three months operation between Paris and Rio the Air France Concorde recorded an unprecedented 88% on time arrival performance.

MOVIES ON SCREEN

by Alan Pesin



Dom DeLuise, the brightest star in Mel Brook's Silent Movie.

In **The Man Who Fell to Earth**, director Nicholas Roeg again explores the theme of culture-shock. The Australian, urbanite children in the aborigine outback (**Walkabout**), James Fox in the Mick Jagger rock milieu (**Performance**), Donald Sutherland in the occult Venice (**Don't Look Now**) were all individuals in an alien environment.

Their ensuing struggles, awkward attempts at adapting, exposed their characters and, more importantly, the character of the borrowed society. In Roeg's latest film, David Bowie stars as "Thomas Newton," an extraterrestrial being landed in the ultra-alien environs of the late 20th Century Southwest United States.

While science fiction writers have long been fascinated by the possibilities of outer space invasions of the planet Earth, in stories such as H. G. Wells' **War of the Worlds** and Richard Matheson's **Invasion of the Body Snatchers**, their main concerns were the reactions of man to the visitors. More recently, science fiction writers have switched their point of view to that of the alien's perspective of earthlings. **Stranger in a Strange Land**, a Robert Heinlein novel, and now **The Man Who Fell to Earth**, switch our sympathies from that of the terrorized humans to that of the visiting innocent.

David Bowie's androgynous appearance gives him another worldliness just right for the part of the interplanetary spaceman in search of water for his desert-dying-drought-drenched planet. Leaving his hairless wife and children

behind, Bowie travels to Earth, "the water planet." Possessed of advanced photographic and electronic technology, he builds, with the help of homosexually-oriented, soul-searching patent lawyer Buck Henry, a multi-million dollar corporation, World Enterprises. With his ever-expanding fortune, Bowie attempts to build a space vehicle to return him to his home and family.

Electronic, stereo-visual America, however, is as much the subject of the film as is the science fiction narrative. Bars from old songs—"Blueberry Hill," "Make The World Go Away," "True Love"—are set in ironic juxtaposition to that which is occurring to Bowie-Newton. He rides around in a multi-antennaed Continental, always talking on his in-car telephone. He watches televisions, ten at one time: old movies, **The Third Man**, **Billy Budd**, **Love in the Afternoon**, documentaries, news, stock market reports, commercials, et al.

Bowie's only friends are a motel maid turned mistress, Candy Clark, and a philandering, degenerate chemistry professor, Rip Torn. Torn accepts Bowie because he is an outer spaceman. Clark makes love to him in spite of it. In the end Bowie is left on his own, drinking gin, hiding out, singing love songs to his far-off, dying wife.

"Television," says Newton, "shows you everything but tells you nothing." Roeg does likewise in his photogenic, criss-cross puzzle, the much-explored, little-explained **The Man Who Fell to Earth**. ■

CURRENTLY SHOWING

Futureworld—A sequel to Michael Crichton's successful sci-fi thriller **Westworld**, this movie is ex-MGM president James Aubrey's first fling at independent production. Peter Fonda and Blythe Danner are the male-female reportorial love duo assigned to cover the reopening of **Westworld**, now known as **Futureworld**. Lacking the innovation and imagination of Crichton, this Aubrey-Richard Heffernon science fiction sequel becomes fodder for the undemanding.

The Gumball Rally—Michael Sarrazin and Susan Flannery stand out in this slap-dash affair about sports car enthusiasts racing cross-country from New York to California. Director Chuck Bail (on loan-out from the **Cleopatra Jones** series) creates startling effects which lose their edge before crossing the Mississippi.

Leadbelly—This Gordon Parks-directed biography of black blues singer Huddie Ledbetter is a thorough and compelling work. About a young brawler who travels through the South singing in taverns and at parties, always finding trouble, and finally landing himself in jail, Parks presents a balanced portrait of bigotry and understanding, hate and compassion.

Logan's Run—About life under the pleasure dome of the 23rd Century, this film was supposed to be the progenitor for commercial holography. Producer Saul David and MGM raved about the laser beam breakthrough devised for **Logan's Run** for over a year, but its release takes the form of just another 70mm, six channel stereo, sci-fi, chase flick.

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

The Return of a Man Called Horse—Richard Harris is back at it again. Returning from England, where the cushy life of leisure was boring him to tears, Harris travels back out West, where he was once made blood brother to the Indian. Director Elliott Silverstein's career has foundered ever since the original; and this sequel by Irvin Kershner may hold the same fate for him.

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

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

Swashbuckler—A ten million dollar big budget 1930's type pirate film, this Universal Pictures spectacular is a horrendous bust. Falling halfway between absurdist humor and camp nostalgia, this throwback to the days of Errol Flynn should have been just that, thrown back. Starring Robert Shaw, James Earl Jones, Genevieve Bujold and Peter Boyle. Directed by James Goldstone.

The Tenant—Roman Polanski directs himself in a male reprise of Catherine Deneuve's role from his 1961 film **Repulsion**. Caught in a Kafkaian web of paranoia, Polanski, as an introverted tenant in a bizarre Paris establishment run by Melvyn Douglas and Shelley Winters, slowly withdraws into a make-believe world of violence and death which eventually brings about his untimely end.

SAN DIEGO OPERA
TITO CAPOBIANCO—ARTISTIC DIRECTOR

OTELLO

by Verdi

Conductor
Bruno Rigacci
Director
Patrick Bakman
Lynne Strow
as Desdemona
Jon Andrew
as Otello
Thomas Tipton
as Iago



The musical genius of Verdi wedded to the dramatic purpose and power of Shakespeare.

Sat., Oct. 9 8:00 pm
Tue., Oct. 12 7:00 pm
Fri., Oct. 15 8:00 pm
Sun., Oct. 17 2:30 pm

Good seats in some areas

CIVIC THEATRE
OFFICE 236-6510

Tickets: \$16.00,
\$14.50, \$13.00, \$11.50,
\$10.00, \$7.50, \$5.00

For mail orders include 25¢
handling and self-addressed
stamped envelope



THE PERFECT PAN

San Diego's only culinary emporium catering to the serious cook with cookware by Le Creuset, Cuisinarts, B.I.A. Cordon Bleu, Copco, Copral, Leyse, Amnion, Pillivuyt and Hoyang.

4040 Goldfinch Street
San Diego • 299-8442

Inquire about our cooking classes and cookware demonstrations.

Because you slept in a
SLEEPER-LOUNGE



You will awaken completely refreshed... more relaxed than you could ever realize. Investigate this better way to read in bed — more comfort to watch T.V. — and restfully sleep.

TRY IT FOR YOURSELF



Sleeper Lounge

The first and finest electrically adjustable bed for the home
IN SAN DIEGO COUNTY ONLY AT

Everell Stunz Co.

7644 Girard Avenue
Phone 459-3305
La Jolla

THIS IS LIVING

by Don Dederá

MEXICO'S CASEY JONES

When I began my search, 15 years ago, for the true story of Jesus Garcia, someone told me he was "the Casey Jones of Mexico."

Garcia is today proclaimed the official national railroad hero of Mananaland. Nov. 7 is celebrated as a holiday, with prayers, speeches and ceremonies, especially among railroad families. The date grows in importance throughout Latin America.

And rightly so.

On that day in 1907 Garcia was the engineer of the locomotive of a narrow-gauge train departing the center of Nacozari. On board the train were four tons of dynamite, fuses and detonating caps. The close-at-hand powder magazine contained another 2,000 boxes of dynamite. A copper ore processing town, Nacozari counted some 6,000 inhabitants. The mother, brothers and sisters of Jesus. His sweetheart. His American friends. And numerous in-laws, nieces and nephews—one of whom was just 10 days old.

How, exactly, the train caught fire is conjectural. Probably sparks escaping from the engine smoke stack fell among the boxes of explosives in open gondola cars. For some frantic moments Garcia and his crew tried to douse the flames, but when this hope was lost, the remaining choices were just two:

Run away, and save themselves.

Or, try to take the train out of town and turn it loose.

Garcia chose not to run. He ordered his crew to jump, opened the throttle, and chuffed out of town, up a grade, around a curve, and behind a little mountain. If he could have gone another 50 meters, he could have jumped to save his own life. But with a horrendous boom, the dynamite exploded. A dozen persons died, a suburb was devastated and windows shattered all over town. But Nacozari emerged with relatively few casualties.

"The size of a man's funeral is determined by the weather," goes a wry American saying. Yet despite a rainy sky, the whole town turned out for the wake, mass and funeral. From the first day, Garcia was declared a hero, and in the ensuing years monuments, ballads, essays have proliferated throughout Latin America.

Sorry to say, a great deal of myth and misinformation has been generated by careless politicians and journalists on

both sides of the border. In Mexico, in Sonora, the little town of Nacozari, some 80 miles south of Arizona, has become something of a holy place, and Garcia is its saint. On our side of the line, insofar as I could find, there's never been an accurate story written about Garcia's brave deed.

Our search for facts has ranged from Hermosillo to Phoenix, from San Diego to, of course, Nacozari. The deeper we dug—Bob Robles is my co-investigator—the more we regretted that so noble a man should be stripped by history of his real human qualities. We found that at age 24 Garcia was an all-around hombre, full of taunts for his friends, and fond of night life and courtship. He was vain enough to sport a mustache and dress well. He earned good money and liked to spend it. When as a bonus he was sent, all expenses paid, to the St. Louis World's Fair, he had himself photographed, seated upon a camel. Our real-life Garcia is a much different character than a Mexican movie portrays as a pure, poor shepherd!

I have the camel picture, courtesy of Mrs. Norbert L. Sammelman of Ocean-side. She is a niece of Garcia. Numerous descendants of the brothers and sisters of Jesus live in Mexico and the United States. Bob and I contacted them throughout the Southwest and Southern California.

One led to another. Maybe the oddest coincidence of the 15 years of research came last winter. I had gone to Tucson specifically to talk most of a day with a nephew, who also could lend some photographs. I got home late Saturday night and awoke next morning to read the *San Diego Union's* Southwest section. There was Syd Love's generally accurate feature article about Jesus Garcia, as derived from an interview with yet another nephew, Herb Sanchez of Solana Beach.

His home is just two miles from my door. Soon enough we got together, to winnow more historical chaff from the factual wheat.

One personal attitude I had drastically changed. I've come to think of Casey Jones as the Jesus Garcia of the United States. Garcia's desperate deed saved hundreds, perhaps thousands of lives. Herb Sanchez is convinced he has his uncle to thank for his own life; Herb was the 10-day-old infant, asleep in a crib, not far from where the train caught fire.

(Editor's Note: The above described research has resulted in a book, just released, *Goodbye, Garcia, Adios*, Northland Press, P.O. Box N, Flagstaff, AZ 86001.) ■

RANCHO SANTA FE GAZETTE

EDITED BY LOUELLA LIVERWURST

THE COUNTRY FRIENDS SPONSORS PARTY

The magnificent hilltop home of Mr. and Mrs. Arthur Lindburg was the setting for the Country Friends Fashion Show "Appearance of Autumn" Sponsors Party on Thursday evening, August 5th.

The buffet tables were laden with "Naughty Pates," which included pates created from corned beef, shrimp, mushroom, or chicken livers accompanied by assorted breads. In the dining room area a steamboat of beef was carved for silver dollar sandwiches with horseradish sauce, as well as a fresh leg of pork with pungent fruit sauce and jalapeno jelly, ham with homemade hot, sweet mustard, and a giant table of assorted fresh vegetables with a creamy dill dip. Trimmed baskets were overflowing with many kinds of creative cookies, aptly called "Shady Ladies."

Sponsors are those who donated \$100.00 to insure the success of the show so that all proceeds may be donated directly to charities.

Designer fashions from the John Hogan Stores were modeled informally throughout the evening. Bill Blass, guest designer for this year's show featured his new fall collection. Both Mr. Hogan and Mr. Joseph Jessop, Jr., whose jewelry will be modeled at the fashion show, attended the gala.

The Fashion Show will be held on the lawns of The Inn at Rancho Santa Fe on September 21st at 2:00 in the afternoon. Information about tickets may be obtained by calling Mrs. Roscoe S. Wilkey at 756-1446.



John Mabee, Frank Warren



Mr. and Mrs. Charles Stimpson



Mr. and Mrs. Maury Strom



Mr. and Mrs. Ben Kelts



Burl Stiff



Mr. and Mrs. Phil Franklin, Bob Holcombe



Mrs. James D. Brown, president of Country Friends



Arthur Lindburg



Mr. and Mrs. Maheshwar Khanna



Ariel Torian, Bandleader Harper McKay, Jim Torian and Mrs. Reginald Clotfelter



Bill and Maggi Spraggon



Mr. and Mrs. James Furby



Mrs. Harry Wenz, Mr. and Mrs. Jon Engstrom



Mrs. Donald Sherman and Dick Colbourne



Mrs. Theodore Graham and Joe Jessop, Jr.



Dr. and Mrs. Walter J. Podbielniak



Mr. and Mrs. Reginald Clotfelter



Mr. and Mrs. Preston Fleet and Miss Alicia Elliott



The Host and Hostess, Mr. and Mrs. E. R. Woolley

EMPLOYEES HONORED BY RANCHO SANTA FE SAVINGS

Rancho Santa Fe Savings and Loan honored their employees recently at a cocktail party at the lovely home of Mr. and Mrs. E. R. Woolley. The occasion was held to celebrate reaching the \$30 million mark in assets.



Standing by artistically money display done by Mrs. E. R. Woolley are Richard Colbourne, President; D. W. Ausbrooks, Executive Vice President; Frank R. Warren, Chairman of the Board; and E. R. Woolley, Director.



Mr. and Mrs. Donald Stokes



Mr. and Mrs. Robert C. Watts, Jr.



Mr. and Mrs. Robert Blevins



Alan Rodebush, RSF Controller, with Mr. and Mrs. Kenneth Jensen. Mr. Jensen is Sr. V.P. and Manager of the La Jolla Office.



Mr. P. H. Johnston, Director, chatting with employees Genny Kinsey and Marianne Fabrizio

HAPPY BIRTHDAY, DADS!

It was a heartwarming moment at the Village Press last month when two very pretty and charming young ladies walked into our office and wanted to say "Happy Birthday" (via the printed page) to their respective fathers who celebrated birthdays during August. We at the Village Press were happy to oblige!



Happy Birthday, Richard Bergen (August 19th)



Happy Birthday, Joseph Corpal (August 26th)



Pat Bleeker presents first place winners Sherril Ewing and "Rex" with a gardening book.

STUDENTS STAGE HORTICULTURAL COMPETITION

Students of Mr. Michael Frees ended their summer session at Rancho Santa Fe School with a plant contest. The competition was sponsored by the Rancho Santa Fe Garden Club, which presented each entrant with a packet of seeds for his or her efforts.

The judges were Garden Club members Mrs. Winthrop Bleeker and Dr. David Baker. They judged not only on the condition of the plants, but on the knowledge and presentation of each entrant.

First prize winner was Sherril Ewing. Her Rex Begonia was in full bloom for the contest. Kristen Bramble won an honorable mention for her string of pearls, which was beautifully displayed in a macrame hanger which Kristen designed herself.

HAPPY HEART LUNCHEON SET

Jeanne Jones, author of "The Calculating Cook" and "Diet for a Happy Heart," will be the guest speaker at a special luncheon sponsored by the San Diego County Medical Auxiliary. Ms. Jones will direct the Chef in preparing a menu that is low-cholesterol, low in saturated fat, sugar free and delicious!

The luncheon is scheduled to take place at the Cuyamaca Club on Tuesday, September 14. There will be a social hour at 11 a.m., with lunch served at noon.

For reservations, write to Cindy Lake at 925 Virginian Lane, La Mesa, 92041, or Cheryl Smith, 1775 Monte Vista Road, El Cajon, 92020. Cost of the event is \$5.50.

DAY AT THE RACES

Mrs. William Magoffin of Rancho Santa Fe was the 1976 Jr. League of San Diego Chairwoman of the August 16th "Day at the Races" held at the Del Mar Race Track. A percentage of the track's proceeds will go to the Jr. League Community Trust Fund.

ANNUAL BOOK FAIR

Thousands of books will be offered for sale at bargain prices at the Rancho Santa Fe Library Guild Book Fair Saturday, October 2nd from 10 a.m. to 4 p.m. and Sunday, October 3rd from noon to 4 p.m. Mysteries, histories, biographies, cook books, art books, gardening books, textbooks, children's books—indeed "everything fit to print"—will be displayed on the pleasant patios of the Rancho Santa Fe Library on the corner of Avenida de Acacia and La Granada in Rancho Santa Fe.

Mrs. Calvin Manning is General Chairman of the Book Fair, and she will be assisted by Mrs. Edmund Grimes. Mrs. John Whiteside is in charge of the pricing committee, and Mrs. Charles D. Marsh has accepted responsibility for finding table chairmen.

The 1976 Book Fair will feature an Americana Section containing books of special interest in this bicentennial year. "This fair has acquired a reputation for quality and variety that brings book dealers and collectors, as well as casual readers, from all parts of southern California," Mrs. William Weddell, Library Guild President, said, "So mark your calendar."

**RANCHO SANTA FE
YOUTH BENEFIT
BARBEQUE**

Even the horses had a great time at the third annual Old California Barbeque, held on August 14th at the Allen E. Neil residence. The very popular western party is held annually to benefit Rancho Santa Fe Youth and is a pre-horse show party. The guests danced to western music and were served western roast baron of beef with a chef carving, sauteed parsnips, snap green beans with salt pork, farmer's vegetable patch salad, stone ground bread and whipped butter and peach cobbler and cream.

Mrs. Neil is known throughout the United States for her saddlebred horses. The Neils' Kennalbee Stables was a perfect setting for this lovely party.



Mr. and Mrs. Allen E. Neil, who so generously donated their lovely home for the 3rd Annual Old California Barbeque



Helen Chubbuck and Mary Cowan



Jim Voelz, Laura Lee Browne, Phyllis Aylmer, Dori Voelz, Stan Aylmer



Kathy Steinberg, Barbara Bray, Gordon Bartow, Sue Bartow



Dolly and Bob Dalton



Susie Schaeffer and Diane Miller



Laura Lee Browne, Dick Browne, Sue Colbourne



Jan and D. L. Secrist



Mrs. Lennon Duntley admires "Collectors Item"



**LAS DAMAS
OFFICERS NAMED**

Miss Mabel Sheldon Stubbs is the newly elected president of Las Damas de los Ninos, La Jolla's auxiliary to the Children's Home Society.

Serving with Miss Stubbs as board members are Mrs. Frederick Brown, first vice-president; Mrs. W. Dermott Richardson III, second vice-president and Debutante Ball chairman; Mrs. Edward Scripps Meanley, treasurer; Mrs. Walter Dewhurst, membership chairman; Mrs. Jeanne Chopik, past president of Las Damas, hospitality chairman; Mrs. Ray Ramage, advisor, and Mrs. Margaret Anderson, publicity chairman.



GLASS AND BEAUTY EVERYWHERE

There are functional offices, and there are beautiful offices, and there are some who manage to combine both. The Mutimer-Smith Professional Advertising (MSPA) office in La Jolla has combined walls of glass with a profusion of plants to bring the outdoors indoors. Steve Mutimer (left) and Ken Smith (right) collaborate on an account while the open door invites a client to relax in an atmosphere similar to a luxurious living room, yet designed especially for conferences. MSPA is located at 2223 Avenida de la Playa in La Jolla.



SUMMER SEWING CLASS

Mrs. Wallace McCoy, volunteer teacher in the summer school program at Rancho Santa Fe, stands opposite a display of the garments made in her class.



LOMAS SANTA FE MEN'S SENIORS

George Van Duyne, pictured here, is one of the regulars in the Lomas Santa Fe Country Club Men's Seniors Group which tees off every Thursday between 9:30 a.m. and 10:00 a.m. The Club's Men's Seniors Team is also involved in interclub play.



50TH WEDDING ANNIVERSARY

The daughters of Mr. and Mrs. Charles Anderson Dodge, Mrs. Martin Ortlieb of San Diego and Mrs. Eleanor Sullivan of Rancho Santa Fe, honored their parents at a cocktail-buffet given at the Inn at Rancho Santa Fe in celebration of their fiftieth wedding anniversary. Mr. and Mrs. Dodge were married August 25, 1926 in Winchester, Mass., and have resided in La Jolla and Rancho Santa Fe since 1944.



LOCAL TALENT OPENS EXHIBITION

A "hands across the border" celebration held recently at the U.S. Consulate General in Tijuana featured an exhibition of paintings by Del Mar resident Victor Herman.

Vic claims the honor of being the only author-painter-correspondent to have his paintings co-sponsored simultaneously by the governments of both the United States and the Republic of Mexico.

His paintings are on display not only at the Consulate but a showing took place at the May Company in Mission Valley. This showing inaugurated a tour of the May Company stores which is endorsed as an official U.S. Bicentennial Event by the Bicentennial Commission in Washington.

Vic is also pleased to announce the release of his new children's book "Juanito's Railroad in the Sky," published by Golden Books. The book, now available in bookstores, is the 51st by the talented writer and illustrator.



Barry Engelman as Huck Finn



Mike Castle as Tom Sawyer



The cast in one of the numbers which "brought down the house!" Featuring John Warren as the riverboat captain.

MISSISSIPPI MELODY

The summer school at Rancho Santa Fe presented "Mississippi Melody" at the close of the summer session—playing to a capacity audience for two successive evenings. Directed by Mrs. Terry Castle, Mr. Bill Spivey, and Rick Mason, the play was an overwhelming success. The talent of the young performers was exceptional, and much appreciated by the enthusiastic audience.



SHRINE TEAM

North County Al Bahr Shrine leaders football game co-chairman Jack Hudson of Rancho Santa Fe, left, and 1976 potentate Larry Black of Oceanside, center, join game co-chairman Bill Myers in looking forward to the 32nd Shrine football game scheduled Sept. 18 at San Diego Stadium. The contest pits San Diego State's Aztecs against Fresno State in an 8 p.m. game preceded by one hour of pageantry. They say game proceeds help support 22 orthopedic and burn hospitals operated by the Shriners.

SEA BLUFF BASH



Duke Marston, overseeing the entire operation, checks his lobster trays before covering them with a tarp for steaming.

Sea Bluff Beach and Racquet Club held an authentic New England clam bake on a perfect summer evening in July—warm sea breezes and a full moon! The traditional burying of the Maine lobster, clams and fish along with sweet corn was accomplished just as the cocktail hour began for friends and guests of Sea Bluff. A sit-down dinner on the sand beside the water was held just at dusk. An outstanding evening!



Father James Irwin, Mrs. John J. Irwin, Bishop Juan Jesus Posadas, Mr. Irwin



Mr. and Mrs. Phillip Crippen Bishop Posadas, Msgr. William Spain

BISHOP POSADAS VISITS LOCAL CHURCH

Bishop Juan Jesus Posadas of Tijuana, Mexico, was a guest of St. James Church in Solana Beach during the recent weekend of the Feast of the Assumption.

Bishop Posadas spoke to the congregation about the problems of poverty and overpopulation which face the people of Tijuana. Acting as his interpreter was Holy Cross Father James Irwin, son of Rancho Santa Fe residents Mr. and Mrs. John J. Irwin. Father Irwin has been serving as a missionary in Tijuana for the past seven years.

Msgr. William Spain, pastor at St. James, said that members of his parish want to show a greater interest in the work of the Church south of the border, and expressed his hope that Bishop Posadas' visit has helped encourage this interest.

A special collection taken at St. James will help move the major seminary in Bishop Posadas' diocese to a more centralized location. Bishop Posadas' diocese also includes fifty churches, hospitals and orphanages in Baja California.



Our favorite reporter Louella Liverwurst is seen at everybody's party everywhere about town. Call her if you have any newsworthy items for the next issue of San Diego Living's "Gazette"; the magazine within a magazine.

OTTENSTEINS HOST HAWAIIAN LUAU

La Jolla's Jewel Ball has nothing over Rancho Santa Fe's Vic Ottensteins who hosted a Hawaiian luau on their tennis court for 200 guests in July. The evening's fare was a roast pig, head, tail and all, served amid bunches and bunches of grapes and strawberries, bananas, apples, pineapples and other fruits of the season. There was dancing throughout the evening and guests were entertained by magnificently colored, trained parrots.



In attendance at the Ottensteins' gala affair were, left to right, Lisa Todd, daughter of Elizabeth Taylor; Spencer Segura, her escort; Pancho Segura, La Costa's resident pro, Jimmy Connors' coach and Spence's dad; Mrs. Ottenstein, and the infamous Bobby Riggs.



The imaginative host and hostess, Mr. and Mrs. Victor Ottenstein.



Among the younger set attending were, left to right, Adam Ottenstein, Jenny Wrenn, Delta Giordano, Mark Olsen and John Petit.

HAWAII'S HAPPY FACE

By David Tozier*

The Happy Face of Hawaii is the handsome visage of its people. The pearly smiles, laughing eyes and inviting warmth of Hawaiians is an enviable syndrome. This syndrome or cultural philosophy is the product of the Polynesian ethnic meld. Today's native is born of several carefree ancestries who were at the same time both adventurous and by necessity industrious.

Being warm and friendly the Happy Faces bespeak of a proud heritage not unlike that of our Southern States. Kings and Queens are revered and honored today as they were during their reigns.

The avenues to Hawaii's heritage are open and available as the flower lei to the Kaimi (seeker). To the mainlander who visits The Mission Museum, Iolani Palace, the Bishop Museum, Heritage Theatre, and the Polynesian Cultural Center will come an exciting experience and an insight into Hawaii's philosophical countenance.

Waikiki is no more representative of Hawaii than Chicago or Los Angeles is of the forty eight states. Waikiki is a significant part and an experience of its own not to be missed. It has luxury, convenience, bathing, basking, dining and unusually fine entertainment. My vote goes to the Tavana Show; it's beautiful, exciting, and brimming with Happy Faces.

Try to bear in mind while you are touring at the rate of ten to fourteen hours a day that you can't possibly do justice to Oahu in one week's visit. Further, that there are seven other islands each with its own adventure and intrigue. It would be both sinful and remissive to take a "four island, one week tour" and return to Chicago, Des Moines, or San Diego and say, "Well, we've seen Hawaii." Take your time and enjoy the pace of the Happy Face.

Just a few words of warning. If you don't want to get hooked on the Happy Face syndrome, avoid the welcoming sparkle of those dark brown eyes; try not to hear the melodious Alohas; shun the effer-

vescent friendships that are at every turn of the palm-lined roads. Because, if you get hooked, you'll shock your friends, neighbors and especially total strangers with pleasant hellos and "how are you's," but it will be fun and you too will be a "Happy Face."

Aloha & Mahalo (Thank you).



* David Tozier, Assistant Vice President and genial manager of the Ocean-side Federal Savings & Loan, Lomas Santa Fe Branch, recently spent a fabulous vacation, with his wife, on Oahu, Hawaii.

RANCHO SANTA FE TRAVEL "NEW LOOK"

There is a beautiful new look to Rancho Santa Fe Travel. Not only are the owners new (Berle and Tamra Crisp of La Jolla) but the entire office has been renovated with the exciting new wallpapers, carpets, and entire decor—including a tasteful arrangement of client conference areas. Conveniently located in the main courtyard of the Village Square on Paseo Delicias, Rancho Santa Fe Travel comprises a "team" offering a wealth of experience in planning special trips for special people who want to enjoy an "adventure in traveling" with memorable stops along the way. Each "adventure" is custom-designed to the personal desires of each individual client. This team includes Berle and Tamra Crisp, owners; Joyce Behdjou, manager (and previous owner for the past eight years); Debbie Lamb, travel consultant; Mary West, controller and travel consultant; Barbara Boeck, travel consultant; and Jean Boren, group travel and ski specialist.

Berle and Tamra Crisp have traveled extensively on most continents and "adventure traveling" is their specialty, and one whose secrets they are willing to share.

One of their adventures included transiting the Panama Canal in their own boat, and cruising the Caribbean and Mexican waters. Another was spending five months last summer in the Marquesas Islands, Tuamotus and Society Islands after a sail of 21 days from San Diego to Fatu Hiva, southernmost island in the Marquesas.

The Crisps have two children; Desiree, a senior at La Jolla High School; and Kevin, a junior at Bishop's School.



The spacious interior of Rancho Santa Fe Travel.



Berle and Tamra Crisp, owners.



The exterior of Rancho Santa Fe Travel in the heart of the Village.

SURVIVAL FOODS:

WILL THEY SURVIVE IN NORTH COUNTY?

"Survival foods are 'eating insurance' against the possibility of disaster, riot, rebellion, total national economic collapse, or merely being fired."

by Michael Grady

THE LONE SURVIVOR

"Two years ago, there might have been five survival food dealers in North County; now I'm the only one," says George Salter, the personable, young (26) owner of Escondido's Survival Trading Post. And Salter is right; the current phone book lists three North County survival food businesses, but phone calls to the other two bring only canned announcements that the numbers have been disconnected.

Survival foods are exactly what the name implies—almost. They are foods which an individual or a family can buy and store in the home or apartment for an extended period, as a kind of "eating insurance" against the possibility of disaster, riot, rebellion, total national economic collapse, or merely being fired. But not all "survival foods" are just for "surviving," as we'll see a little later on.

There is no question that the inflation resulting from the Arab oil boycott, together with a new, nationwide awareness of America's dependence on other nations, led many people to begin storing food two and a half years ago. Others were influenced to store by the gloomy, long-range prognostications of the economic "futurologist" Harry Browne ("You Can Profit from a Monetary Crisis"). And for some people, fear of possible immediate unemployment in a deepening recession led them to build up supplies of food for themselves and their families. At least one major storage-food processor experienced a 400 per cent increase in total sales within a single year during this period.

But with the more recent general economic improvement and the fading memory of the oil boycott, people have begun to worry less about storing food, and more about how to make payments on the new color TV or the new, full-size, Detroit sedan.

"The survival industry as a whole ran into a slump about November last

year," says Salter. "And it was a heavy slump. That's when everybody cashed in or went for the long haul."

Salter, obviously, is one who went "for the long haul." And in a year when his local competitors were forced out of business, or left for other reasons, Salter says he increased his gross by about 40 per cent.

Clearly some of Salter's success comes from the simple fact he has picked up customers from his former rivals, but he thinks there's more to it than that. Quite a bit of the food he sells through his store was grown originally on farms owned and operated by members of his family. "Because the family raises the crops, we can offer a better price," he says, and he believes his pricing has kept him in business and earned him new customers. Salter says that in some health food stores he has been in, for example, he has seen packages of "wheat berries"—whole wheat—selling for 30 to 40 cents a pound. Salter offers it for about eight cents a pound in bulk.

George Salter is a Mormon, born in Utah, and so the idea of food storage was not a totally new thing for him when he decided to enter the survival food business. The Mormon faith exhorts its members to store a year's supply of food, and Salter says about 40 per cent of the church members actually do so. Yet in Escondido, he estimates more than two-thirds of his customers are non-Mormon.

It wasn't only his church training that disposed Salter toward food storage, however. Salter says he was, and is still, pessimistic about the long-range future of the national economy, and feels the country may get into serious financial trouble within five years. He believes survival foods can help the public exist through such a contingency, but he also says he would be happier if he could teach people to be completely self-sufficient—having a year's supply of food stored, yes; but

also able to grow the next year's supply of food after that, and to exist with a minimum amount of outside support.

"I'd like to see people go out, buy a piece of land for ten or twenty thousand, have it paid off, no strings attached; be able to build a house on it; have solar energy panels so they don't have to worry about paying the gas and electric company anything, and raise their own bees for honey and for pollinating their crops. When the economy crashes, everybody's got to be self-sufficient."

Complete self-sufficiency and preparedness for even a year costs money now, however. Salter's basic one-year survival stock for two adults in the 25 to 35 year-old age group runs nearly \$400, and offers a monotonous diet based on freshly ground whole wheat, powdered milk and honey. It's possible to supplement or replace basics with other products though, and Salter offers a wide range of freeze-dried and dehydrated foods for long-term storage, in menus more gastronomically appealing to most people perhaps—but at increased costs as well.

The Survival Trading Post also retails various foods that can be used today instead of next year, and this is the attraction of the store to many customers who are not themselves necessarily into the "survival bag." Salter's shelves hold day-to-day staples such as Great Northern beans; pinto beans; rice; lentils; pink beans; split peas; corn; raw natural bran; walnuts; Spanish and Virginia peanuts; sesame seeds; pecans; popcorn for popping; sunflower seeds; mixed nuts; almonds, smoke house and regular; dehydrated fruit including figs, apricots, pineapple and apple slices; glaceed red cherries; coconut flakes; dates; date nuggets, and packages of dehydrated fruit mix. All of these have unit prices that are noticeably lower than most supermarket outlets, and the list of food mentioned far from exhausts all the stock that Salter carries.

Non-fat powdered milk in bulk, for example, sells at a rate which allows a liquid mix for about 30¢ a half gallon—a considerable saving over both the liquid milk in the supermarket and the powdered milk sitting on the supermarket's own shelves.

Salter's wife Ruth, who also helps in the store, comparison-prices the cost of foods the Trading Post stocks at various Escondido supermarkets every two weeks. If Salter is unable to beat the supermarket prices by significant amounts, he says he will discontinue stocking the item and refer his customers to Von's or Safeway or Alpha Beta, where they can get it cheaper.

The Survival Trading Post also handles tools for survival as well as foods. The store carries hand and electric grinders for turning whole-grain wheat into flour; Franklin stoves, hurricane lamps and scented oil to burn in them; books on survival and survival cookery; bee-keeping supplies, cheese-making kits; bottle corks; honey extractors, and home dehydrators for making home-grown garden produce ready for storage. George Salter may be lonely in it now, but he is serious about the survival business.

now Hadley family farms grow much of the produce sold at his stores. Hadley Orchards own 200 acres of date-bearing palm trees near Indio in the Coachella Valley, for example, and while Hadley farmers no longer can produce all that the stores retail, they still produce a sizeable proportion. As for the rest, as Hadley puts it, "Our prices are very reasonable, because we buy direct from the growers. The basis of this business, you might say, is by-passing the middle man." Although 50 years apart in age, Hadley and Salter seem remarkably contemporaneous in thought.

The Hadley Orchards store is substantially larger than the Survival Trading Post, and obviously deals in greater volume. The store stocks many varieties of sun-dried fruits, sulfured and unsulfured, including Mission and Calmyra figs; Santa Clara prunes, apricots, peaches, and pineapple slices; and dates, from the plain "bread" date to the luxurious Deglet Noor.

It also offers fresh-baked breads, baked daily with no preservatives added. Sausages and cheeses are available, and so too are large jugs of Hadley-brand grape juice, cherry juice and apple juice (the latter available

"The Mormon faith exhorts its members to store a year's supply of food. About 40 per cent of church members actually do."

OTHER NORTH COUNTY OUTLETS

Even though the Survival Trading Post is the only remaining North County retail store specializing in survival foods and equipment *per se*, there are other major outlets around and about the area which also carry the day-to-day raw and natural foods that attract many customers to Salter's store. And of course, some of those concerned with food storage find it more convenient to get at least some of their foods at these other outlets too.

HADLEY ORCHARDS

Hadley Orchards has had a retail outlet for over 25 years along the highway into Los Angeles from the Palm Springs area. The store was founded on a premise similar in part to George Salter's, that of making family farm-grown produce available directly to the public. Recently Hadley Orchards opened a store in North County, below Carlsbad on I-5, and it, like the original store, offers dried fruit, nuts and other products suitable for storage as well as day-to-day use.

Paul Hadley, the 76-year-old, very active owner of Hadley's says that even

strained or unstrained). Hadley Orchards sell all sorts of nuts, too—cashews, toasted almonds, natural almonds, mixed nuts, pistachios, peanuts, macadamia nuts from Hawaii, pecans, brazil nuts and varieties of walnuts. Candies for sale include carob candy, pectin tangerine slices, honeycomb candy, honey-sesame brittle, and this list could be extended. Hadley's offers fruit and date gift packs too, in case you decide you want to get a friend started on natural foods and their storage.

Hadley Orchards carry a line of vitamins and protein supplements, and in this differ from the Survival Trading Post, where George Salter's belief is that if you eat enough of the right sort of natural foods to begin with, you won't need the supplements.

Hadley Orchards has a wine-tasting room too, not the sort of thing you normally find in your average health-food store or natural-food store, and although it features the Prestige Vineyards label, it carries other, more widely distributed California wines, and certain imported labels as well. There is a snack bar attached to the store, where a shopper can get

Wally's
GERMAN CAR

SERVICE
CENTER

Complete Service
by
GERMAN
TRAINED
MECHANICS



MERCEDES

PORSCHE

AUDI

BMW

VW



436-4301

238 N. Camino Real
Encinitas

OPEN: MON-FRI 8-5:30



Where Connoisseurs
convene until 2:00 a.m.

2212 Carmel Valley Road
Del Mar, Calif. 92014 755-6778

**Lomas
Santa Fe
Cleaners**
For those who want the very best

Golf Caps
cleaned free

**TAKE DOWN
& HANG
DRAPERY
SERVICE**

755-2363
Personal & Business
charge accounts welcome

Plaza of The Four Flags
Shopping Center
Solana Beach

**SHIRLEY KEETH
REAL ESTATE**



Shirley Khanna
Maheshwar Khanna
Rip Wasser
Patricia Driver
756-3706

Rancho Santa Fe, CA
Paseo Delicias at La Granada

"A basic one-year survival stock for two adults in the 25 to 35 year-old age group runs nearly \$400. It offers a monotonous diet based on freshly ground whole wheat, powdered milk and honey."

sandwiches and various drinks, including Date Shakes, a caloric combination of delicious fattening richness that normally used to be available only in the Coachella and Imperial Valleys, before Hadley Orchards opened the North County store.

BATES BROTHERS NUT FARM

Old-timers in North County probably already know of Bates Brothers in other contexts. It has been in business in Valley Center for over 22 years, and each fall receives bus-loads of elementary-school youngsters from all over the county, who come to pick out pumpkins from its fields to take home for Jack-O-Lanterns.

It is also a pleasant place for a family outing. The store is in a bucolic setting, surrounded by farm land, with animals in pens and corrals near the store for young children to observe and pet and feed (animal food can be purchased in the store). Picnic tables are available under large trees.

Bates Brothers is not solely an outlet for nuts of course, although that is the major stock. In addition the store offers dried fruits, candies, and honey in various flavors and sizes of containers. (Honey is also available at Survival Trading Post and Hadley Orchards, in up to five-gallon, 60-pound cans.) You can find at Bates Brothers freshly ground peanut butter, large jars of giant green stuffed olives, Thompson raisins, currants, wheat bran, long grain brown rice, dried mushrooms and glazed cherries. Their stock of nuts is very large, and most are available in either a raw, natural state, or roasted in coconut oil, with or without salt. They carry walnuts, pumpkin seeds, pecans, filberts, almonds, brazils, Spanish and Virginia peanuts. Again, as with the Survival Trading Post and Hadley Orchards, prices are normally below average retail in the supermarkets, and many products can be laid away against a possible future need.

THE FUTURE LIES AHEAD

What is the future of survival foods in North County? Will survival foods themselves survive? And who cares, anyway? It's difficult to say how much of a come-back food storage will make in this area in the next few months or years, but there are some ominous facts confronting all of us now. They are of a different kind from those we had to face

at the time of the Arab oil boycott, but just as serious. This summer Europe experienced its worst drought in hundreds of years and California experienced one of its worst droughts in history. Drought means failed crops, and failed crops can mean, at the very least, some temporary shortages or outages. The African drought of three years ago is estimated to have caused the deaths of a quarter of a million people from starvation and malnutrition, and those deaths occurred even with aid from the developed countries. If the crops of the developed countries themselves fail, what then?

Yet just recently, the U.S. Soil Conservation Service reported the United States could expand its crop-growing areas by up to one-third, if output from this extra land becomes necessary. And the more acreage in production, the more likely it is total yields will remain stable, even in drought-stricken years, short of absolute "dust-bowl" conditions.

Some in North County will agree with George Salter's estimation of the future, and will begin to build up their personal food stores. Others will put faith—hopefully not mis-placed faith—in American technology and "agribusiness" to increase production enough so there will be food enough, cheap enough, for all.

Whatever happens in the fullness of time, the North County resident can now find some good—and relatively inexpensive—foods at any of the three major outlets mentioned in this article. And you don't have to be "into" survival foods to eat some of these day-to-day staples—at prices that undercut supermarket or nutrition store prices for the same products. ■

ADDRESSES AND HOURS OF OUTLETS MENTIONED

Survival Trading Post, 1175 Industrial Avenue, Escondido, CA 92025 (714) 743-7007. Hours: M-F, 10-5; Sat., 10-3; closed Sundays and holidays.

Hadley Orchards, 6115 Paseo del Norte, Carlsbad, CA 92008 (just east of I-5 at Palomar Airport Road exit). (714) 438-1260. Open daily, 8-8.

Bates Brothers Nut Farm, 15594 Woods Valley Road, Valley Center, CA 92082. (714) 745-3167. Open daily, 8-5.



Bates Brothers Nut Farm in Valley Center.



The Survival Trading Post in Escondido.



Hadley Orchards' new Carlsbad store.

**Roger's
SEA WOLF
RESTAURANT**
featuring
FRESH SEAFOOD

Dinner 5:30-10:30
Prices from \$4.95
453-7077

2236 Carmel Valley Road
Del Mar, California

Virginia Blesso
& Associates, Inc.
Real Estate
756-1659

Post Office Box 471
Paseo Delicias
Rancho Santa Fe,
California 92067

24 HOURS A DAY!
(714) 743-4811
**DEL SOL
TRAVEL SERVICE LTD.**

337 W. Felicita Ave. Escondido, Calif.

Is Your Life Creative?
or
Have Circumstances
Got You In A Bind?

If You Need Help to
REALIZE YOUR DREAMS

Call
CREATIVE ENTERPRISES

485-1765
"People Helping People"



"Outstanding Service"!
RADIO DISPATCHED!

- Soft Water Rental Service
 - Automatic Water Conditioners
 - Water Purifiers for Drinking Water
- 755-9741



Caroline Kowalski
756-1666

LA GRANADA & LA FLECHA
RANCHO SANTA FE,
CALIFORNIA 92067



"Everything you'd like
a restaurant to be"

Hawthorn at the Waterfront
Noon till Midnight
Closed Sundays & Holidays

232-5129

Winner of Holiday Magazine Award

COSTA CAMINO
REAL ESTATE CO.

Real Estate
INVESTMENTS
Counseling & Consulting
by appointment only

714/555-5177
140 Marine View Drive
Suite 204, Solana Beach, CA

REAL ESTATE RAP-UP

HOME FEDERAL SETS NEW RECORDS

Home Federal Savings and Loan Association of San Diego set real estate and home improvement lending records for the association in the first six months of 1976, Home Federal President Kim Fletcher announced.

"Our real estate lending of \$79 million in June surpassed the previous record lending amount of \$78 million the S&L had recorded in May of this year," Fletcher said. "The previous association record of \$67 million was set in May of 1975."

The six-month real estate lending total was \$375 million, financing 11,932 housing units. It marked a 35.6 per cent increase over the same period last year.

"We recorded even more dramatic increases in our home improvement lending," Fletcher said. "Our home improvement loan volume increased 79 per cent over the same period last year, to \$37 million. Our home improvement and mobile home lending totalled \$45 million, a 68 per cent increase over 1975."

"We have increased our total savings to an association record \$1.47 billion from the \$1.23 billion we had at this time last year," he said.

"We feel that the increase in loan demand is a healthy sign for the economy," he explained. "We feel the demand for new homes combined with the demand for home improvements and mobile home loans shows a return of consumer confidence to the economy."

COLDWELL BANKER MAKES STRONG SHOWING

The North County Office of Coldwell Banker Commercial Brokerage Co. showed sales and leasing volume totaling \$10.679 million for fiscal 1976, according to Carlsbad resident manager-assistant vice president Wally Chenoweth.

Reflecting the period from July 1, 1975 to June 30 of this year, the Carlsbad office recorded sales of \$7.580 million, while leasing activity accounted for \$2.587 million of the total.

Chenoweth credits a strong money market and increased activity in investment properties for the strong

showing made by the Carlsbad office in commercial sales.

In addition to listing the total dollar volume of business, Chenoweth also named Carlsbad's top salesmen as Chuck McNary, Dave Hutchinson, Mike Reidy, George Abernathy and a tie for fifth between Phil Brabyn and Jim Ashcraft.

Among the major Carlsbad transactions during fiscal 1976 was the \$3 million sale of 600 acres of Palomar Road property, the \$850,000 sale of a 54-unit Escondido apartment complex, the leasing of 4,600 sq. ft. in Encinitas Village Square Shopping Center for \$477,600 and the signing of five leases for 8,000 sq. ft. of space in Oceanside Village Square.

JOYE NAMED NEW DIRECTOR



W. David Joye

W. David Joye has been appointed sales and marketing director for Rancho San Diego, according to Frank R. Parks, general manager of the 4,600-acre master-planned community now under development in San Diego County.

Joye, 43, is a 13-year veteran in the real estate industry and was director of leasing for John Burnham & Co. before joining the Rancho San Diego organization.

In his new Rancho San Diego position, Joye is responsible for all merchandising, advertising, public relations, resales and marketing activities with residential and commercial developer clients at Rancho San Diego.

photography by don hale



**DESIGN
INTERIORS**

1241 cave st.
la jolla, ca. 92037
(between prospect
and ivanhoe)

(714) 459-2000

SEA VIEW SPLENDOR IN RANCHO SANTA FE



Spaciousness—an Investment in Enduring Pleasure

Crowning a private hilltop, this extraordinary property offers a lovely pool, 5,000 sq. ft. of sumptuous living under roof, including 3 bedrooms and 3 baths, (a luxurious 900 sq. ft. master bedroom suite, with its own fireplace, view and European bath), and a separate guest apartment. Built of Tecate adobe, this home is fully air conditioned, has 3 fireplaces, and the flooring is of imported Barcelona tile and luxury carpeting. It has a gorgeous 180° view of San Elijo Lagoon and the surrounding hills—and is within the Rancho Santa Fe Covenant boundary. \$295,000

Coldwell Banker
RESIDENTIAL BROKERAGE COMPANY
A COLDWELL BANKER COMPANY

THE FINEST IN
PROFESSIONAL
REAL ESTATE
SERVICE
SINCE 1906.

930 Prospect Street, La Jolla

(714) 459-3851 or 481-8747

DON SHARP

Proudly announces the opening of his new

★ R.V. CENTER ★
SALES—RENTALS



Featuring:
Titan 20'-31' Solid State Motorhomes
Titan 17'-22' Mini Motorhomes
Harvest 23' Tandem Wheel Mini Motorhomes
Harvest 19'-20' Mini Motorhomes
Spirit & Westphalia Campers

"20 Years of Service to the North Coast Area"

DON SHARP AUDI
MOTOR IMPORTS, INC.

Car Country, Carlsbad 434-1771

5500 PLAZA DEL NORTE

For Those Who Want the Very Best

La Jolla
Smitty's CARPET CLEANING, INC.



CHARLES SMITH Owner

29 Years In La Jolla
And Rancho Santa Fe

Member

STEAMWAY METHOD
ALONG WITH
'CERTIFIED' SHAMPOO

STEAM
WAY
459-3269

THE
BETTER
WAY

80 / SEPTEMBER 1976

MEISTER COMPANY ANNOUNCES PLANS

Formation of the new homebuilding firm, The Meister Company, with headquarters in Irvine, has been announced by Howard W. Meister, II, president.

Geographical scope of the company's operations will include Orange County and north San Diego County initially, with some expansion into portions of Riverside County projected for future developments. Concentrating on single-family homes, products will range from mid-priced to luxury residential communities.

From 1973 to 1976, Meister served as president of the Southern California division of Ponderosa Homes. He was formerly president with responsibility as chief executive officer for Larwin San Diego, Inc. on San Diego home and apartment building operations.

Construction vice president for the newly-formed company is Neal D. Graham, who served in a similar capacity for Ponderosa Homes. He was also former director of construction for Classic Development Corporation for three years.

First land acquisition for The Meister Company, is 44 acres overlooking the Loma Santa Fe Country Club fairways and greens in north San Diego County.

Preparation is now underway for 104 lots to contain single-family homes in the luxury range. Situated within a five minute drive of Pacific Ocean beaches, the new residential site is adjacent to Rancho Santa Fe where sales of homes have been brisk.

The site includes lots with ocean views, as well as those overlooking the golf course, canyons and valleys of the rolling, rural countryside.

"The area is attracting young executives and their families with the prime climate, recreational and rural features prominent as the reasons given for purchases in surrounding new home developments," said Thomas K. Callister, executive vice president for the firm of builders. Callister was formerly associated with B. H. Miller Development Company of Newport Beach as president and chief executive officer.

Situated within a twenty minute drive of San Diego and Mission Bay, the new homes to be known as Loma del Cielo West, are anticipated to be available for previewing by early fall. An information trailer is maintained at the site for visitors.

Completion of the new homes is scheduled for the first of the year.

GATEWOOD HOMES SELLING FAST

Fifteen of 34 new homes in the Gatewood community of Rancho Bernardo were sold during the first weekend they were offered, according to James Saivar, director of marketing for the San Diego County division of Avco Community Developers, Inc. (ACD).

Saivar said the rate of sales was particularly significant since the homes are not built and purchasers are making their buying decision based on color illustrations and floorplans. Construction is underway and move-ins are scheduled early in November.

"These are the last homes available in Gatewood, one of the more established communities in Rancho Bernardo," Saivar said.

Residents of Gatewood have membership privileges in the multi-acre Swim & Tennis Club. A full-time professional staff oversees daily activities in the club's recreational areas which include a junior olympic pool, little league field, seven tennis courts, exercise room, basketball court, and large multi-purpose room. The club also offers a small-fry swimming pool, tot lot, and activities planned for preschoolers. Monthly membership dues cover full family participation.

Rancho Bernardo offers a balanced mix of recreational facilities, and an industrial park provides employment for area residents. City services include fire and police protection, churches, schools, a library, cultural events, shopping and neighborhood complexes and the new Town Center. There are seven neighborhoods of homes on the ranch including two separate all-adult areas.

The Rancho Bernardo Information Center and model homes are open daily from 10 a.m. to 5 p.m.

Prices of Gatewood homes range from \$58,500 to \$85,900. New homes in other neighborhoods at Rancho Bernardo are priced from \$34,450 to \$88,900.

30 HOMES FOR SALE

Thirty homes remain to be sold in the fourth and final unit of the New Summerfield community in Encinitas built by Standard Pacific of San Diego.

The one-level single-family homes at New Summerfield are constructed on terraced lots of 10,000 square feet and larger, with 20 to 40 feet of space between houses and pool-size rear yards. There are four floor plans, each available in several exterior elevations, providing three or four bedrooms with two baths and up to 1,956 interior square feet. Prices begin at \$49,990.

New Summerfield covers 65 acres of rolling countryside adjacent to El

AIR FRANCE

Cargo Gets a Lift

International airfreight continues to grow at a healthy rate, Air France reports. The French carrier recorded a systemwide increase in cargo traffic of 15.8% during the past year, moving it up into the first four places among North Atlantic carriers.

It's not easy
to be a
parent.

Even the best parents sometimes lose their tempers. The challenges of raising kids can be overwhelming. Few of us come naturally prepared for the demands of raising a family.

If you—or someone you know—is suffering from stresses that endanger the children, then you might want to know more about

THE FAMILY STRESS CENTER

We're here to help you—our services are free.

Give us a call. Find a happier and more satisfying life with your children by becoming a more understanding, loving parent.



FAMILY STRESS CENTER
577 Third Ave.
Chula Vista, CA 92010

Phone: 425-5322 (Our 24-hour hotline)

GOURMET PATIO RESTAURANT

In The
Country Squire Courtyard
Rancho Santa Fe
756-1788

Luncheons:
11:30-3:00 Tuesday thru Saturday
Dinners by Reservation:
Thursday, Friday, Saturday
6:00-8:30

NORTH COUNTY LIVING MAGAZINE'S REAL ESTATE RAP-UP

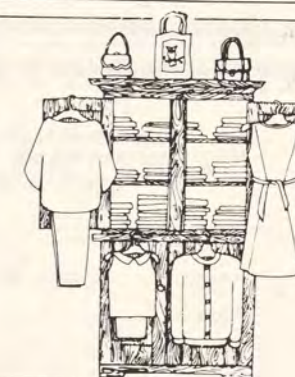


IS THE HOME
FOR YOUR
IMPORTANT
LISTINGS

Open Daily for Breakfast



Solana Beach
937 Lomas Santa Fe Dr.
755-0117



THE
TWO
GOATS

Traditional Countrywear
for Men and Women

RANCHO SANTA FE, CALIFORNIA • 756-1996

LIVING / 81



**CLUB MEDITERRANEE.
IN ADDITION TO LEAVING
YOUR TROUBLES HOME,
LEAVE YOUR MONEY HOME.**

It's hard to get any rest on a vacation if your hands have to keep going in and out of your pockets.

But when you spend a week with us, the only thing we let you dip into is the water.

That's because after you pay for your room and board at any of Club Med's beautiful villages all over the world, virtually everything else is free. There's free food (3 times a day) and free wine. As a matter of fact, all you pay for are drinks at the bar. And even there, no tipping is allowed.

There are all sorts of things like free tennis. Free sailing. Free water skiing and scuba diving. Free yoga and calisthenics. And a lot more. Free group lessons and equipment in all sports. And free live entertainment every night.

If you'd like to hear more, come in and see us or give us a call.

After all, what good is a vacation if you have to work twice as hard paying for it when you get back.

Rancho Santa Fe Travel Service
San Diego Toll Free 298-8600
714/756-2431 and 756-3005
Village Center, Rancho Santa Fe

Mail to: Rancho Santa Fe Travel Service
Post Office Box 549
Rancho Santa Fe, California 92067

Please send me information on Club Med villages around the world.

Name _____

Address _____

City _____

State _____ Zip _____

CLUB MEDITERRANEE

Camino Real, less than two miles from the Encinitas beachfront. The \$10.2-million development is reached by driving east from Interstate 5 on Encinitas Boulevard for 1½ miles. A model-home complex at 125 Beechtree Dr. is open for inspection 10 a.m. till dusk seven days a week.

The homes feature exteriors of masonry, limestone, roughcut exposed timbers, and cedar shakes, finished in nature colors and designed for compatibility with the rural surroundings. There are attached oversized two-car garages with room for workbenches.

Interior highlights are pre-wired cable-television outlets and telephone outlets, double-door front entries, a wide choice of carpeting and ceramic tiles, fireplaces suitable for gas-log or wood burning, separate inside laundry rooms, and deluxe single-handle water controls, ceramic-tile shower and tub walls, and Corian-marble-topped vanities in bathrooms.

Glass walls separate kitchens from outside garden patios, served by pass-through bars. Kitchens also feature pantries, ash cabinetry, porcelain-finish cast-iron sinks, and a full array of built-in appliances, including dishwasher with rinse injector, disposer, a 36-inch-wide range with 42-inch hood, and separate glass-door continuous-cleaning oven.

Standard-Pacific Corp., one of California's leading builders of residential communities since 1956, has been involved in San Diego County development for five years. ■

**WOODLAND REPORTS
AUGUST SALES**

Sales in the first week of August totaled nearly \$1.8 million at single-family home community of The Woodlands in Rancho Penasquitos, setting the highest one-week sales record in the history of Crow/Pacific Development Corporation, according to Chris Gibbs, vice president of the Irvine-based firm of home builders.

"Our newly-opened Phase Five is already 60% sold out as new homebuyers respond to offering of three to five bedroom, 2 or 3 bath homes priced from \$52,400," continued Gibbs.

Single-story and two-story arrangements, in a choice of five different floorplans, range from 1,419 to 2,555 square feet. Buyers can choose from sixteen different exterior styles which feature wood shake roofs, and wood siding with stucco. Horizontal and diagonal resawn cedar or shingle exterior siding creates an attractive variety to the street scene, enhancing the individuality of the family homes.

Interiors at The Woodlands are complete with vaulted ceilings, a wood-

burning fireplace with a gas log lighter, and wall-to-wall carpeting in all major living areas. Some plans include a game room, a lounge/retreat off the master bedroom, a separate breakfast nook, formal dining area or convertible bedroom/den giving buyers a wide choice of space arrangements.

Built-in appliances include an electric range, continuous-cleaning double oven, disposal and dishwasher. Ceramic tile countertops, luminous ceilings, and hardwood cabinetry are standard.

Double garages open from the concrete driveway, outlets for laundry appliances are installed, and full insulation of walls and ceilings is standard.

The Woodlands is served by the schools of the Poway Unified School District. New neighborhood shopping facilities are planned just two miles from the residential development.

VA, FHA and excellent conventional financing programs are available to purchasers of new homes.

To reach The Woodlands, take Highway 395 to Rancho Penasquitos Boulevard West which becomes Mount Carmel Road. Take Mount Carmel Road to Black Mountain Road and turn left on Old West Avenue to the record-setting residential development in Rancho Penasquitos. ■

**CARLSBAD PALISADES
REPORTS RECORD SALES**

Carlsbad Palisades, a townhome community in the Carlsbad countryside just off El Camino Real, reports that the entire Phase I of 30 units, completed in April, 1976, and over one-half of the 31 units in Phase II have been sold. The sales represent approximately \$1½ million worth of property. Phase IV is planned for completion in late November and Phase III, which began framing mid-August, has already sold 8 of 29 units.

According to sales manager, Fred Hames, Carlsbad Palisades is attracting buyers from all over the United States . . . from areas such as New York and Chicago as well as from Los Angeles and the local San Diego area.

Said John Douglass, president of Douglass Southwest and developer for the project: "Most people considering buying a condominium have mixed feelings: they'd like to get away from the city and home maintenance chores, but they like the spaciousness of the home they have. Carlsbad Palisades combines all three. Here they can have a country setting, professional exterior and grounds maintenance, and a spacious home feeling."

Carlsbad Palisades offers six models, from approximately 1,400 to 1,900 square feet and priced from \$50,000.

**Nobody
does more
to serve
you a
great
dinner!**

**THE CASK 'n
CLEAVER**

- STEAK
- LOBSTER
- CRAB
- SPIRITS
- SALAD BAR

CASK HOUR
Mon-Fri 5 to 7 PM
2 for 1
Cocktails
in our Lounge



**1 Block West of Coast Hwy. 101
½ Block South of Lomas Santa Fe Dr.**

140 S. SIERRA • SOLANA BEACH • 481-8238

OPEN
5:00 p.m.
Daily
Banquets
Available

Like Living?

Our columnists and feature writers will fill you in on the people and places that make North County move. Each month we'll tell you where to dine; who's who in the business world; who's on the party circuit in La Jolla, La Costa and Rancho Santa Fe and much, much more. Our features are informative, fun and provocative. Read North County's only magazine to discover the fun, the excitement, the beauty that is North County.

Save on newsstand prices and receive North County's own magazine in your home every month. Don't miss one issue.

1 year — \$10; 2 years — \$17; 3 years — \$23

Name _____

Address _____

City _____ State _____ Zip _____

Check must accompany orders

Subscribe now

san diego living

the lifestyle magazine of north county

Mail your check or money order to:

San Diego's North County Living,
Box Q, Rancho Santa Fe, CA 92067

RANCHO SANTA FE PROPERTIES

MANAGING BROKER
Charles A. Chapin

ASSOCIATE BROKERS
George A. Baldry
James L. Jarnagin

ASSOCIATE
Grace Iarrobino



Across from the Inn Paseo Delicias Rancho Santa Fe

CENTURY 21 OPENS 100TH LOCAL OFFICE

Century 21 has reached the century mark. Their 100th independent real estate office was opened Aug. 25 in San Diego County.

The announcement was made by Robert M. Leeds, president and Director of Century 21 Real Estate Corporation of San Diego County. Leeds established the San Diego County Regional Office on June 1, 1972 which became operational in Sept., 1972 with 17 franchised offices in the county. The 100 Century 21 offices in San Diego are part of the 2,500 or more offices

throughout the United States and Canada.

The 100th office is Century 21—Showcase Realty, Inc. at 9820 Willow Creek Rd., in Scripps Ranch Business Park. The firm is operated by Stan Mason, realtor and Bill Harris is the manager of the new office. Showcase Realty, Inc. has two other locations, in Kearny Mesa and Clairemont.

Century 21, nationally, is adding 100 to 125 new offices each month and there are now more than 2500 Century 21 offices throughout the United States and Canada, less than five years after Century 21 was founded.

Century 21 offices across the country

account for more than \$500 million in real estate sales each month or some \$6 billion, yearly.



Century 21 opened the 100th office in San Diego County with a celebration at the Scripps Ranch Business Park, location of Showcase Realty, Inc. Realtor Stan Mason (left) welcomes Robert M. Leeds, president and director of Century 21—San Diego Region and John P. Lowe, Century 21 vice president—marketing from the national office.

ACD NAMES RESALE SALESPERSON



Lila Jameson

Lila Jameson has been named salesperson of the month in the Rancho Bernardo resale division of Avco Community Developers, Inc. (ACD).

She began working with resales in March 1976 and since then, her total sales volume equals \$685,000. She distinguished herself in July producing total volume sales of \$311,500.

"Lila has an exceptional record in both new sales and resales," said Dick Thorson, director of sales. "Besides that, she is a bright personality who is very devoted to her profession."

Jameson joined ACD in 1969 and, at the same time, became a resident of Rancho Bernardo. She began as a hostess and progressed to escrow officer. She joined new sales in 1974 and was the salesperson of the month three times in 1975 with a total sales volume of over one million dollars.

In addition to her work with ACD she is an associate member of the Children's Health Center. ■

OAKS NORTH HACIENDAS SELLING FAST

The first day Rancho Bernardo's newest all-adult condominiums, Oaks North Haciendas, went on sale, 13 of the 30 were sold for a total sales volume of \$813,000.

"Admittedly the project has been an enormous success," said Dick Thorson, director of sales at Rancho Bernardo. "We attribute this to the excellent location and the reputation the Oaks North area has established as a pleasant and convenient place to live."

The present 30 units are the first available since the previous phase sold out eight months ago.

Four models exist. All of them have two bedrooms and two baths, with one model that includes a den. Prices range from \$54,000 to \$76,000. These units are expected to be completed next month.

"Many of the condominiums overlook the Oaks North Executive Golf Course and the rolling hills toward the North," said Thorson. "The tremendous view seems to be a major selling point."

Previous Oaks North Haciendas had only carports. In this phase garages with automatic openers have been included as a standard feature. Other features are double ovens with one of them self cleaning, dishwashers and ceramic bathroom tiles.

Purchasers of Oaks North Haciendas become members of the Oaks North Community Center for a yearly membership fee. The center has two swimming pools, one therapeutic; two fully-equipped kitchens; meeting rooms, and a large gym with private lockers.

Residents will have easy access to all Rancho Bernardo's recreational and cultural facilities. ■

LAUGHLIN LEASES CARLSBAD PROPERTY

Rancho Santa Fe resident Robert L. Laughlin, doing business as La Casa Verde, Inc., has signed a 50-year, \$710,000 lease for 39,000 square feet of San Diego property in a transaction handled by Mike Reidy of the Carlsbad office of Coldwell Banker Commercial Brokerage Co.

Reidy said Laughlin will break ground Oct. 1 at 1524 Morena Blvd. for a 9,000 square foot retail store to be known as Happy Plants. A year-end completion date is scheduled for the building.

Reidy said the outlet, which will be the first of many Happy Plants in southern California, will deal exclusively in indoor plants.

Laughlin is leasing the property from Walter E. Fielder, Inc. of San Diego. ■

Distinctive Properties



Enjoy a world of ocean and sun from this new home on the beach at La Jolla Shores, completely private behind its decorative fence. \$325,000.

List with us: Take advantage of our fine service, which is based on 15 years of extensive personal contact in distinctive real estate sales in La Jolla and environs.!

Younie & Hoehn

A Complete Real Estate Service

Telephone (714) 454-3023

7865 Herschel Avenue La Jolla, California 92037

Ursula K. Younie,
Realtor

Betty A. Hoehn

It's time to just "Coast" at Carlsbad Palisades.

If you're ready to really settle down and enjoy life, you're ready for Carlsbad Palisades.

A thoughtfully designed townhome community, Carlsbad Palisades combines the privacy and spaciousness of traditional homes with the modern conveniences, facilities and freedom from maintenance of the best townhomes.

You'll find more space here than in many detached homes... up to 1,900 square feet.

Six different floor plans offer oversized rooms, huge private decks and patios and enclosed double car garage some with lofts.

Carlsbad Palisades also offers the perfect setting for your individual style of coasting. Lavish facilities for the sports enthusiast: private swimming pool, jacuzzi and tennis court with six excellent municipal golf courses, Oceanside marina, Agua Hedionda Lagoon and of course, the expansive Pacific Coast nearby. Well appointed kitchens to please the gourmet host and hostess.

You've worked hard. You've earned the right to just "coast" now at Carlsbad Palisades. Come see daily from 10 A.M. to 6 P.M.

From \$50,000.

From I-5 turn east on 78 to El Camino Real, turn south approximately two miles to Carlsbad Palisades.

Carlsbad Palisades

A Douglass Southwest Corporation Development

(714) 729-5910

AIR FRANCE

Mini News

Timely Concorde

Flying above traffic and turbulence, the supersonic Concorde both saves and is "on" time. During its first three months operation between Paris and Rio the Air France Concorde recorded an unprecedented 88% on time arrival performance.

Repairing & restoring antique silver

Polishing & lacquering copper & brass



SHEFFIELD PLATTERS

330 WEST DATE STREET
PHONE 233-3327

SANTA HELENA PARK OPENS MODEL HOMES

Santa Helena Park Villas, a 64-unit condominium development bordering the Lomas Santa Fe Country Club golf course, formally opened its model homes for viewing September 18-19.

Twenty-eight of the villas have already been sold, according to Lomas Santa Fe, Inc., the developer.

Three floor plans are offered: single-story with two bedrooms, two baths and a den area; two-story with two bedrooms, 2½ baths; and two-story with two bedrooms plus den/study or optional third bedroom and 2½ baths.

The villas, which have living and dining rooms oriented to views of the golf course or a parklike recreation area, range in size from 1,259 to 1,536 square feet, and are priced from \$58,900 to \$74,900. Monthly homeowners association fees are \$61.00.

Standard features include tiled entry, wet bar, fireplace, vaulted and beamed ceilings, ceramic tile enclosures in showers and above bathtubs, double-wall construction with an air space and soundproofing between adjacent units, fully insulated outside walls and ceilings and gas forced air heating.

Kitchens have ceramic tile countertops, hardwood cabinets, luminous ceilings and General Electric double-oven

range (with self-cleaning lower oven), dishwasher and waste disposer.

Santa Helena Park is part of the community of Lomas Santa Fe. Besides the private Lomas Santa Fe Country Club with its golf course, tennis courts and swimming facilities, the community has an 18-hole public executive golf course and two shopping centers. ■



Vaulted beamed ceiling, clerestory windows, sliding glass doors to patio, fireplace and wet bar make the living room of this Santa Helena Park Villa the focal point for gracious living and entertaining.

OVER HALF SOLD AT ONE OAKS NORTH

Just six weeks after its opening, One Oaks North, Rancho Bernardo's newest all-adult condominium development, was 60 per cent sold.

"The success of the project was indicated when 27 of the 88 'living suites' were sold on the first day," said Stanley C. Swartz, one of the three principals in Oaks North Limited, the developer. "The continued success is due, in part, to location. These condominiums are within walking distance to shopping centers, recreational facilities and mass transportation, yet One Oaks North is not located in the center of a booming metropolis, but rather in a pleasant planned community."

One Oaks North is the first condominium development built at Rancho Bernardo by a developer other than ACD.

Other principals in Oaks North Limited are Richard L. Weiser and William W. Carstens.

Three floor plans are offered. One is a one bedroom, one bath model and the others are two bedrooms with two baths.

One Oaks North information and sales office is open from 10:00 a.m. to 6:00 p.m. and is located at the corner of Pomerado Road and Oaks North Drive. ■

GREEN SCENE

by Bob Clay

TRANSPLANTING FOR LOW MAINTENANCE

A low-maintenance garden requires as much, if not more, effort to establish as any garden. The key to low maintenance gardening is careful in-depth planning and preparation. This begins while the plant is still in the pot.

TRANSPLANTING

In mild climates such as we have in coastal San Diego planting out of containers can be done anytime during the year. However, plants are most vulnerable to failure at the time of transplanting and there is a best time for transplanting, when the chances of losing a valuable plant are lowest.

When plants are shifted out of the container into the ground they continue to rely on the same root system they had when they were in the container. Until the plant gets established, the cultural practices used to maintain the plant should be as intensive as when the plant was in the container. More effort is usually required to keep the root ball moist, as the surrounding soil will draw moisture out of the root ball. This extra effort should continue until the plant expands its roots into the surrounding soil. As the roots expand they will have a larger mass of soil to draw on for water and nutrients. In soil that drains poorly, check late in the first week after planting to see that the plant is not being over-watered. The soil should be moist, not wet, six inches below the surface, because most roots need air to function at their best.

If the plant is transplanted into the ground at the beginning of a growth season, usually in late February, it will expand its roots, immediately becoming self-reliant. If the plant gets established quickly it will be more resistant not only to drought, but also to frost. An actively growing plant, planted in the right exposure, is also more resistant to disease and insect attack. If planted at the end of the growing season (October or later) the plant will sit for five months, usually under stress, with little growth.

FERTILIZER TABLETS

A common procedure in the planting of trees and shrubs is the use of fertilizer tablets. The manufacturer's suggested rate of application of these tablets will keep an average plant supplied with nutrients for up to two years. However, due to low initial solubility, the tablets require a little time

to start working. The plant bought from a nursery has probably been on a constant feed program, with fertilizer mixed in the irrigation water at each watering. For these two reasons there could be a period of time between the time the plant leaves the nursery under constant feed and the time the fertilizer in the tablets becomes available to the plant. The plant would have no ready source of nutrients available to it which would give the plant a slow

start, weakening the plant and further contributing to transplant shock.

To help the plant get a quick start on the way to self-sufficiency, apply a weak solution of nitrate (NO₃) as in some houseplant fertilizers. This will keep the plant supplied with food until its roots have expanded enough to mine the soil on its own and until the less available nutrients in the tablets become available.

These are some ideas that will help you get the plant started quickly with few setbacks. A strong, healthy plant is a low-maintenance plant.

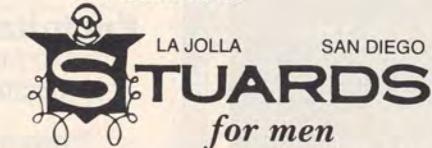
Next month: The noxious weed and some tricks to control it. ■

UNMISTAKABLY

Johnston & Murphy

Johnston & Murphy
over
One Hundred Years
of
Fine Shoe Making

Featured at



FASHION VALLEY 297-3378

LA JOLLA 454-0741

Use your BankAmericard, Master Charge, or American Express

Living Quality



453-2100

John C. Read

755-4464

REMODELING DIVISION GENERAL CONTRACTORS

2126 JIMMY DURANTE BOULEVARD/DEL MAR, CALIFORNIA

A FULL SERVICE CONSTRUCTION COMPANY

BEETHOVEN

is alive and living on *KFSD-FM 94.1*

"The Concert Music Station for San Diego"

INVESTMENT STRATEGY

by Leslie M. Pollack

A photograph of me riding a bull was prominently featured in a recent issue of *Money Magazine*. At the time this picture was taken the thought entered my mind that I was tempting fate and that perhaps such a vivid illustration of my optimism about the future of stock prices was not a prudent thing to per-

mit. Upon further consideration I arrived at the conclusion that my feelings about the market were so strong and the evidence in favor of my argument was so compelling that the correct course of action was to vividly present my case to the maximum number of investors that I could reach. Since then,

while I may have personally caused the market advance to stop abruptly at 1017 by my bull-riding escapade, the general level of stock prices has remained on an even keel and still appears to be waiting for that spark which will set off a third phase advance. If anything the facts supporting such an evolution of the present impasse have become more numerous and of even greater weight. In my opinion, the risks associated with riding bulls and maintaining a fully invested position seem to be well worth taking in the present economic and market environment.

Evaluation of the primary trend of stock prices is usually made on a Momentum Basis, a Value Basis, and/or an Economic Basis. Some practitioners, such as myself, try to combine all three into a coherent conclusion while others concentrate on one or two and discard the others as being irrelevant. Just as a military commander must consider many factors in concert such as his position, terrain, supplies, manpower and the morale of his troops, so should a stock market strategist consider the many factors which will contribute to profit and loss on the battlefield of investment decisions. In my opinion, rarely have the key factors conspired to produce such a low risk/high potential equation for committing dollars to equities as they do at this time.

Momentum—Inertia is a difficult force to overcome once it is set in motion, especially in matters dealing with mass psychology. For this reason, both bull and bear markets tend to last a long time and go to great extremes before they run their course. For example the post World War II bull market was born in the period 1945-48 with price/earnings multiples at very low levels and expectations for the future almost nil. At the time it was standard economic procedure to expect a post war recession such as followed World War I. Instead we had a great economic expansion and a 20 year bull market which did not peak out until 1965-68. It was during this period that all of the clichés about holding stocks for the long run, growth stocks, glamour stocks and performance became popular and they culminated in an episode of extreme over-evaluation and over-speculation for which we are still paying the price.

This was followed by a major bear market which had its beginning in late 1965 when the Industrial Average first approached 1000 but only became obvious in late 1968 after a wave of mass speculation during which many low grade securities scored sensational advances. At that time the broad based Indicator Digest Average (which includes every stock listed on the NYSE) peaked out at 85. It subsequently reached a low of 20 in late 1974 and has just recently approached the 40 level.

The momentum of the market turned decisively after the wipe-out of late 1974. Slowly but surely stocks have been coming back and responding to good news when it is forthcoming. The inertia of the bear market which caused every bit of news to be interpreted adversely is being replaced by a new force which should eventually culminate in an upward trend of long term duration. By historical standards this advance is still in its infancy. It has been restricted to only the highest grade stocks and public participation has been virtually nil. Before it runs its course, and that should take years rather than months, we would expect broad public participation and advances by a great variety of common stocks.

Value—At times, common stocks reach extreme levels of valuation where no matter what the momentum factor is or what the standard economic forecast is they become roaring buys or sells. Over the past 38 years, roughly speaking, equities have been buys whenever the Industrial Average dropped below ten times earnings and they have been sells when it rose above 17 times earnings. During this period the "normal" price/earnings multiple seemed to be somewhere in the 14-15 area. Today we have a situation where the Industrial Average sells at under ten times estimated 1976 earnings with the year more than half gone and under nine times estimated 1977 earnings. Even the most expensive, highest grade stocks seem cheap. For example, IBM (272) sells at approximately 16 times estimated 1976 earnings and around 14 times estimated 1977 earnings. This traditional low yielder now pays over 3 percent a year on its recently increased dividend.

The Economic Cycle—If we are in the early stages of a major swing in the economy then eventually momentum and earnings should change in recognition of the basic business fundamentals. We believe that something significant is taking place in the economy and it is not being recognized by those who are responding to every small change in interest rates, the money supply, or retail sales.

The Mole Hole of La Jolla



Unique Gifts
714/454-3900

7927 GIRARD AVENUE
LA JOLLA, CALIFORNIA 92037

"It costs no more
for service based on
long experience."



Encinitas Mortuary

340 Melrose Ave.
Encinitas, Calif.

Phone 753-1143

Escondido Linoleum & Carpet, Inc.

A Complete Floor Covering Center

Carpeting • Resilient Tile
Vinyl Floor Covering • Formica

745-5821

462 North Elm
Escondido

"Our 30th Year in Business"

Escondido Drapery Studio, Inc.

Draperies made in our
own workroom

Draperies
Woven Woods
Levelors
Bedspreads
Shutters
Upholstery

745-1127

460 Elm Escondido



Exclusive does something
special for a man's suit

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



Exclusive Cleaners

Call Collect

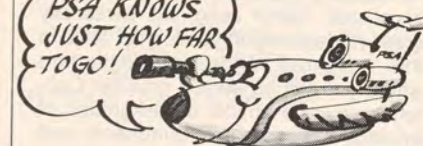


295-3156

3740 Park Boulevard, San Diego, California

PSA flies to
Hollywood-
Burbank
5 times a day
(from San Diego).

PSA KNOWS
JUST HOW FAR
TO GO!



Flair

WICKERLIKE
THE "ALL WEATHER" WICKER

This grouping in hour-glass styling
is made of a Fiberglass reinforced
plastic frame with crossed strand-
ings that give the effect of wicker.
Upholstery in vinyl with urethane
foam padded and table top is of-
fered in cultured marble or glass.



42 inch, 5 piece set
Reg. 416.00

SALE
374⁰⁰

This is a new design
to blend beautifully
with contemporary or
traditional decor. With
superb comfort!

Chair Reg. 124.00

SALE
110⁰⁰

The 18" high cocktail
or coffee table comes
with a choice of several
top sizes — 30" cultured
marble, acrylic, or 1/2"
glass. Also featured is
a 24" cultured marble
top or an all wicker top
which can be used as
a serving tray.

Side Table
Reg. 80.00

SALE
72⁰⁰

202 First St.
Encinitas
463-0143

922 E. Valley Parkway
Escondido
746-1497



RESTAURANT

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 753-3183. 531 Highway 101, Encinitas.

THE IVANHOE

Intimate atmosphere, relaxed dining offering Steaks, Prime Rib, Crab Legs, Steak & Lobster Brochette, Seafood plus many other items including our famous Seafood Salad Bar all of which is included in the price of dinner. Open daily serving lunch 11 a.m. to 3:30 p.m. Dinner 5 p.m. Cocktails, dancing nightly except Monday. 14240 Poway Rd. East. 748-7531 and 566-2570.

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.

NEMO'S COVE

Located in the Gazebo Courtyard of The Mercado in Rancho Bernardo, is dedicated to excellent food at reasonable prices. Our specialty, Seafood Supreme, heads a menu featuring the freshest fish filets, shrimp, scallops and chicken Kiev for those who desire a change of pace. Our luncheon menu features fish and chips using fresh filets and New England clam chowder. Open weekdays 11 a.m. to 8 p.m. and Friday thru Sunday 11 a.m. to 8:30 p.m.

OAK TREE

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.

RANCHO BERNARDO INN

In lovely Rancho Bernardo, overlooking the West Golf Course. Spanish decor. Complete continental dining in **EL BIZCOCHO** (the biscuit). Open for dinner, lunch and breakfast every day, 7:00 a.m. to 10:30 p.m. **Sunday Brunch**—11:00 a.m.-2:00 p.m. **Prime Rib Buffet** on Tuesday evenings. Dancing nightly in **La Taberna Lounge** Tuesday thru Sunday. Try the lobster, steak or crab legs in the **Cattle 'n Cask**. Open for lunch and dinner every day except Monday. Dine on the golf course terrace with service from the Cattle 'n Cask 10:30 a.m. - 1:00 a.m.—a great oasis after your golf game. Call 487-1611. Located 5 minutes south of Escondido on Interstate 15.

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 Ocean-side. 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.

During the period 1965-1974, which by no small coincidence corresponds exactly with the bear market that wiped out so many market values and shattered investor confidence, there were limits on real growth in every key area. This owed primarily to the combined demands of an ill-fated war in Southeast Asia, the ambitious Great Society Programs of John F. Kennedy and Lyndon B. Johnson, and the normal needs of an economy that had expanded for more than two decades. Every time that we had a cyclical advance in this period money became exceptionally tight, interest rates soared, industrial capacity ran short and good employees were difficult to find. In essence, there was a ceiling on the economy.

Today the situation is different. We are now into the second year of expansion after the cyclical trough reached in the first quarter of 1975 and money is easy. The prime rate has just been reduced to 7 percent. Industrial loans at major banks are not far above their low point. Consumers, corporations, and financial institutions have repaired their balance sheets and are exceptionally liquid. The financial situation has returned to normalcy.

In spite of all this, there is a remarkable conservatism pervading the attitudes of consumers, corporations and financial institutions. For this reason the economy has not taken off into orbit but has scored a succession of slow but steady advances. The fact that consumers have chosen to spend their increased incomes slowly, that business has not gone off on a wild expansion tangent, and lending institutions have been cautious will serve to prolong this advance and avoid a repetition of the boom and bust cycle of the 1965-74 decade. We are so accustomed to every expansion phase rapidly bumping its head against the ceiling and faltering that we do not realize that the economy is in a classic post-war (Vietnam War) boom that can last for several years and result in a resurrection of both consumer and investor confidence.

In conclusion, Momentum, Value and the Economic Cycle are all pointing towards a healthier equity situation for at least the foreseeable future which, in my opinion, extends over several hundred points on the Industrial Average and several years in time. If ever there is a time to ride a bull in a national magazine, this is it. ■

Leslie Pollack is chief investment officer of Shearson management. The preceding article was taken from a speech he delivered last month to the New York Society of Security Analysts.

Shops and Services Directory

A RELIABLE CLASSIFIED GUIDE

AIR CONDITIONING & HEATING



STILLMAN HEATING & AIR CONDITIONING INC.
Sheet Metal Work. Gutters. Downspouts. Kitchen Equipment. Ventilating. Solar Heating. Lic. #290240 — Free Estimates
1240 N. Highway 101, Leucadia 753-4583

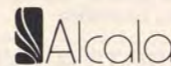
AIRCRAFT CHARTER & RENTALS / TRAINING / SALES

Brad & Mary Pearson's
FLIGHT TRAILS, INC.
at Palomar Airport
VA-FAA Approved
438-4797 — 744-2003

AIRLINE TICKETING

CHOICE TRAVEL SERVICE
Agents for All Airlines
In Encinitas: 149 D St., 753-6211
In Solana Beach: 927 Lomas Santa Fe Dr.
755-0218

ANIMAL CARE CENTERS



A PET CARE CENTER
All Breed Pet Grooming
Bichon Frise & Poodle Show Trims
Heated Geriatric Runs
24 Hour Supervision
ALCALA (714) 436-6619
1273 Crest Drive, Encinitas, CA 92024

ANTIQUES

COTSWOLD COTTAGE ANTIQUES
Fine Furniture French • Oak • Victorian • Paintings • Collectables • Orientals • Art Glass • China Brass • Copper • Silver
Closed Sunday and Monday
110 S. Ditmar, Oceanside 722-9633
Mon.-Fri. 10-4

ANTIQUER CLOCKS SHOP
1340 No. Hwy. 101, Leucadia 753-8844
European weight/spring clocks
Large selection European furniture
American & English oak. Cut glass 9-4 Wed-Sun.

APPLIANCE SALES & SERVICE

MART'S APPLIANCE SERVICE
"Guaranteed Small Appliance Repairing"
Complete Line of Parts
Electric Shavers — Custom Lamps
336 E. Grand, Escondido 745-7711

ART GALLERIES



CARROUSEL ART GALLERY
541 First St. Encinitas
753-8472
Original paintings • Oil • Acrylic
Watercolors • Graphics • Batik • Ceramics
Open 10:00 a.m. to 5:00 p.m. daily.

GRAYS GALLERY
Original Art — Gifts — Custom Framing
12:30 to 5:30 Tues. thru Sat.
Ceramics • Paintings • Wood Carvings
231 S. Juniper, Escondido 746-5226

San Dieguito Art Guild
Gallery and Studios
"A Variety of Original Art Work"
1038-B North Highway 101 Leucadia 92024
753-8368 Tues-Sun 12:30 - 4:30

ART SUPPLIES

THE PAINT POT
632 First St., Encinitas 753-7021
Winsor & Newton • Grumbacher • Liquitex
for the commercial artist, designer, student.
Picture framing. Domestic & Imported papers

AUTOMOBILE SERVICE

DEL MAR GERMAN CAR SERVICE INC.
155 Carmel Valley Rd., Del Mar
755-1652, 459-7766
Specializing in Volkswagen. Porsche. BMW.
Audi. Volvo. Open Tuesday-Saturday 8am-5pm

AWARDS

GLASER-BAILEY TROPHIES
Awards — Plaques — Gifts — Engraving
Hours: 9:00 a.m.-5:30 p.m.
Evenings By Appointment
1310 S. Escondido Blvd., Escondido 743-5551

BICYCLES — SCHWINN

McDOUGALL'S COAST CYCLERY
SCHWINN
Solex and Motobecane Motorized Bicycles
Service on all makes
553 First Street, Encinitas 753-5867

BOOKS

CASA DE NOVEDADES
Paperbacks - magazines - book rentals - stationery
tobaccos - camera supplies & developing
The Mercado
11844 Rancho Bernardo Rd. 487-2114

BRAKES

COAST BRAKE & WHEEL SERVICE
Mufflers — Goodyear Tires
Brakes — Wheel Alignment
444 First St., Hwy. 101, Encinitas 753-6272

BUILDING DESIGN

GEORGE MARGIEN
The finer things — In any style
"Since 1946"
Paseo Delicias, next to the Country Friends
Rancho Santa Fe 756-3696

CABINET MAKING

CUSTOM CRAFT CABINETS
Specializing in Custom Cabinets
Contractor License #287334
1342 Industrial Ave., Escondido 743-0881

CANDY

THE CHOCOLATE TREE
For famous hand dipped chocolates — imported
candy specialists — delicious warm fresh nuts.
Free Delivery in Rancho Bernardo
Phone 487-2333
Rancho Bernardo Road

CARPETS

CENTURY CITY CARPETS
Draperies • Wallpaper • Vinyl Flooring • Etc.
BankAmericard & Mastercharge Accepted
"Honesty" • "Integrity" • "Service"
1737 S. Escondido Blvd., Escondido 741-0434

CARPET CLEANING SERVICE

SMITTY'S OF LA JOLLA, INC.
CARPET CLEANING
"Steamway Method"
Specializing in wall-to-wall carpet!
28 Years in La Jolla
459-3269

SOLANA CARPET CLEANERS
The Finest in Professional Cleaning
NEW JET "STEAM"
The First of Its Kind on the West Coast
All in One Gentle Action — No Brushes
REPAIRING — RESTRETCHING
753-2511

CARPETS & DRAPERIES

CARRIAGE HOME DECORATING CENTER
Floor Coverings - Custom Drapes
Wallpapers - Paints - Imported Tiles
12845 Poway Rd., Poway 748-5700 - 566-2220

Shops and Services Directory

★ CARPET & LINOLEUM

ESCONDIDO LINOLEUM & CARPET, INC.
Our 30th year in business
Carpeting - Vinyl Floor Covering - Formica
Resilient Tile
462 N. Elm, Escondido 745-5821

★ CLEANERS

Complete cleaning service. Knitwear cleaned and blocked to fit. Complete alteration department. Hand laundered shirt service. Draperies, household and sleeping bags. Six days - 8 to 6. Drive in. Popular prices. 1 day service.
CARSON DRY CLEANERS
1240 S. Escondido Blvd. 747-0733
"We own and operate our own plant!"

★ DANCE — DRAMA

STRATFORD COURT STUDIO THEATRE
Ballet • Tap • Yoga • Tai Chi • Modern Jazz •
Gymnastics • Theatre Training
Marilu Norden, Director
1355 Stratford Ct., Del Mar 755-1702

★ DRESSMAKING

CUSTOM DRESS MAKING
ALTERATIONS
CAYO 487-2218 or 744-0423

★ ELECTRICAL CONTRACTORS / REPAIRS

— 24 Hour Emergency Service —
G & C ELECTRIC SERVICE
Residential • Commercial • Installation • Repairs
State Contractors Lic. #288842
753-3581 or 453-7963 Emergency 753-3085

★ ENGINEERING SURVEYORS

"BROWNE AND VOGT"
ENGINEERING SURVEYORS, INC.
726-0920
• Subdivision
• Land Surveyors
• Topographical Surveys
621 S. Santa Fe Ave., Vista, CA 92803

★ ENTERTAINMENT

—FOR YOUR PARTY—
JON ADELSON'S GOLDEN OLDIES SHOW
A one-man audience participation show featuring songs from the 1950's & 1960's — If you liked Elvis, Buddy Holly, The Everly Bros. & Annette Funicello, then you'll love this! Call 726-0544.

★ EQUIPMENT RENTALS

POWAY EQUIPMENT RENTAL
Contractors & Home Owners Equipment
U-HAUL TRUCKS & TRAILERS
Free Instructions with Purchases
13044 Poway Rd., Poway 748-3722

★ FABRIC

STITCH 'N SEW SEWING CENTER
Featuring finest in knits & wovens
Kwik Sew - Jean Hardy - McCall's Patterns
Easy Sew Classes - Sewing Machines
Carriage Center 12845 Poway Rd. 748-4620

★ FEED & TACK

H & H FEED COMPANY
Complete Tack Shop — Veterinary Supplies
Kelly • Purina • Universal
Hay Sold by Bale or Ton
Major Brands of Cat & Dog Food
We are as near as your phone.
FREE DELIVERY
1985 Olivenhain Rd.
Encinitas 753-8050

★ FIREPLACE EQUIPMENT

BRASS TOWN
Since 1952
Fireplace Screens & Accessories
Gas Log, Metal Fireplaces
Wall Decor, Gifts
Experience - Service - Quality
2 Locations to Serve You
902 W. Washington St., San Diego 296-2727
1417 S. Escondido Blvd., Escondido 747-0350

THE VILLAGE FORGE
Custom Firescreens
Tools and Accessories
Real Fyre® Gas Logs on Display
1646 Hwy. 101, Leucadia 753-1641

★ FUNERAL DIRECTORS

EL CAMINO MORTUARY
and MEMORIAL PARK
The finest in funeral, cemetery, mausoleum and crematory facilities; now available in one place.
AN ENDOWMENT CARE INSTITUTION
SERVING ALL FAITHS AND ETHNIC GROUPS
453-2121
9450 Carroll Canyon Rd., San Diego

McLEOD MORTUARY
Continuing More Than Forty Years of
Community Service
1919 E. Valley Parkway
Escondido, CA 92027 Area (714) 745-2100

★ FURNITURE RESTORATION

ERIC MASTERMAN
Furniture Restoration
Repairing and Refinishing
25 Years London Experience
P.O. Box 296, Del Mar 755-9273

★ GLASSES & HEARING AIDS

A PROPOS OPTICAL
Personalized Eyewear • Fashion Tints • Invisible Bifocals
Photochromic Lenses • Contact Lenses • Bring Us Your
Prescription • Hearing Aids • Sales & Service
200 N. Ash St., Escondido 746-6221

★ GLASS SERVICE & SUPPLIES

ENCINITAS GLASS CO.
We Are Glass Specialists
Prompt Breakage Replacement
Auto Glass — Foreign & Domestic
Insurance Work — Home & Auto
687 2nd St. Encinitas 753-6361

★ GUTTERS & DOWNSPOUTS

Custom Rain Carrying Equipment
Free Estimates
J. T. JOHNSON
747-4946

★ HEALTH FOOD STORES

ZARVELL'S
Raw Honeys, nuts, dates, dairy, produce,
shampoos, and vitamins
755-0957
1153 Camino Del Mar, Del Mar
Hours 9 a.m. until 8 p.m.
(Closed Sundays)

★ HEARING

SONOTONE of ESCONDIDO
— House of Hearing —
• Testing • Full Service
• Complete Line of Hearing Aids
240 E. Grand Ave., Escondido 746-3474

★ HORSES/BOARDING



Rancho Del Mar 481-0612
Via de la Via & El Camino Real, Near I-5
BOARDING — INSTRUCTION
(Beginning - Advanced) Sales
ANNE & BOB SPECK — Owners
Melissa Montague — Instructor

★ JEWELERS

CALIFORNIA JEWELERS
481-0707
536 Stevens Ave. (Stevens Sq.) Solana Beach
Custom Designs • Gems • Repairs
All Work Done on Premises
Lay Aways - BankAmericard - Master Charge
American Express

★ LANDSCAPE ARCHITECTS

TUCKER & KATER
LANDSCAPE ARCHITECTS
Telephone: 436-3085
Professional Landscape Architect and Site Planning,
Design and Consultation Services.
582 First St., Suite 2
Encinitas, Ca. 92024

Shops and Services Directory

★ LUMBER SUPPLIES

ENCINITAS LUMBER
Building Materials • Tools • Hardware • Electrical
• Paints
745 First St. 753-1148 Encinitas

★ MASSAGE

WASHINGTON MASSAGE & SAUNA
A very nice place to relax while your tensions drift
away. Please stop by . . . 157 W. Washington Ave.
(off U.S. 95)
Escondido daily till 2:30 a.m. 746-4050

★ MEAT MARKETS

BOB FISK MEAT MARKET
"Choice Meats Cut to Order"
Barbecued Chicken — Selected Cheeses
12815 Poway Road, Poway
748-0741
"Next to Shakey's"

★ MEN'S WEAR

THE POW WOW
Casual Wear for Westerners
H Bar C • Lasso • Lee • Levi • Stetson • Tony
Lama • Wrangler
The Carriage Center 12845 Poway Road, Poway
748-2444

★ MOVING & STORAGE

BERNARDO MOVING, INC.
Local and World-Wide Moving
Crating — Packing — Storage
Lou P. Caffar, President
(A Rancho Bernardo Resident)
"We are right here to help you like it here."
17024 Grandee Way, Rancho Bernardo
487-4256 Off. 487-0609 Res.
Agent for John F. Ivory Storage Co., Inc.
Detroit, Michigan

★ MUSICAL INSTRUMENTS

BLUE RIDGE MUSIC
Lessons • Repairs
All Stringed Instruments & Accessories
Fender • Guild • Gibson • Yamaha • Mossman
568 First St., Encinitas 753-1775

BLUE RIDGE MUSIC
Lessons • Repairs
All Stringed Instruments & Accessories
C.F. Martin • Guild • Peavey • Sigma • Takemine
509 S. Highway 101, Encinitas 753-1775

POWAY MUSIC
Pianos - Organs - Musical Instruments
Guitars - Instruction - Repair
(located in the Music Hall)
12845 Poway Rd., Poway 748-0880

★ MUSIC LESSONS

DRUM LESSONS
Instructor employs modern teaching method
To include: Traditional Skills, Full Set Technique
& Solo Work
Hourly Lessons in Private Studio
Emphasis is on individual approach.
487-3398

★ ORNAMENTAL IRON

THE VILLAGE FORGE
Quality Custom Work
Gates — Railings — Window Guards
Wrought Iron Americana and Imports
Metal Sculpture — Custom Firescreens
1646 Hwy. 101, Leucadia 753-1641

★ PHOTOGRAPHY

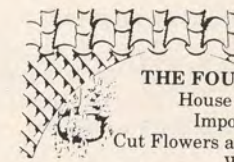
HOUSE OF PORTRAITS
Portraits our specialty
Weddings Commercial
Passport Photos
By Appointment
HOUSE OF PORTRAITS
Tony Francis, Photographer
1430 Camino Del Mar, Del Mar, CA 755-9347

★ PHOTOGRAPHIC SUPPLIES

GAILEY'S PHOTO SUPPLY, INC.
Escondido's most complete Photo Supply
Since 1948
Featuring Kodak Color Processing
118 E. Grand Ave., Escondido 745-7823

RB Photo Art Crafts
Kodak Processing
Camera Repair
Custom Picture Framing
on the square - near von's 487-5542

★ PLANTS / FLORISTS



THE FOUR SEASONS SHOP
House and Patio Plants
Imported Gift Items
Cut Flowers and Floral Arrangements
Wire Service
12823 Pomerado Rd. Poway 748-3066
M-Sat 10-5:30

★ PLUMBING

J.L.G.
CUSTOM PLUMBING
Residential • Commercial • Industrial
NEW CONSTRUCTION REMODEL
Repair Service Drain Cleaning Water Heaters
Lic. #304124 Joe L. Galvao
714/741-0582 or 747-6931

★ PLUMBING CONTRACTORS

Repairs — Remodeling — New
Water Heaters — Garbage Disposals
Furnaces — Plumbing Supplies
OLEN L. COOK
Escondido 456 E. El Norte Parkway 745-5375
Lic #159907

★ PLUMBING CONTRACTORS

COAST PLUMBING, INC.
P.O. Box 715 — 2120 Jimmy Durante Blvd.
Del Mar 755-1888 436-4567
"Fast, Dependable, Complete Service"
Repairs, Remodeling, New Construction
Lic. #208123

QUALITY PLUMBING, HEATING
and DRAIN SERVICE, INC.
14057 Midland Road — Poway
745-0247433-1063
St. Lic. No. 295440

★ POOL SERVICE & SUPPLY

SWIMMING POOL SERVICE
SUPPLY AND REPAIR
3 Retail Stores To Serve You
551 N. Broadway, Escondido — 747-1295
1110 S. Escondido Blvd., Escondido — 747-0080
2525 Vista Way, Oceanside — 729-4401

★ PRODUCE

FUKUDA BROS. PRODUCE
"Quality Fresh Strawberries and Tomatoes"
MISCELLANEOUS FRUITS AND
VEGETABLES IN SEASON
2412 S. Escondido Blvd., Escondido 745-8951

★ RAIN GUTTERS

THE
RAIN GUTTER
SPECIALIST
Give your home that finished "picture frame look"
while protecting it at the same time!
Estimates freely given.
ED GRAHAM
"The Rain Gutter Specialist"
434-1857
4540 Trieste Drive Carlsbad
State Contractors License #214082

★ REAL ESTATE

ART LEITCH, REALTOR
7827 Ivanhoe, La Jolla 459-3833
Complete Real Estate Service
Escrow • Mortgage • Insurance
Open Monday through Saturday

REUTER REALTY 753-0101
1354 North Highway 101, Leucadia
27818 Valley Center Rd., Valley Center 749-0347
Complete Real Estate Service for North County

★ REMODELING CONTRACTOR

Your best investment — property! Keep values
high. For quality remodeling — additions — new
kitchens — patios, call Sherm Williams at
727-1713 days or 727-7539 evenings.
SANDALWOOD ENTERPRISES
A reliable general contractor.
18 Years in North County
State Lic. #192212

REMODELING
VINRO CONSTRUCTION
Residential—Commercial
Free Estimates—749-1419
22 yrs. exp.

Shops and Services Directory

A RELIABLE CLASSIFIED GUIDE

★ RESTAURANTS

"Tastefully Yours"
THOMAS DINNER HOUSE 481-0184
552 Stevens Ave., Solana Beach
We Now Offer Complete Catering Service
Open Daily 5 p.m.

★ RENTALS, PARTY

ACTION RENTALS
(formerly Goodhews)
Medical Oxygen, Sickroom Supplies,
Party Rentals, Canopies
"Fastest Service in North County"
746-1144 618 North Broadway Escondido, CA



Complete Party Equipment
Including
Banquet Tables, Canopy Tents, Patio Heaters
China and Silver
UNITED RENT ALL
1150 E. Washington Ave.
Escondido 747-0303

★ RIDING APPAREL ENGLISH/WESTERN

CHARLIE'S RIDING HABIT
748-0360
"A Good Habit to Get Into"
Custom made English & Western riding attire for
the equestrian.
Charlie Ligon (after 6:30 p.m. 748-5542)
Fittings by appointment. Poway 748-0360

WESTERN TACK & TOGS
Western apparel for everyone.
Boots, jewelry, famous brand leather goods, feed
and veterinarian supplies. Men's casual wear.
14029 Midland Rd., Old Poway 748-0360

★ ROOFING

ROOFING OF EVERY TYPE
Wood Shingle — Shake — Composition
Tile — Bermuda Insulated Roofs
— REPAIRS —

WITHEROW ROOFING CO. - 297-4701

★ RUBBISH COLLECTION

RANCHO SANTA FE DISPOSAL
Trash Pick-Up
Plastic bags on convenient rolls available.
Also Construction Site Preparation
and Clean-Up
753-4157 or 753-7378

★ STOCKS & BONDS

BLYTH EASTMAN DILLON & CO., INC.
Member New York Stock Exchange, Inc.
387 North Escondido Boulevard
Escondido, California 92025
745-3300

★ STOCK & BOND BROKERS

BATEMAN EICHLER, HILL RICHARDS, INC.
Member New York Stock Exchange
Dunae McBride
12405 Rancho Bernardo Rd. 487-4140

★ SWIMMING POOLS

Custom Pools Designed and Built
by **DEL RANCHO POOLS, INC.**
Maintenance • Repairs • Supplies
Pool-Sweep & Kool Decking a Specialty
1163 First St., Encinitas 753-6369

★ TRAVEL

CHOICE TRAVEL SERVICE
Complete Travel Service
Airlines • Cruises • Tours
Encinitas: 149 D St., 753-6211
Solana Beach: 927 Lomas Santa Fe
755-0218

CARRIAGE TRAVEL BUREAU
Complete Travel Services
Air Lines - Amtrak - Tours - Cruises
Hotel Reservations - Car Rental - Etc.
Carriage Center 748-8511
12845 Poway Rd., Poway 566-9040

RANCHO SANTA FE TRAVEL SERVICE
A Personalized Service for the
Discriminating Traveler
Business & Pleasure
Paseo Delicias 756-3005
Rancho Santa Fe S.D. Toll Free 298-8600

★ TV RADIO SALES & SERVICE

MIKE'S TV
Authorized Quasar Sales & Service
QUALITY TV CENTER
Service Most Makes TV & Radio
12717 Poway Rd., Poway 748-7155

POWAY TV
SALES & SERVICE
ZENITH 12549 Poway Road 278-0400
SYLVANIA 748-6000

RANCHO BERNARDO TELEVISION
ZENITH SYLVANIA
Factory Authorized Sales & Service
Westwood Shopping Center
11641 Duenda Road 485-5807

★ TV RADIO SALES & SERVICE

ROY'S TV
"Serving this area for 35 years"
FACTORY AUTHORIZED ZENITH
SALES & SERVICE
Expert Service on All Makes
314 East Grand, Escondido 9-5:30 745-5741
(Closed Sunday)

★ UPHOLSTERY



HOLLIS UPHOLSTERY
Restyling & Repairing
Free est., pickup & delivery
5 yr. workmanship guarantee
748-5015
12344 Oak Knoll Rd. Poway

★ WALLPAPER

THE WALLPAPER PLACE
753-7021
632 First Street, Encinitas
Distinctive Wallcoverings
Over 600 books - 70,000 patterns
We Color Match Paints

★ WESTERN WEAR

WESTERN TACK & TOGS
Western apparel for everyone. Boots, men's casual
wear. Double knit pants. Leather goods. Western
tack and supplies for your horse.
14029 Midland Rd., Old Poway 748-0360

THE POW WOW
Casual Wear for Westerners
H Bar C • Lasso • Lee • Levi • Stetson •
Tony Lama • Wrangler
The Carriage Center 12845 Poway Road, Poway
748-2444

★ WIGS

RENEE'S WIGS 459-8838
Specializing in Human Hair Imports • Difficult
Sizes & Colors • All Types Expert Restyling, Siz-
ing and Coloring.
7605 Girard Avenue La Jolla

★ WINDOW CLEANING

ARM-STRONG
Cleaning Contracting
Residential and Commercial Cleaning
WINDOW SPECIALISTS
Household Cleaning
Hard Floors • Free Estimates
MIKE MORGAN (Owner)
Escondido 747-0055

★ WINES & SPIRITS

LA BODEGA WINES & SPIRITS 481-8148
2626 Del Mar Heights Rd., Del Mar
Offering the most extensive California wine
selection. Your spiritual advisor. Complete
party & catering arrangements. Delivery service.

THE SHOPPER'S BAZAAR



The most charming furniture store in
North County! Specializing
entirely in Early American, Colonial
and Provincial furniture and rugs.

"Only the finest in home furnishings"

Complete decorating service
available.

THE WAYSIDE SHOP

345 West Grand, Downtown Escondido
745-1001



For the finest in
DRAPERIES
WALLPAPER

VINYL FLOORING

Congoleum, Armstrong
Mannington & Gaf

741-0434
1737 S. Escondido Blvd.
Escondido



50th
YEAR
OF
SERVICE

546 South Redwood
ESCONDIDO 745-6913
SAN DIEGO 283-3181



RB
BARBER SHOP

Complete Barber Shop, Men's Hair
Styling, Women's Hair Cuts, and
Shoe Shine.
Women's Hair Cuts a Specialty
(Appointments Preferred)
Open 8:30 to 5:30
Monday thru Saturday
487-2500

12459 Rancho Bernardo Rd.



Dining out? Try the

IVANHOE
RESTAURANT

Famous Seafood Salad Bar

Lunch: 11 a.m. til 3:30 p.m.
Dinner: from 5 p.m. Daily

748-7531 or 566-2570
14240 Poway Road East



OWN A PIECE OF THE ROCK

Prudential

Estate Planning
Business Insurance
Mortgage Insurance
Life/Health/Annuities

ROBERT J. FISHER, C.L.U.
Rancho-Bernardo 487-4843

2026,000,051



"Shady Lady"

Attend the 22nd annual Country Friends Fashion Show,
September 21st, at the Rancho Santa Fe Inn.
Fashions by John Hogan. Jewelry by Jessops.
Proceeds benefit San Diego charities.

Compliments of
Home Federal Savings and Loan Association of San Diego