

NOVEMBER, 1966

Rancho Santa Fe
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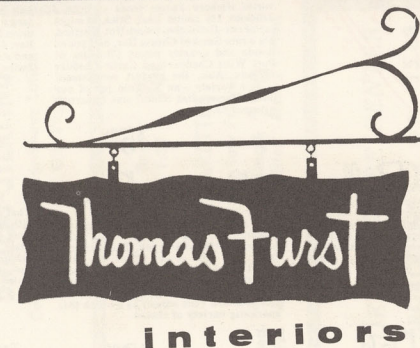
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Formerly called the Sampler, this box has for many years retained its popularity as a welcomed family gift. A collection of favorite Hickory Farms foods such as a delicious 1 1/4 pound Beef Stick, 8 ounce jar of our distinctive Sweet-Hot Mustard, 5 1/2 ounce Smoked Cheese Bar, half pound Gouda and quarter pound Chubbies of Port Wine Cheddar and Garlic Cheddar spreads. Also, the perfect complement to this variety — an 8 ounce jar of our tangy Horseradish Sauce, plus imported, wrapped candies.

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Premium Pak

This gift is large in variety, large in goodness and large in appeal — but oh! — so easy on the pocketbook. This pak contains: our half pound Edam Bar, half pound Gouda, 5 1/2 ounce Smoked Cheese Bar, quarter pound Chubbies of Port Wine Cheddar Spread — and just enough Sweet-Hot Mustard (one ounce) to go with this sparkling variety of cheese.

\$2.89

HICKORY FARMS

Beef Stick

This Hickory Farms specialty is all beef, delicately seasoned and smoked to the peak of perfection. This gives it the distinctive flavor which will please each and every person. Delicious thinly sliced (hot or cold) in sandwiches and a complement to any cracker or cheese. Its uses are endless — casseroles, soups, salads, and that extra oomph for the lunchbox set. Beef Stick has received the California Gold Medal for consumer acceptability. It is, of course, gift wrapped and packed in an attractive carton with a few suggestions for serving.

Four Pounds **\$6.98**

Pleasure Pak

Pleasant to give and a pleasure to receive — perfect for TV snacking! This delightful gift includes: 1 1/4 pound Beef Stick, half pound Gouda, 8 ounce jar of our tangy Horseradish Sauce, 1/2 pound hair moon Longhorn, 5 1/2 ounce Smoked Cheese Bar, 4 ounce Port Wine Cheddar Chubbie and a one pound cut of tasty Blue Ribbon Swiss Cheese, plus imported candies.

\$7.49

Smoky

SMOKED CHEESE BAR

What a wonderful way to please everyone with cheese! This is Hickory Farm's own blend of Cheddar and Swiss Cheese, delicately smoked to perfection. It's good including the last bite because you eat right and all. A long time favorite with adults and children alike.

2 1/4 pound Bar **\$3.49**

Two 2 1/4 pound Bars **\$6.89**

The Ambassador

What an impressive assortment for larger families or for that very special person on your gift list. Brought together in this delightful package are some of Hickory Farms most delicious taste-tempters: a tender 1 1/4 pound Hickory Farms pre-cooked canned Ham, 1 1/4 pound Beef Stick, one pound can of our own Coffee, quarter pound Chubbies of Port Wine Cheddar and Garlic Cheddar spreads, half pound Gouda, 8 ounce bottle of our famous red French Roquefort Dressing, 6 ounce jar of our Sweet-Hot Mustard and a regular tin each of imported Smoked Oysters and Portuguese Sardines — plus imported candies.

\$11.98

Cheese Food Ball

Just like peanuts or popcorn, you can't stop nibbling. This is a delectable cheese food blended to our special formula, smothered with ground nuts and topped-off with a bright red cherry. Perfect for that "last minute company" or those "after the theater get-togethers." It's ready to eat now or freeze for later use — whenever your gathering needs a lift.

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Cheese Snak Pak

Cheese lovers will salute you: a delightful treat for every taste. Includes: 1/2 pound half-moon longhorn, half pound Edam Bar, quarter pound Chubbies of Garlic Cheddar and Port Wine Cheddar spreads, a taste-enhancing 6 ounce jar of Sweet-Hot Mustard, half pound Gouda, and a 5 1/2 ounce bar of our famous Smoked Gouda, plus imported candies.

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What could be better than a half pound Gouda? We believe you'll agree it would be three half pound Goudas in three delicious flavors — a mild, mellow plain Gouda, tasty Caraway Gouda, and a distinctive Smoked Gouda. Yes! A trio of taste treats that can't be beat!

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THE WISHING WELL HOTEL WILL OPEN DEC. 10TH



The lights go on again in the Wishing Well Hotel on Saturday evening, December 10th. The subject of much speculation over the past two years, the Wishing Well Hotel will remain a small country hotel, with a friendly dining room and bar open to the public . . . but with a few very important changes. Bob and Patti Driver will be living at the hotel, along with Robert, Jr., (age seven), Michael, (age six), Dhyana, (age three), and Leah (age two) . . . and "Kipper," their German short-

haired pointer. Very personalized service will be the new order of the day . . . with special emphasis to welcoming family groups to both the hotel and the dining room. This charming hotel . . . so much a part of the Rancho Santa Fe scene . . . is now open for guest accommodations . . . and will soon be available for parties, banquets, wedding receptions, and special occasion events. And, in addition, something very special has been planned. You will be hearing a lot about KAIROS

KAIROS



Beginning in the new year, there will be a series of weekend seminars held at the Wishing Well Hotel. Ranchoites will be given a cordial invitation to attend. These seminars will be conducted by our country's leading authorities in such fields as education, industry, the arts, philosophy, religion, the family and the behavioral sciences. KAIROS is the practical application of the institution which exists in all of us and asks: "What are the potentialities of our human existence, and how can we best realize them?" KAIROS invites you to join with them to release and energize those capacities. A full program of the forthcoming seminar-workshop opportunities will be available within the next few weeks, and will be sent to Ranchoites upon request.

Keating and Keek photo



THOM and LYNN EATON, the new managers of the Wishing Well Cocktail Lounge and Dining Room, have many surprises in store! The Dining Room and Bar will be open for dinner from 5 p.m. until 10 p.m. every day of the week (luncheon will not begin until the new year). Tom Eaton was formerly with Chuck's Steak House of Hawaii and "The Chart House" in Point Loma . . . and steak, prime rib, and sea food will be the entrees he will feature in the Wishing Well Dining Room. Dinner will be priced from \$2.95 to \$5.00 depending upon your selection. The atmosphere will be congenial and casual. Young college boys will be your waiters, and the Spanish decor will be enhanced by paintings of an up-and-coming young Mexican painter by the name of "Navaro."

Yes . . . everything at the Wishing Well Dining Room and Bar will be excitingly different . . . a refreshing new experience in dining!



You are cordially invited to spend an evening with the Drivers and the Eatons!

-- Opening Weekend, December 10th --

Please drop by and get acquainted!

CURTAIN'S GOING UP NOVEMBER 18th
ON THE NEW LOOK... AT

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FINE HOME FURNISHINGS

Swing into the magic portals of the all new "Nick" Ellis and enjoy our newly decorated galleries of fine furniture in every favored style. There's a new excitement to capture your heart... new colors... new fabrics... new dimensions in design. Exclusive "Nick" Ellis masterpieces to create an aura of elegance for today and all your tomorrows, yet sensibly priced to meet the demands of the discriminating buyer.

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528 NORTH BROADWAY



Newly Expanded "Nick" Ellis Furniture Store Features Second Floor Decorator Gallery

"Nick" and Paula Ellis announced this week that their newly expanded and decorated store will feature a grand opening on November 18th. A second floor decorator gallery has been added to the store and a "new look" given the main floor sales area.

"This is the culmination of over a year's planning to upgrade our store and offer the North County a complete line of real decorator furniture," Ellis said.

The store will feature carefully selected home furnishings of all periods, Spanish, Mediterranean, Early American, Provincial and traditional as well as accessories. The second floor decorator gallery will feature outstanding designs in fine furniture and accessories.

Paula Ellis will have an office in the decorator gallery. Her function is to help clients plan a completely decorated home. Mrs. Ellis has an extensive background in home decorating which uniquely qualifies her for assisting North County residents. This ser-

vice is free of charge to customers of the store and is available for any size decorating job, large or small.

Although the newly modernized store will feature top grade furniture, prices will be kept in line, Ellis said. He has had 16 years experience in the furniture business in San Diego County. The store will carry such well known line as Kroehler, Sealy, Serta, Danna, Los Angeles Period, Angel, Negley, Lane, Stanley, Lincoln, International of California, Bassett, Baumann, Beverly Hills Rattan, Light House, Lampmaster, Crown, Hibritten, Western Stickley and New England Shops.

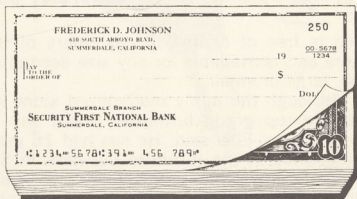
Spanish and Mediterranean stylings will be featured heavily due to the importance they play in Southern California decorating today. The store is open daily from 9 a.m. to 5:30 p.m. and Monday and Friday evenings until 9. A new feature is appointments, which may be made for any hour. "Nick" Ellis Home Furnishings is located at 528 North Broadway in Escondido.

CHRISTMAS TREE ALLEY is filled with exciting Christmas Gift ideas which you simply cannot find anywhere else! And it's all due to the ingenious designing art of Mrs. Doris Campbell, who whips up inspired creations delightful Christmas Tree centerpieces; Della from all sorts of materials. You will find Robbia wreaths, "kissing balls," "tote" bags with interesting motifs; ornaments and "boutique" items that are different, exciting and beautiful! Christmas Tree Alley is directly behind the Viking Restaurant. Come soon and browse!

kissing and neck photo



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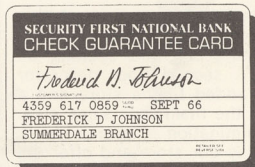


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Living and premium cut Christmas trees. Noble firs from Washington; Blue Spruce from Oregon; and beautiful California pine trees, large and small!

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We have an unusually fine selection of GIFT PLANTERS for you to fill with the recipient's favorite plant or flower. And our Christmas shrubbery (pyracantha) will bring the bright red and green of Christmas into your landscaping if you plant it now!



Decorations . . .

Table decorations and arrangements; door swags; wreaths! If you cannot find exactly what you are looking for . . . why not let us design one especially for you?

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AIDA . Brilliant Performance, Outstanding Evening!

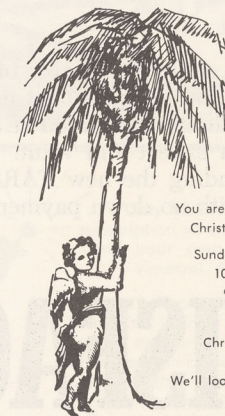
Among the opera-goers on the evening of Thursday, November 3rd were (left to right), Mr. and Mrs. Arthur E Meyerhoff; Mr. and Mrs. Robert Cantwell, and Mrs. D. N. Macconel. They are pictured framed in the graceful Spanish arches of the Cantwell home, preparatory to leaving for the pre-opera dinner in the Palm Room of the U. S. Grant Hotel.

SAN DIEGO OPERA GUILD

AIDA

Aida returned to San Diego on the evening of the third of November, and over 100 Ranchoites (transported in five buses) were on hand to attend the sit-down dinner in the Paulm Room of the U.S. Grant Hotel, and to applaud a magnificent performance of Verdi's stirring opera. Aida was last presented to San Diego audiences in 1957, and an after-dinner supper for the performing stars was held in the Cotillion Room of the El Cortez Hotel. This year, more than 500 opera-goers attended the pre-theatre dinner, and witnessed the Aida premiere from the new Civic Theatre. Prominent among the Ranchoites who attended were many who have spent months promoting the Rancho Santa Fe Branch of the Opera Guild—none of whom has worked harder and more enthusiastically than Mr. and Mrs. Jack Lewis Powell. Mrs. Powell was stunning in a long soft-pink satin dress and matching coat. The bodice of her dress and the sleeves of her coat were heavily jewelled in a matching design. Mr. and Mrs. Powell had as their guests her son and daughter-in-law, Mr. and Mrs. Lee Roy Miller of San Diego; and her daughter and son-in-law, Mr. and Mrs. Harry Carls of Long Beach. Mrs. Miller wore a long black velvet theatre suit with a white satin blouse. Mrs. Carls was gowned in a long pink satin slender skirt, topped with an original overblouse of the same color. Mrs. L. B. McLaughlin arrived in aqua silk zebeline with an elaborately beaded yoke and hemline, topped with an azure-mink jacket. Mrs. D. N. Patton, charming as always, in long regal gold brocade and match-

ing coat. Mrs. Kenneth Stixrud's admired ensemble was a white mink wrap, topping her long aqua chiffon dress which had shirred front and back panels to the skirt. Mrs. Robert Cantwell III wore a gorgeous pale yellow strapless chiffon gown with matching satin coat, dramatically cuffed in white fox. Mrs. Arthur Meyerhoff was dramatic in long ruby satin whose high Empire waist flowed into a softly draped skirt. Her wrap was of white fox. Mrs. Robert Cantwell, Jr., chose an outstanding avocado, bronze and autumn-tone print chiffon with floating back panels. It was a scintillating evening!



You are cordially invited to a Christmas "Open House"

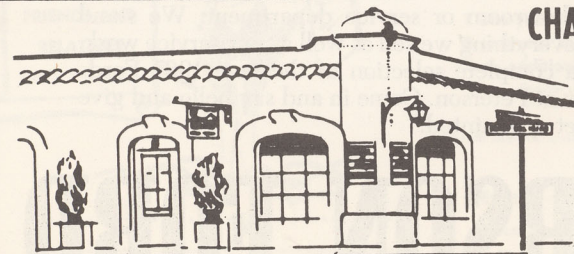
Sunday, November 27th
10 a.m. to 5 p.m.

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DON PETERSON digs deep with the first shovelful of earth . . . marking the beginning of construction for the new PETERSON FORD Headquarters which will be erected at the corner of Rancho Santa Fe Road and San Marcos Road in Encinitas. If plans move ahead according to schedule, the doors of this handsome new building will swing open in March!



Only \$2.50 for each Christmas subscription when you give two or more—and your own subscription, new or renewal, may be included.

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kessing and keck photo

To My Friends, Neighbors, and Customers:

As part of my continuing effort to bring the very finest service to this community, I am pleased to present my new associate, Mr. Barth Dillon, CTC.

A seasoned and well traveled veteran of the travel profession, Bart brings over 30 years of travel experience to the Ranch. He was former owner of the Bay Ridge Travel Bureau in New York City, and the Phoenix International Travel Service of Arizona.

Mr. Dillon is a founder member of the Institute of Certified Travel Agents and is one of the 500 Certified Travel Counselors in the United States. He is a member of the American Society of Travel Agents, Bon Vivants, New Horizons Club, Admirals Club, Ambassadors Club, Jupiter Rex Club, and is an honorary member of the Bull Fighters Club of Madrid. In his travels, he has visited over 100 countries . . . has sailed the seven seas . . . covered six continents . . . and has been around the world three times.

I invite you to come in and meet Barth Dillon. I know you will be as pleased as I am to have him with us.

Sincerely,

Henry F. Hansen
Henry F. Hansen, Owner

"My Christmas Story"



by MISS "RODG" RODGERS,
Secretary to Mr. W. B. Hadden

Very often when reading, we come across a sentence or a paragraph which makes us pause and give it some thought. This I did recently, when reading an article by John Steinbeck, the author, which I quote:

"There's nothing sadder to me than association held together by nothing but the glue of postage stamps. If you can't see or hear or touch a person, it's best to let him go."

My immediate reaction was No—I hope there will always be glue on postage stamps to hold together one friendship very dear to my heart. A friendship, which lasted no longer than three hours of personal contact, but which left an indelible impression on my mind and heart. This friendship is held together by the glue of but ONE postage stamp each year—at Christmas time—a religious card, with a Christmas message, plus the hand written message "God Bless You, My Dear."



It happened Christmas Day 1959, when I was alone in Bogota, Colombia, South America and really feeling sorry for myself. My father recently had passed away leaving me alone, after which I had gone on an extended trip through the South American countries. After breakfast, I decided to join the gaiety on the streets, for Christmas in Colombia, a Catholic Country, is celebrated with fiestas, gay costumes and beautiful fireworks displays. It is a very noisy day, more like Fourth of July used to be in our country, when fireworks were legally permitted.

It was just as if a magnet drew me to a beautiful Cathedral, where I decided to enter and light a candle in remembrance of my father and say some prayers, for father was a great believer in prayer. There were literally thousands of candles lighted in this huge Cathedral, but I could not find a single candle to purchase and light. I had been to many Catholic churches in America, with my Catholic friends, and thought I knew the routine followed to light a candle, but here there were no unlit candles, so I left the Cathedral no doubt looking down-hearted and puzzled.

A Priest, young enough to be my young brother, was sitting on a bench outside the Cathedral and when I passed he smiled and wished me a "MERRY CHRISTMAS," adding "You are an American?" What joy to find someone who spoke my language, so I found myself telling him the problem of the candle. He immediately told me where to go to purchase one, telling me because of the theft problem, candles were not on display for purchase, as in America. I thanked him and re-entered the Cathedral, where I purchased the candle, lighted it and said prayers, feeling that I had had a few minutes visit with my father, on our first separation at Christmas time.

When I left the Cathedral, the young Priest was still on the bench and he invited me to join him, which I more than gladly did and I found another person—lonely and feeling a little sorry for himself too. I learned he was a native New Yorker, too, a graduate of the University of Fordham and on his first foreign mission and his first holiday away from his Country and his first separation from his family.

Literally for these few hours our tongues wagged—two lonely souls, who found pleasure in each others conversations and needs. We exchanged names and addresses and he asked me, upon my return to New York City, to phone his mother and tell her that I had met him, which naturally I was so happy to do. Dusk came all too quickly and he escorted me back to my hotel and in turn I asked him to be my guest for dinner, which he refused, for he had religious duties to perform that evening—so with a hand shake we parted. Neither he nor I have forgotten our brief friendship—which we both needed on that Christmas Day—a ray of sunshine in what we thought was to be a gloomy day.

Now you know, why I sincerely hope there is always glue on postage stamps to bring greetings from this cherished friend. All of us, I am certain, have good friends of the past which we hear from once a year—at Christmas time—which makes the glue on these stamps very important, too.

So — NO — to John Steinbeck and let's agree with Faith Baldwin who said "God operates in the over-all picture, of course, but also in the blessed, small detail, in the light through darkness, in the quiet word spoken to us at the right time, in the touch of a hand, light and consoling."

Most of us looking back upon our lives remember the big catastrophes and the overwhelming sorrows, the painful wrenching of losses and struggle and forget the thousand and one little details, which are as the daisy's heart — THE FRIENDS WHO CAME TO OUR RESCUE.

Village Church Christmas Tree Festival Plans for Gala Day at Garden Club, Dec. 3rd!

by MAXINE VAN EVERA

On December 3, when the doors of the Christmas Tree Festival open at the Garden Club, at 11 a.m., the "planners" and "doers" of this colorful event may be recognized around the fringe areas by their appearance of happy exhaustion over the efforts being made in these final few weeks of preparation. After months of love 'n' labor, Mrs. Will's Village Church Workshop has completed over 200 individual Christmas-related items for sale at the Festival and volunteers will continue to create lovely items each Wednesday at the Village Church until Festival time. Workers are still welcome and the number has grown from about seven during the summer months to between 15 and 20 for the past two months. Due to the Thanksgiving holiday, the workshop will be held on Tuesday, November 22 instead of the regular date of November 23. Among the beautiful assortment of handmade articles from the workshop are aprons, laundry bags, "tote" bags with crewel work and matching lining, waste baskets, angels, dozens of distinctively lovely tree ornaments, five sets of wise men, carousel center pieces, litter bags, dolls, stuffed animals and many other creations.

Meanwhile, outside the workshop, other volunteers have been creating an untold number of lovely contributions such as decorative Christmas trees and arrangements to enhance the splendor of the festival.

Mrs. Alanson D. Prentiss is still soliciting new or "like new" articles of "1.00 or more value for the sleigh. These should be delivered to Mrs. Prentiss' home and a wrapping committee will be working there on Monday, November 21 so try to get them to her early. They're wrapping toward a goal of 600 items, to fill the sleigh before Santa's reindeer move it over to the Garden Club for the "grab bag" fun on festival day. If you should have a donation and are unable to deliver it, please call Mrs. Prentiss and arrangements for picking it up will be made.

Since the day of the Festival will be such a busy time for committees, only workers will be allowed in the Garden Club before it opens to the public at 11:00 o'clock and Mrs. Kent urges everyone who is bringing anything for delivery, including food for the gourmet table, to do so on Friday. Workers will be at the club all day on Friday to receive deliveries, and, should you be unable to deliver your items, please call the Garden Club and arrangements will be made to assist you in the delivery.

Tickets have been on sale for the past month and Mrs. J. E. M. Thomson, ticket chairman, reports an enthusiastic response. Young people from the Village Church will be selling tickets in front of Ashley's Market or the post office in the Village on Saturday, November 12 from 10 to 2 and on November 26th between 10 and 12 and 2 to 4. This enthusiastic group of young people, incidentally, raised over \$100 last month washing cars at the church on Saturday, and will be selling baked items on November 12, raising more money for their Easter project which will be assisting the Neighborhood House in Brawley, California with some of their needs.

Each year the Christmas Tree Festival, sponsored by the Women's Council of the Village Church provides a unique opportunity for creative fellowship in a community of enthusiastic people, working together to create beautiful and useful items for Christmas gifts or unusual, colorful additions to the home. But, beyond these obvious benefits to the community, a purpose of the Festival is raising money for the benevolence fund of the Women's Council, and, with this money, the women of the Church replenish their treasury to carry on the benevolence programs already established and seek new ways to help in needy areas. During the calendar year ending this December, some of the recipients of financial assistance have been: The Greater Parish Ministry which is a group of 31 Churches in the San Diego area in a united in a ministry in San Diego, focusing attention on the southeast section of the city as a deprived area; One Great Hour of Sharing, which is inter-denominational and gives international help where needed; Project Concern, Dr. James Turpin's clinical help for peoples of Hong Kong and South Vietnam. Financial help has also been given to the San Dieguito Family Service and a scholarship given to a student attending the San Francisco Theological Seminary at San Anselmo, Calif.

Mrs. Harrie Taylor will play piano selections for your pleasure in the morning and later in the afternoon and we know that you will enjoy her lovely music as you shop for home baked delicacies and Christmas presents amid an atmosphere of Christmas on this festive occasion.



MRS. RAY PAULIN OF RANCHO SANTA FE CHOOSES HER FESTIVE HOLIDAY ATTIRE FROM

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*Attractive Pat Paulin chooses a black chiffon-over-crepe short cocktail dress accented with large gleaming black sequins at neckline and hemline. She carries a black silk-ribbon evening jacket with a white fox collar. Her handbag is of seed pearls, her gloves of satin.

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humpty dumpty banks of brushed silver \$7.00



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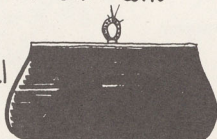
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angels, our own import, of all sizes from two inches to one foot begin at prices \$1.50



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20

PRÊT A PORTER

Here at Sanderson's we're getting quite silvery and gilded for the holidays — long skirts, slim pants and the new long culottes, blouses, jackets, and our piece de resistance — a sleek gold pants suit, very one of a kind. Also in this singular category is the fun and fantastical at Home collection we're showing.

One suited for the Arabian Nights is of crimson silk, sari patterned in gold. Long caftan coat over a matching one piece, slim legged, coverall affair. Another, most provocative, is our long and full décolletage robe — front closure begins low and extends only to the waist, then flows open over the matching long pants. Also a rivetting duo is the full length, sheer nylon cage worn over a matching opaque body suit. Our wild thoughts culminate in a clear, bold kaleidoscope of colour — a full pyjama gown, abstractly printed in the Pucci manner; available alone or with matching cage.

Lest all this make us seem completely far out, be assured, we still favor the classic (curl up with a book) type of At Home wear. So be it snugly or sensational Sanderson's is full of lovely ideas.

b/j

Guest Editorial



No One Can See His Own Ears!

No one can see his own ears. Oh yes, you can see their reflection in a mirror, a picture or a movie but you are too close to yourself to see them as others do.

It is for this reason that one finds it difficult to be objective in the evaluation of himself in many respects. Possibly, while in some meeting you have gotten an idea that seemed to have such merit that you felt impelled to express it. But, even before finishing your comments, you realized that your idea was not so good. Why?

An idea in one's brain is too close for proper perspective. Putting one's idea on paper or verbally expressing it clarifies thought. Figuratively speaking, it is removed from the brain—given reality which enables more objective evaluation.

So, it is with your golf swing. A golfer was asked "What's your handicap?" "My swing," he replied. How true! It is unfortunate that one cannot see his own swing as others do. Also, unfortunately, the average golfer is not qualified to express an opinion. Nevertheless, too often he does.

"You didn't keep your head down," he admonishes. Maybe, the real reason for the head action was the lack of forward lower body action synchronized with the swinging of the arms.

While the head is of great importance, it is still just a part of the body in its entirety. As in most unsatisfactory shots there are a variety of causes for almost every error.

A golf professional is trained to seek the real culprit—the initial causation of the error and ignore its resultant by-product. Any one who watches the world's best golfers on television, realizes that its best players have shots that go amiss. That is what makes the game interesting.

Instead of inviting a lot of unqualified and unsought advice that the average golfer receives, they go to the professionals in whom they have confidence. They do not permit the repeating error to become grooved.

Professionals realize that they cannot see their own ears.

Bill Cornelius



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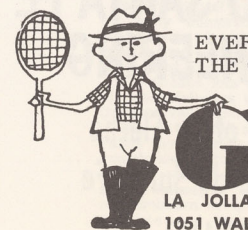
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21



MRS. H. HARDY KENT and MRS. ALANSON D. PRENTISS prepare to stock the sleigh which will be a feature of the Village Church Christmas Tree Festival which will be held at the Garden Club on Saturday, December 3rd. This charming sleigh is borrowed every year from the "This & That" Shoppe in Old Town.

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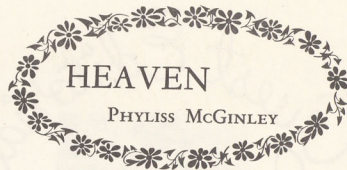
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Of taking hold of a hand
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Of breathing a new air
And finding it Celestial air!
Of feeling invigorated
And finding it—Immortality!
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NEWS FROM OUR
NEIGHBORS AT

Whispering Palms



RESERVATIONS

now being accepted

for single family fairway homesites

on

WHISPERING PALMS GREENS

from \$9,500 to \$20,500



Reservations are now being accepted and processed for Whispering Palms' first single-family homes and lots, most of them overlooking the expansive second, third, fourth, fifth, and ninth fairways. Pre-opening interest was great in this newest phase of the Whispering Palms master-planned development, according to Sales Manager Jack Harrington, and is now being translated at a brisk pace into sales reservations on the first 69 lots. Whispering Palms Greens, as the new area is called, will offer the home buyer his own choice of architect and builder or the services of Whispering Palms' own affiliates.

Several model homes are also planned for early construction, emphasizing a broad range of architectural concepts and styling, but all within the Whispering Palms and Rancho Santa Fe "flavor."

The Greens lots offer unequalled vistas of rolling fairways with the beautiful San Dieguito Valley hills as a backdrop.

The announcement of the Whispering Palms Greens area was coincident to the completion of the latest group of condominium villas, also adjoining the golf course fairways. "The Villas demonstrate condominium living at its finest, offering care-free and maintenance-free features found in few other communities," says sales manager Harrington.



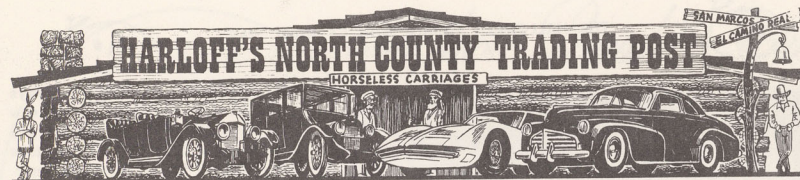
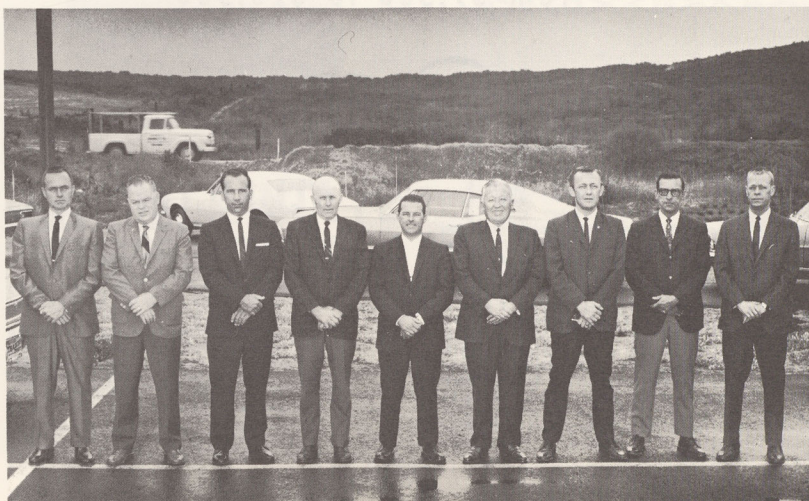
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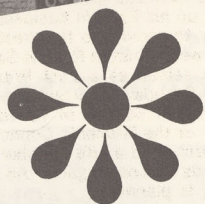
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A HUGE SUCCESS!



HALLOWEEN ON THE RANCH is always a fun-filled event, with many new features added every year! At left you see the latest arrivals from the stone age—even to the six-week old member of the clan who has suddenly lost all interest in everything except her dinner! (They're really the Gaunces!) Below; an assorted group of goblins and spooks who were part of the wonderful parade!



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the Ranch Scene

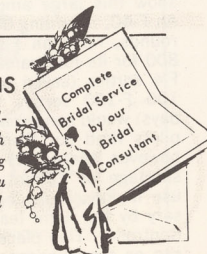


**Miss Erna P. Clark Engaged to
Mr. James E. Mullins of New York City**

Mrs. Pearl H. Clark of Rancho Santa Fe announces the engagement of her daughter, Erna P. Clark, to Mr. James E. Mullins of North White Plains, New York. Mr. Mullins is a retired business executive and is currently winding up his Eastern business affairs, preparatory to coming to the West Coast. Miss Clark is well-known in Rancho Santa Fe where she has served as a Past President of the Country Friends; is currently a Life Member of the Social Service of La Jolla, a Board Member of the Women's Council of the Village Church, and a Life Member of the Helping Hands of Los Angeles. An early Spring wedding is planned.

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Our bridal consultant is always ready to assist with the many details in planning your wedding. We invite you to see our beautiful bridal collections!



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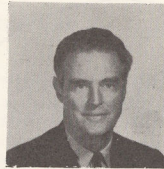
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FOOD FOR THOUGHT

... Contributed by A. Randolph Holladay, this interesting article is reprinted from

Aviation Week & Space Technology

How a Fighter Pilot Sees The War in Viet Nam



Here are excerpts from the unexpurgated views of an Air Force fighter-bomber pilot currently flying McDonnell F-4Cs in Vietnam. They are the actualities of daily operations in that theater as he sees them.

"Having no political goals, I have no myths to perpetuate as do our 'great white fathers' in Washington. The war here in Vietnam has become a political football, an exercise in glowing reports, outstanding new records and promises of the 'turning tide.'

"First, the 'non-shortage' of munitions. Looking at three jet fighter bases in Vietnam containing a total of over 12 fighter squadrons, no 750-lb. GP (general purpose) bombs are to be found. The bombs used are 250-lb. MK. 81 and 500-lb. MK. 82, the latter being a fine weapon with a fairly good blast effect. The MK. 81 is, at best, a nuisance charge requiring a pinpoint hit for any effectiveness, while a 750-lb. GP would blast-damage or destroy a target within reasonable proximity.

"We receive equal amounts of 81s and 82s, but there are no 750s available in Vietnam. They must be well hidden, for I have heard Mr. McNamara state time and again that there is no shortage. This must be one of the 'isolated exceptions' he mentions.

Another case in point is 20-mm HEI (high explosive incendiary). Fighter squadrons have an authorized monthly expenditure of 80,000 rounds, but a quick look will show this large amount to be quite small. An F-4C, mounting a gun pod, carries 1,200 rounds, while an F-100D carries a total of 800 for its four cannon. This means that 70 F-4 sorties (seven per day for 10 days) or 100 F-100 sorties (nine per day for 12 days) would consume a month's supply if the pilots fired out their guns. Policy dictates, however, that pilots will be briefed on the shortage of 20-mm. ammunition, and will use it only when deemed absolutely necessary by the flight leader or the Forward Air Controller. This place somewhat of a handicap on the weapons system use.

Another fact. The F-4C is perhaps the best interceptor USAF has ever had. It is a credit to its designers that it performs so well as a fighter-bomber. But why do we risk the lives of two pilots on every sortie?

The backseat man is basically a radar observer, handling the radar and ECM during intercepts. He has no value at all in the back seat on an air-to-ground mission, where all the work is done by the front pilot. It is the addition of a valuable life into the battle zone that is needless. It is a second man to be lost if the aircraft is downed. There has been no reason given, except that "there is a seat there, and it must be filled." Is someone being fed a false bill of goods?

Then we come to the matter of targeting, the effective use of the available power. When an article reads "structures destroyed" the definition means a straw-thatched hut. "Boat" means anything from a 12-foot one-man dugout to slightly larger sampans. "Bridge" means a bamboo foot bridge or a pair of logs felled across a stream. "Pack animal" means a water buffalo, cow or even a pig or goat. Let's face the facts. The VC are not anywhere strong enough to occupy any permanent dwellings, let alone operate any warships in the rivers. Any such would have been bombed long ago. To be sure, these targets must be hit to keep "Charlie" on the run, but at such cost?

We are using \$300 napalm bombs, \$305 MK. 82s, \$250 MK. 81s, \$2.45 per round of 20-mm ammunition and much more expensive, newer ordnance. In addition, an F-4 uses 2,100 gallons of jet fuel per sortie, an F-100, 1,400 gallons. Add to this the cost of every aircraft lost, \$2,500,000 per F-4, \$800,000 per F-100, plus the cost of a pilot's life (not in the Christian sense, an irreplaceable asset), two years of training and a \$500,000 investment, and then make another tally sheet.

A VC hutch is worth, at most, \$20; a pack animal, maybe \$100; a bridge, the sweat to fell a few trees; a VC soldier—two days training plus a solution to the population explosion.

The loss of one aircraft or one pilot negates many months' damage to the enemy. And what is the solution given to the pilots? The pilots are briefed to raise their minimum altitudes, bomb from higher up, make fewer passes, drop all at once, back off. The result—missions are reflagged because the target was not destroyed the first time.

Flying safely has become the motto, not destroy the enemy, and that violations of theater minimums will result in disciplinary action. Is this the way the pilots were briefed for the Tokyo raids, or the Ploesti attacks?

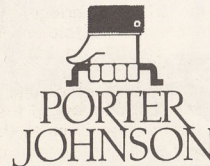
Here in Vietnam the professional soldier is dissatisfied with his job. He is tired of flying his aircraft for minimum effect, tired of being told how "not" to fly his aircraft in combat by those who have less experience than he, tired of belonging to a "fly safe" Air Force that has let the purpose of his existence fade into shadow, tired of self-styled experts, such as political appointees, college professors, social do-gooders and college students, trying to dictate basic military policy, and succeeding. He is sick of a military service that beat the best that the German and Japanese armies could throw at him, today too timid to even demand that the winner of a weapons system competition, chosen best by a team of top generals be the one finally selected, today too timid to even state that the "people's choice" is not necessarily a military leader in theater operations.

Perhaps such a man belongs to a bygone era. An era where military force was an entity led by professionals who merely took a general aim from the amateurs on the home front, but conducted their war as they knew it should be. An era where a country had the faith in the military commander to let him fight his war his way, and not afraid of a "military takeover" because his every decision was not given an OK by his civilian counterpart.

Premier Ky may have an answer. His idea of taking the war to the North has merit. He realizes that only stepping on the fingers of the North Vietnamese (and the Chinese) will merely slow their effort for a time. He knows they will never talk peace while they are still in a position to win, and when you are carrying the battle to the enemy, fighting on his ground, you are the one presently ahead.

One of our former greats, perhaps the best turned out in the modern U.S. military did it just Ky's way, by carrying the battle to the enemy. He stated, "From the Far East I send you one single thought, one sole idea, written in red on every beachhead from Australia to Tokyo. There is no substitute for victory."

He did not say "... the tide is turning."



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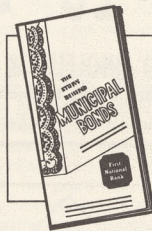
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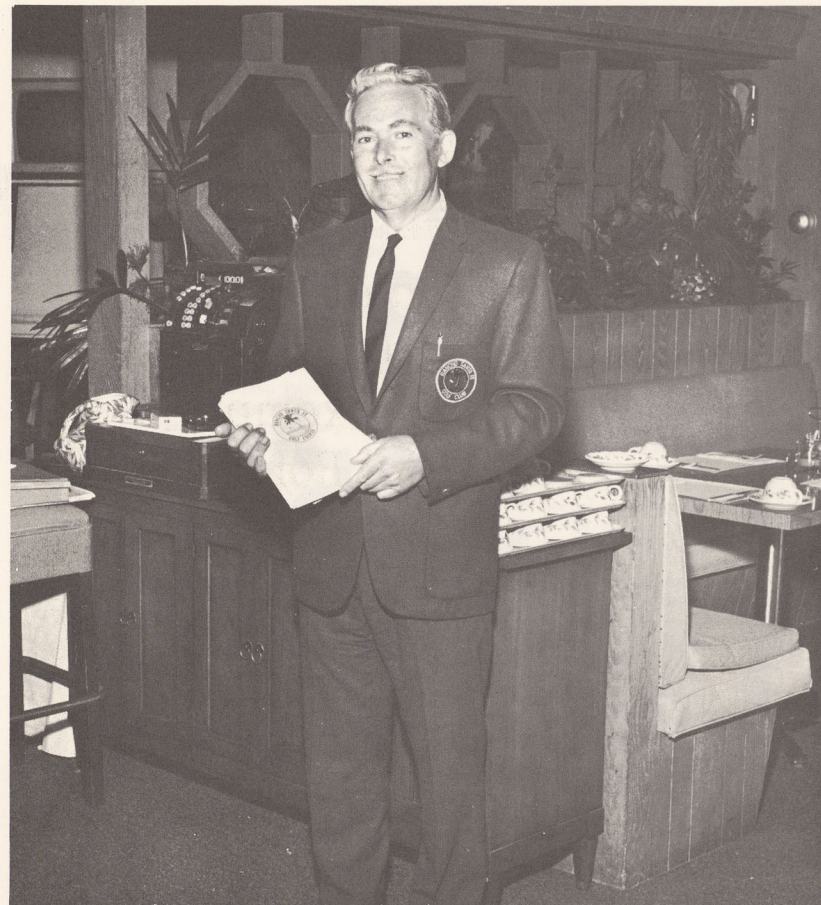
For further information on the advantages of Municipal Bonds, phone or write **Mr. David Hoffland, 294-4707**, or **Mr. Kent Newmark, 294-4706**. Ask for the informative booklet, "The Story Behind Municipal Bonds." No obligation, of course.

Investment Dept.
First National Bank

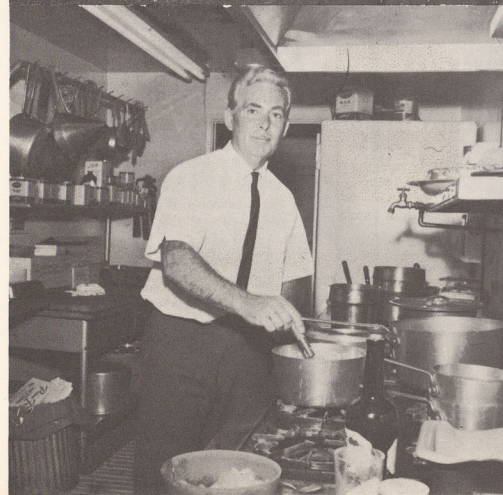


OF SAN DIEGO

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Keating and Keck photo



MEET THE HANDSOME NEW MAJOR DOMO OF THE RANCHO SANTA FE CLUBHOUSE RESTAURANT JOHN CROSBY

The change at the Clubhouse Restaurant is simply great! Newspaperman-turned-chef, (formerly a V.I.P. with the Los Angeles Times) John Crosby tackled the restaurant business like a pro from the start. The Country Squire Tearoom (now ably managed by his equally charming wife, Jean) is already renowned for marvelous food—and the Rancho Santa Fe Clubhouse Restaurant is well on its way. Open for lunch every day except Monday. Open for family dinners every Friday night from 6 to 8; and Sunday Brunch every Sunday.

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THE OFFICIAL PUBLICATION OF

The Association

Bulletin

and NEWS

MINUTES OF A SPECIAL MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON THURSDAY, OCTOBER 6, 1966, AT 9:00 A.M. IN THE BOARD ROOM.

PRESENT: President Blackman, Vice President McLaughlin, Directors Lasswell, Lewis, Millard, Teagle and Thieme.

ALSO PRESENT: Association members C. Johns, R. Blackledge, and R. Francisco; non-Association member Bruce Dillon, representing Rancho Santa Fe Times; also Association Counsel H. F. Tebbetts, Secretary Van Evera and Assistant Secretary Allen.

MINUTES OF PREVIOUS MEETINGS:

The minutes of the regular Board meeting of September 16, 1966, the annual budget hearing of August 12, 1966, and the special Board meeting of August 29, 1966, were approved, as presented.

ART JURY RECOMMENDATIONS:

Subdivisions:

Crumley, R. O. (Resubmission) Por Lot 3, Blk 15, Las Colinas, consisting of 7.9 gross acres, into 3 sites of 2.4, 2.4 and 2.5 net acres.

DISAPPROVED

Dorgan, L. & Nason, N. C. Por Lot 3, Blk 1, Map 1742, El Camino del Norte, consisting of 8.8 gross acres, into 2 sites of 4.2 and 4.2 net acres.

APPROVED.

Miscellaneous

Staff Car: Art Jury recommendation that a vehicle be purchased at approximately \$2500 for the daily inspections by the Building Commissioner, with sufficient passenger carrying capacity to accommodate the entire Art Jury and Board of Directors on weekly field trips. DEFERRED.

DIRECTORS' REPORTS:

Mr. McLaughlin, Finance Committee Chairman, read to the Board the capital expenditures approved for the 1966-67 fiscal year.

Mr. Lewis, Golf Committee Chairman. Upon the recommendation of the Golf Committee it was moved, seconded, and carried to authorize an expenditure of \$50 for the Greens Superintendent's annual membership dues with the Golf Course Superintendents Association of America.

There was a discussion concerning the Golf Committee recommendation that the \$3 rider charge on private carts be eliminated. It was moved, seconded, and carried that the \$3 rider charge on private carts be eliminated for non-member guests of private cart owners.

Mr. Millard, representing the Parks & Recreation Board, reported on a recent inspection trip by the members of that Board to view the bridge trails and Association park properties. He stated that Mrs. W. B. Carpenter, Chairman of the Bridge Trails Committee had been asked to prepare a master plan showing the bridge trails on the Ranch, with a view to obtaining the required easements to connect the trails.

SECRETARY'S REPORT:

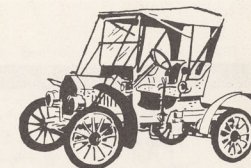
Request for underground utility waiver. There was a discussion, with Mr. Cecil Johns and Mr. Richard Blackledge participating, concerning Mr. Johns' protest of the recent action of the Board in denying his request for waiver of underground utilities on his property at Lot 22, Block 36, El Arco Iris. A letter from Mr. Johns, dated August 15, 1966, was read by the Secretary.

Communication re keeping of animals regulations. A communication from realtor B. C. Allen, Jr. concerning keeping of animals regulations, copies of which had been mailed to each director, was discussed and ordered filed.

Public Hearings. A Public Hearing was set for 9:00 A.M., October 21, 1966 concerning a Covenant Amendment filed by Mr. Walter Wenke; a Public Hearing was set for 9:30 A.M., October 21, 1966 concerning a Covenant Amendment filed by Gifford C. Ewing, Huey D. Johnson of Nature Conservancy, and Karl Weber. Both petitions to amend the Covenant seek to modify the number of building sites.

Liquor License Request: Mr. R. Francisco appeared before the Board to state his views concerning the liquor license for the Rancho Santa Fe Pharmacy, Inc., successors to Fraser's Rancho Santa Fe Pharmacy. The Secretary read to the Board a letter from Mr. Andrew Collins, President of Rancho Santa Fe Pharmacy, Inc. The matter was discussed and laid over pending further information from the applicant.

Assessment Rate. It was moved, seconded, and carried that the assessment rate be set at 70 cents per hundred dollars assessed evaluation for fiscal 1966-67.



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Pension Plan Resolution. It was moved, seconded, and carried that the following resolution be adopted:

BE IT RESOLVED that the President be, and hereby is, authorized and instructed to negotiate a Group Annuity Contract with the Equitable Life Assurance Society of the United States providing retirement benefits for employees and to accept on behalf of the Rancho Santa Fe Association such Group Annuity Contract when issued by the said Society providing for payment of premiums by means of contributions by the Rancho Santa Fe Association and for purchase with such premiums of annuities with payments to employees commencing at the respective retirement ages as determined in accordance with the contract, and to sign on behalf of the Rancho Santa Fe Association any and all applications or other documents required in connection therewith and to make payment out of the funds of the Rancho Santa Fe Association of such premiums as may be required under the terms of the contract to be contributed by it, this Board reserving the right to designate such other or additional officers and/or employees of the Rancho Santa Fe Association as it may choose to make such further payments and to execute such further instruments and to perform any and all such acts on behalf of the said Association as may be necessary for the continuance in force of the said contract.

RECESS AND ADJOURNMENT:

The Board was recessed at 11:00 A.M. for a field trip to inspect properties and adjourned at 11:45 A.M.

H. L. Blackman, President
D. A. Van Evera, Secretary



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MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD THURSDAY, OCTOBER 13, 1966, AT 9:00 A.M. IN BOARD ROOM.

Present: President Ridland, Member Price and Alternate Coberly.

Also Present: Architect Jung, Building Commissioner Warren, Secretary Van Evera and Assistant Secretary Duffield.

Absent: Alternate Coffin.

The meeting was called to order by President Ridland.

APPROVED SINCE LAST MEETING

Evans, E. J. Alteration to existing carport into home office.

Dallye, F. R. Residence, Lot 4, Los Naranjos.

NEW CONSTRUCTION

Krohn, F. F. W. Residence & Garage, Por Lot 8, Block 29, Las Colinas. Deferred pending modification of grading plan.

Atkinson, J. A. Residence, Por Lot 1, Block 48, Puerta del Sol. Approved.

Matzinger, J. A. Residence, Lot 4, Map 5388, El Zorro Vista. Approved.

ADDITIONS & ALTERATIONS

Krotsch, H. V. Carport roof, Por Lots 8 & 9, Block D, El Tordo. Disapproved as submitted.

Shamel, J. B. Implement shed, Por Lot 8, Block 27, El Mirador. Approved.

Grove, R. L. Addition to stable, Por Lot 8, Block 29, Las Colinas. Approved.

SUBDIVISION

Sproul, F. C. Por Lots 1 & 2, Block 1, Camino del Norte, comprising 21.707 gross acres, into four sites of 4.034, 4.021, 9.469 and 4.003. Deferred —applicant contacted.

KEEPING OF ANIMALS

Broderick, W. R. (Strauch Escrow) Two horses at Por Lot 4, Block 3, Paseo Delicia, 4.05 acres ±. Art Jury will recommend approval for the keeping of two horses to Board of Directors, and will also recommend approval of the requested variance.

Barlin, B. One Hereford calf for 4-H purposes at Por Lot 1, Block 36, La Orilla, 5 acres ±. Art Jury will recommend approval to the Board of Directors.

MISCELLANEOUS

Letter dated October 1, 1966, from Mrs. Elliott C. McIntire discussed with Art Jury, and Secretary directed to acknowledge same.

A. C. Ridland
President
David A. Van Evera
Secretary

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MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON FRIDAY, OCTOBER 21, 1966, 9:00 A.M. IN THE BOARD ROOM.

PRESENT: President Blackman, Vice President McLaughlin, Directors Lasswell, Lewis, Millard and Teagle.

EXCUSED: Director Thieme.

ALSO PRESENT: Association members R. C. Corlett, Walter Wencke, R. M. Clotfelter and J. Novak; non-Association members Andrew Collins, Robert Holcomb, and Bruce Dillon, representing Rancho Santa Fe Times.

PUBLIC HEARING — 9:00 A.M.

Mr. Blackman declared the Public Hearing open to consider the petition by Walter Wencke and Carolyn Wencke: Walter Wencke, Trustee; and Harry F. Bagby and Adelia W. Bagby, Lot 18, Block 36, Map 1742, to modify the restrictions on number of building sites in Lots 17, 18 and 19, combined, in Block 36 from a maximum of not to exceed ten (10) sites, no site to be less than 3.3 acres in area, to a maximum of not more than eleven (11) sites within Lot 18, for a total maximum of eighteen (18) building sites within said Lots 17, 18 and 19 combined, and that no site in said Lot 18 shall contain less than 2.0 acres.

The Secretary stated that the requirement for written approval of the owner or owners of record of two-thirds in area of the property subject to said modification, and the written consent of the owner or owners of record of not less than two-thirds in area of all of said property held in private ownership within five hundred (500) feet in any direction from the property concerning which a change or modification is sought to be made, had been satisfied by the applicants.

The President asked if there was anybody present who wished to speak in favor of the petition. Mr. Walter Wencke introduced himself and requested favorable consideration of the petition. There was nobody present to speak in opposition; however, a letter was read to the Board from an adjacent property owner, Mr. D. M. Wilson, expressing opposition to the petition.

After discussion, and at the request of Mr. Wencke, the petition to amend the Covenant was deferred until the next Board meeting, at which time the Association Counsel would be requested to be present.

PUBLIC HEARING — 9:30 A.M.

Mr. Blackman declared the Public Hearing open to consider the petition by Gifford C. Ewing; Huey D. Johnson, Nature Conservancy, and Karl Weber, Lot 149, Map 2129, to modify the restrictions on number of building sites in Lot 149 from a maximum of one (1) to a maximum of not more than seven (7) building sites.

The Secretary stated that the requirement for written approval of the owner or owners of record of two-thirds in area of the property subject to said modification, and the written consent of the owner or owners of record of not less than two-thirds in area of all of said property held in private ownership within five hundred (500) feet in any direction from the property concerning which a change or modification is sought to be made, had been satisfied by the applicants.

The President asked if there was anybody who wished to speak in favor of the petition. Mr. R. M.

Clotfelter stated that he represented the petitioners and asked favorable consideration of the petition. There was nobody present to speak in opposition to the petition.

After discussion it was moved, seconded, and carried unanimously to approve the petition, as presented.

MINUTES OF PREVIOUS MEETING:

The minutes of the special meeting of October 6, 1966, were approved, as presented.

UNFINISHED BUSINESS:

Realignment

Krohn, F. F. W. Por Lot 8, Block 29, Las Colinas. APPROVED.

ART JURY RECOMMENDATIONS:

Keeping of Animals

Broderick, W. R. Two (2) horses at Por Lot 4, Block 3, Paseo Delicias, 4.05 acres, ±.

APPROVED

Barlin, B. One (1) Hereford calf for 4-H purposes at Por Lot 1, Block 36, La Orilla, 5 acres, ±. APPROVED.

Variance Request

Broderick, W. R. Por Lot 4, Block 3, Paseo Delicias. Variance request for side setbacks to construct stables. APPROVED.

DIRECTORS' REPORTS:

Mr. McLaughlin, Finance Committee Chairman. There was a discussion of the financial statement for September, 1966.

HOWARD G. STEINWINTER
General Contractor
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Rancho Santa Fe, California



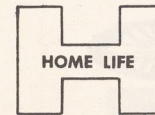
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After discussion of the previously deferred item, it was moved, seconded, and carried, to authorize the purchase of a property inspection vehicle for use by the Building Commissioner, Art Jury, and Board of Directors, at a total cost not to exceed \$2500.

There was a discussion concerning the recent purchase of the Rancho Santa Fe Pharmacy, now known as Rancho Santa Fe Pharmacy, Inc., and the proposed hours of operation of the liquor department. The Secretary read a letter from Mr. H. G. Larson protesting the liquor department being in operation on Sundays. Discussion followed concerning a letter, copies of which had been mailed to each director, from Mr. Andrew Collins, President of Rancho Santa Fe Pharmacy, Inc., in reply to one addressed to him from Association Counsel. The letter, in part, had stated that it was not the intention to operate only the liquor department on Sundays, but that the pharmacy section of the drug store would be closed on Sundays. Mr. Collins, Dr. Jack Novak, and Mr. Robert Holcomb, manager of the store, appeared before the Board and a general discussion followed. The Board was assured by Mr. Collins that if the presence of an open liquor department on Sundays created any kind of a problem for ranch residents the drug store would definitely be closed on that day.

It was agreed to not oppose the present operation of the drug store and liquor department, subject to the understanding that the situation would be reviewed at a later date should conditions warrant.

Mr. George Lewis, Golf Committee Chairman, read a letter from Mr. Joaquin Grill, of KOGO TV, requesting approval for 40 members of Fortune Magazine staff to play golf at the Rancho Santa Fe golf course on either May 3 or 4, 1967, at a time convenient to the course. Upon the recommendation of the Golf Committee, this request was approved, with details to be worked out between the Golf Committee and the pro shop.



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Mr. Lewis presented a letter, addressed to the Board of Directors, from the Golf Committee, concerning golf course personnel. Further study of the situation was indicated; Mr. Lewis, Mr. Pratt, Mr. McLaughlin and the Green Superintendent were authorized to look into the matter.

Mr. Teagle, Planning Commission Chairman, advised that the sealing of the parking area around the post office building was scheduled for Tuesday, October 25.

He reported that the Rancho Santa Fe Rotary Club is undertaking the landscaping of the new parking area.

SECRETARY'S REPORT:

Covenant violation. The Secretary referred to Board action on September 2, 1966, concerning an apparent covenant violation involving unauthorized grading. He reported that a recent Art Jury inspection of the property had revealed that the matter had been satisfactorily resolved.

Robert O. Crumley communication. A letter was read to the Board from Mr. Robert O. Crumley concerning recent Board decisions pertaining to his application for subdivision of his property at portion of Lot 3, Block 15, Las Colinas. After discussion the matter was referred to Association counsel.

Change of meeting day. After discussion it was the decision to hold Board meetings on the first and third Thursday of each month, commencing Thursday, November 3, 1966.

EXECUTIVE SESSION:

The Board was in executive session from 11:15 A.M. to 11:40 A.M.

ADJOURNMENT:

The meeting was adjourned at 11:40 A.M.

H. L. Blackman, President
D. A. Van Evera, Secretary

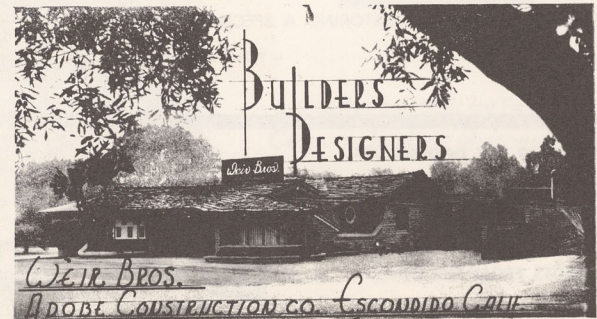
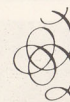
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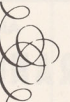
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Swim Pool (Permit)

NNA MIMULUS RANCHO SANTA FE 92067
Owner: D. Freeman 756-2816. Same as Above
Bldr: Coast Pools & Equipment Co. 284-6363
3715 University, San Diego
\$3,000 permit issued for the construction of
this swim pool at above address. 10-27-66

**Residence on 1/2 acres purchased (Buyer will
occupy soon)**

LOS MORROS RANCHO SANTA FE 92067
Legal: Lot 3, Blk. 34, Rancho Santa Fe, Parcel
266-080-05, No. 171038
Buyer: Mr. & Mrs. Jimmie C. Nance 756-2128
P.O. Box 552, Rancho Santa Fe
Seller: Noilim Enterprises, Inc., Los Angeles
County.
Sale Price: \$15,000 Rev. Stamps.
Trust Deed: None indicated. 10-27-66

1 Plus Acre Purchased (Buyer's Plans Unknown)
LOS MORROS RANCHO SANTA FE 92067
Legal: Por Lot 4, Blk 24, Rancho Santa Fe No.
169234

Buyer: Mr. & Mrs. Geo. M. Ravenscroft 756-2262
P.O. Box 862, Rancho Santa Fe
Seller: Mr. & Mrs. B. DeF. Bayly 756-1984 Box
901, Rancho Santa Fe
Sale Price: \$13,500 Rev. Stamps.
Trust Deed: \$6,000 to seller
Seller owned 2.73 acres this legal
Parcel 266-070-45. 10-24-66

Swim Pool (Permit)

NNA LAGO LINDO RANCHO SANTA FE 92067
Owner: Fred W. Iverson 756-1530 Same as above
Bldr.: Catalina 463-4423, 8265 Commercial St.,
La Mesa.
Permit issued for the construction of swim pool
at above address. Amount not shown. 10-25-66

2.34 Acres Residential Property Purchased (Invest.)
CAMINO VIEJO RANCHO SANTA FE 92067
Legal: Por Lot 4, Blk 46, RHO RANCHO SANTA
FE, Parcel 268-230-20 No. 167015
Buyer: Robin C. Ahlrich 753-1601 1001 Crest
Drive, Encinitas
Seller: Three Hills Corp. 755-4627 Box 186, Del
Mar
Sale Price: \$20,000 Actual 10-19-66
Trust Deed: None indicated

TRUST DEED LOAN

Borrower: Amberwood Const. Corp.
DBA: Whispering Palms Golf & Country Club &
Recreational Community, Via De Valle, Rancho
Santa Fe 756-2471.
Lender: Roseglen Const. Co., Inc.
Amt. of Loan: \$500,000
Date of Loan: 10-24-66
Purpose: Reported to be for continued construc-
tion & development of this many times previously
reported golf club and recreational community . . .
a multi-million dollar enterprise. 10-26-66

Residence On 4 Acres Purchased
PASEO DELICIAS RANCHO SANTA FE 92067
Legal: Por Lot 4, Blk 3, RHO Rancho Santa Fe,
Parcel 265-230-19, No. 166443
Buyer: Mr. & Mrs. Wm. R. Broderick 746-0733
1216 Birch Ave., Escondido
Seller: Mr. & Mrs. Joseph M. Strauch 283-9079
4135 Illinois, San Diego.
Sale Price: None indicated
Trust Deed: \$54,500 to seller 10-18-66



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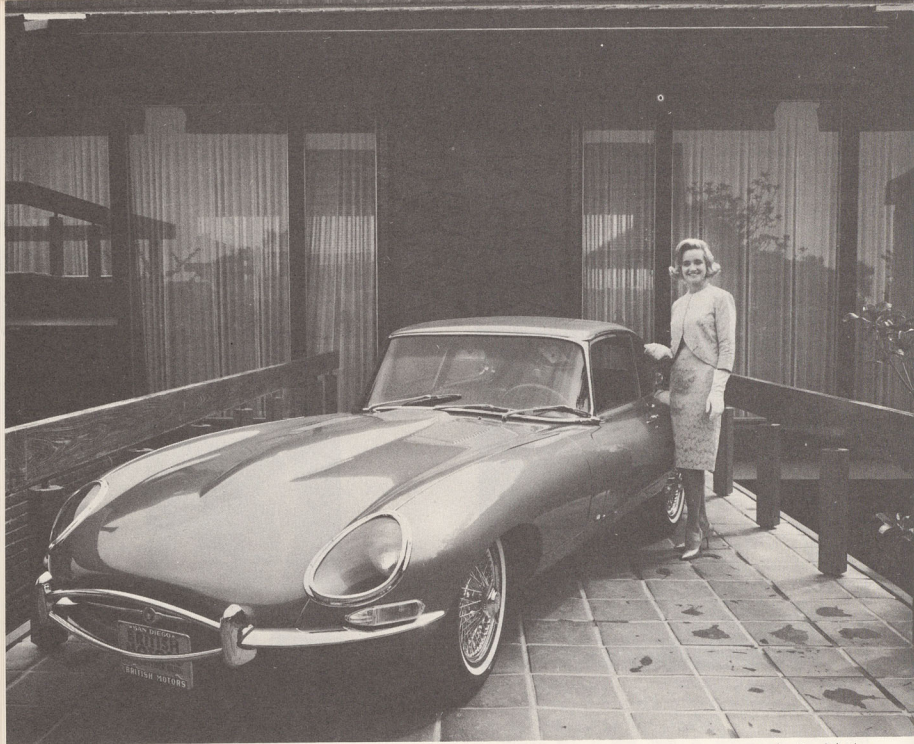


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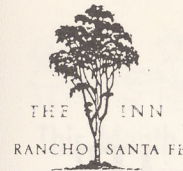


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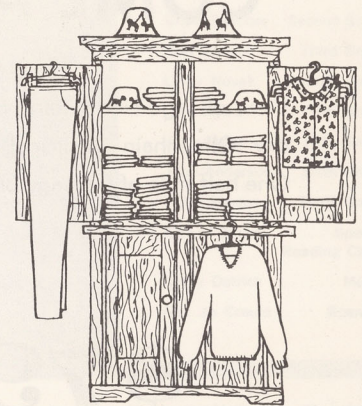
Information programs are always interesting and educational on radio and television, but have you ever thought of the number of questions asked a Front Desk at an Inn or Hotel, during a twenty-four hour period, requiring immediate attention. Consequently, our Front Desk staff has to be acquainted with our locality and be able to either give correct information or advise where to obtain same, as well as being friendly, pleasant and smiling in spite of the fact that often the inquirer has interrupted some desk work. Sometimes our Clerks feel like the "Answer Man" and sometimes almost like "Dear Abby."

Of course, there are always the usual stock questions about service, meal timing, directions to neighboring towns, where is there a good barber, a good hairdresser, a doctor, a dentist, time for mail delivery, and requests for an additional pillow or blanket. But, we wished we had kept a record of the unusual inquiries, such as the bride and groom who wanted a corkscrew to open their bottle of champagne, or the young man, who was endeavoring to act very much married, asking that someone be sent out to remove from his car the printing "follow us and watch California grow."

So, you can see that mixed with the questions, we have humor, too. Questions and inquiries relating to our shrubs and trees are many, for after all we have growth on all our thirty acres. When the experts and members of Garden Clubs come and ask technical questions, we gladly page Elde, our head Gardener, who happily takes over. Many questions are asked about the fascinating and unusual tree outside our main entrance door and as this is one of the most asked questions, every newcomer to our Staff, must learn it is a Brazilian Pepper.

Questions are asked about our pet Bantam Hen and the inquirer looks askance when we relate she was hatched in a frying pan and how at cocktail time can usually be found outside the Library door, hoping that someone will leave it open, so she can go into the Vintage Room for an evening repast. Or about our party cat, who is never seen except when there is an outdoor party and then appears from nowhere to be the "uninvited guest." Usually a guest, who means only to be kind, will feed him a shrimp or a tid-bit and then he's the very last to leave the party. But—who knows at other times he might be a good mouser.

Any questions?



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School work is the same as usual, except we have been making Autumn pictures for our art.

We have just started recreation Monday the 24th. This year our leaders are Mr. Cook and Senora Martin. As a general rule, Senora Martin has charge of the girls and Mr. Cook over us boys. Thank you!! Mr. Rowe for letting us have recreation.

We started out our Halloween fun by making posters for the carnival, which we were getting ready to have at our school the 29th.

The mothers of our class had to bake pies, bring white elephant gifts and help with the fish pond.

The one thing I enjoyed at the carnival was the Shooting Gallery with the water pistols. Mr. Mason and Mrs. Wiese were perfect targets.

The costumes that the children wore were all very funny and we even had a flower dragon. We all went through the Village.

Now its time to get ready for Thanksgiving. Bye.

Grant Fletcher
Grade 2, Room 3
Mrs. Odden

This Halloween we had Poster Contest. Stella Edwards won first. Jackie Burger won second. Don Randol won third.

We learned how to say the planets in order. Today Mrs. Matthews came back from the hospital. She broke her elbow. Last Saturday we had a carnival. Mrs. Weise put her head in the squirt gun poster. So a lot of kids paid a lot of dimes to squirt her with water.

We are studying about planets. We are going to have a field trip to Palo Mar Planetarium.

Don Randol
Grade 3, Room 4
Mrs. Matthews



The Coberly sisters, Courtney and Karen, are ready for the holiday whirl of parties and fun in their Florence Eiseman originals. Classic, simple lines in fine cotton, these solid-color dresses are accented with white and polka dot shoulder streamers. Washable? Certainly! Sizes 7 to 14.



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Hello Readers!

This month we have been doing many interesting things. We have been making poems about Halloween; although some are not about Halloween. Mrs. Newby put our poems into a book that we took home.

A couple of days ago our class went to Mission San Diego de Alcalá. This mission was the first mission built in California. The missionary was Father Serra. We learned many things from the mission. After we saw the mission we went to Presidio Park. There, too, were many interesting objects such as: an old-fashioned fire engine, an old stagecoach, etc. At the Presidio we had lunch in the park and then went home. It was a fun field trip! Bye,

Shelley Franklin, Grade 4
Mrs. Newby

Hi Readers!

I hope you all had a nice time on Halloween. At the carnival, in Mr. Cook's class, Debbie Bray's costume won first place. Margaret Worstell's costume won second place, and Patty Ziskin's won third place.

Last week for social studies our class made a large mural on the explorers that we were studying. In social studies we are now on Unit 3. We plan to spend two weeks on it.

After the Halloween posters were chosen, our class had a little poster contest. Nine of them won. They were selected for: neatness, Halloween, appropriate, simple and being colorful.

Be seeing you next month!

Lisa Jones, Grade 4
Room 6, Mr. Cook



Reading and book photo

He is back after a spooky Halloween! Everyone had a great costume, and almost everyone won a prize. Well, in history we are moving along pretty fast. We are studying about the English and Dutch in America, unit 4. In science we are still working with the meal worms, everyone has a partner and we work together doing all sorts of little experiments on Tuesdays. We have a Spanish corner in our room now, in it we have some pictures which Mark Fedder brought in. In language we have two groups. Group 1 is on page 65 and Group 2 is on page 46. In reading we have a book called Finding the Way, and a reading workbook. And not too long ago we started on S.R.A. Organizing and Reporting Skills. Also we all are writing a report on Presidents.

Be back next month. John Mohr
Grade 5, Mrs. Taylor

Our class has some unique ways of presenting standard material.

Our science work in simple machines and behavior will soon give way for a unit on new tools. In social studies our individual reports on the country of our choice soon be finished and with the regular social studies book we are studying the tropical rain-forests and tropical grasslands.

Our language work is in diagraming sentences and storywriting. We have just changed math groups so that there are two instead of three groups.

We have a system for groups of people who like the same things such as science, drama, sports, and art. These groups meet on every other Friday for an hour. Aside from standard reading text books this is most of the curriculum.

John Anderson
Reporter for Room 10
Teacher: Mrs. Flood

Dear Readers,

Math, Spelling, Language, History, Geography, Social Studies, Reading P.E., Science and Art keep us busy all day.

In math we're working on the fundamentals. Every night we usually have a page of math for homework.

Every day we have a spelling test, in a book called Growth in Spelling. On Fridays we have a spelling test in a book called Success in Spelling.

In Language we usually discuss the page. History, we take notes in early man.

Geography, we are studying about latitude and longitude. Also locating countries.

In Social Studies we're studying Mexico and the Toltecs, the Mayans and the Aztecs.

In reading we do book reports every week. If you read a classic you can take two weeks.

In P.E. we're trying to build our muscles for a track meet for just the sixth grade. Also we're playing kick ball and sockball.

In science we are reading about erosion.

In art about four people made a mural on Mexico. Everyone else made paper mosaics. Before Christmas we have to make leather mosaics and copper tooling. We also did posters for the Halloween carnival and Carol Johnson won a third prize.

Holly Morton
Mrs. Ross Sixth Grade, Room Eleven

The sixth grade is planning the Christmas pageant. This year it will be about a Spanish Christmas in old Rancho Santa Fe. We plan to make some good animals this year, and use them year after year. The animals are going to be made out of plywood. I know there are many people that have old houses and would have some information we may need. We are absolutely desperate for this information. On December 10 we will present our play to a group of teachers and students. We all hope it will be a big success.

Adios,
Ann Jo Creutz
(Yo Yo)

Hi!

This month in advanced band we're all doing quite well. The people who graduated from Beginning Band are really getting down to business and doing exceptionally well. We are on unit 3 in our Advanced Book, and we have just received some Christmas books to work on.

The people in Beginning Band are on Lesson Five. Some of the people might even graduate into Advanced Band because they are doing very well. They have also been challenging each other just like the Advanced Band.

The choir has also been very busy. We have already been invited to sing at several places in a few months. Some of our new songs we've been practicing are The Lord's Prayer, Ah Lovely Meadows, Your Land and My Land, Christmas Echo, and New Born. There is also a special choir group directed by Mrs. Carolyn Flood.

Oh, yes! Don't forget to get all your opera notices in!

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Cathy Detrick

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LOWER SCHOOL NOTES

By Lisa Follett Field



This month we are featuring the 3rd grade and its Pumpkin Parade. The class and Raffee (the teacher, of course) went around with pumpkins to each class in the Lower School. The pumpkins were decorated with vegetables to look like a face. Vegetables seen were pepper, lettuce, carrot, green beans, radishes and onions. Everyone got a prize.

On October 25th the second grade went to the Tide Pools. They found many shells and star fish. Only casualty was a cut on Mrs. Sawyer, a mother, which was treated with a red white and blue band-aid.

Morning meteorological observations: Sun ni the Ranch . . . Fog in La Jolla. The fourth grade is going to have elections on the same day as grown-ups vote for Governor. However they are electing President, Vice President, Secretary and Treasurer.

MIDDLE SCHOOL

Hi!

Now that the Middle School is more organized, we have had more activities. Our football team has had an almost unbeatable record this year. The team has competed in games against other teams, composed of members of the ninth grade and up.

The Middle School now has a student government. Carol Jamison is the President and Joel Maine is the Vice-President. With the advice of Mr. Jones, we have discussed many ways in which we might raise money for the needs of the school, or for dances for our own pleasure.

During this past week we suffered through mid-term exams. When they were over, everyone breathed a sigh of relief! Unfortunately, our report cards came out a few days ago, and some were not too acceptable. Those who received a "D" or lower must remain after school until the next report card period.

It has been just plain hot at school lately! The temperature rose to 103! We were allowed to wear shorts to class for several days but we were still warm. But the weather has changed—from sun to rain. Now we are drenched at least once a day.

On Friday we have a holiday. And we are all looking to Wednesday, November 23rd at 12:30, when Thanksgiving vacation begins. Also, Christmas is almost here. This is a good time of the year.

Goodbye 'til next month.
Candy Coberly



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So far this year the La Jolla Country Day football team has had a totally undefeated season, and it doesn't expect to lose any game either. The team has high hopes for winning first place in the Southern League. Among the many valuable players are several persons from Rancho Santa Fe. They are Lew Dowdy, Pete Murphy and Alan DeBakcsky. Cheering the team on are some of the greatest cheerleaders in San Diego County. Rancho Santa Fe has also contributed some here. Among the five varsity cheerleaders there is one Ranchoite. This is Betty Buller, a sophomore at Country Day and elected as a varsity cheerleader in her first year of attendance at Country Day. For the junior varsity cheerleaders, Rancho has supplied Nancy Coy.

The Country Day Cross Country team has also had a quite successful season. It tied with Julian for the league, (the only reason that they tied is because their two top runners, two brothers from Rancho couldn't run in the first race with Julian). Out of the seven or eight Cross Country runners on the team four are from Rancho. They are Bob Loomis, Dave Loomis, Matt Klipstein and Jim Torian.

All in all La Jolla Country Day has had a fairly successful fall sports season.

By David Loomis

Books! Books! Books!

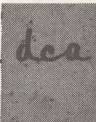
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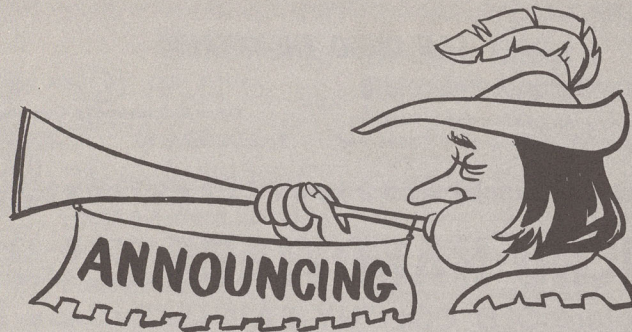


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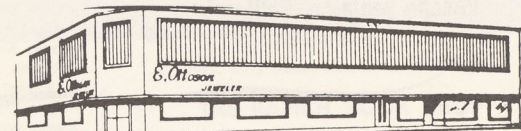
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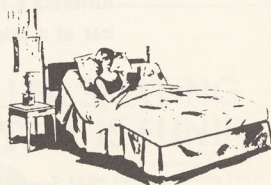
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"The Subject Was Roses" Opens a 4-Week Run at Old Globe Theatre, Balboa Park

A triple prize winning drama will be the pre-holiday attraction on the Old Globe Theatre Main Stage. The comedy-drama "The Subject Was Roses" opens a four week run November 15. Performances for the limited run of the Frank D. Gilroy play will be nightly except Monday through December 11.

"The Subject Was Roses" opened on Broadway May 25, 1964, the end of the theatrical season. The "sweetheart of the season" arrived unheralded but garnered attention from rave reviews and cheering audiences.

The 196 Pulitzer Prize for Drama was awarded to "The Subject Was Roses." The Pulitzer Prize is the most respected of all awards for drama. Standing in line to offer accolades were the New York Drama Critics, who presented the original play with the Critics Circle Award. The Antoinette Perry Award, the third major award presented to Broadway productions, was also awarded to "The Subject Was Roses."

William Roesch, Old Globe Theatre associate director, will direct the comedy-drama. The three character play features Donna Woodruff as the bitter, but loyal wife who lost the love of her husband, as she has lost her love for him. James Ashton will play the seemingly unaffected husband.

Red Cross Report

Veva Francisco

The Nov. 1st meeting of the Rancho Santa Fe Branch Board of the American National Red Cross was called to order by Chairman Elroy O. Jones in the Fellowship Hall of The Village Church at 10 a.m.

Due to the absence of Chief Fox—Mr. Jones gave the report of the completion of a Standard First Air Course at the Fire Station.

This class will be conducted whenever a group of ten are registered.

Mrs. Eugene Freeland spoke to the Board regarding Operation Helpmate to the 93rd Evacuation Hospital in Viet Nam. All new admissions to hospital are presented the much appreciated comfort kit. A two dollar donation will buy the items that fill this kit.

Each kit contains such small items as ballpoint pens, nail clippers, plastic soap dishes, single edge razors and small size games or puzzles to be used by bed patients. The Rancho Santa Fe Board is most anxious to assist in filling as many as possible of these bags. Anyone interested in assisting this project may contact Mrs. Freeland.

Mrs. Alex DeBakcsy reported the tremendous success of last summer's Back Yard Swim Program conducted in Rancho Santa Fe.

New High in Earnings at Oceanside Federal Savings Bank

William W. Rorick, president of Oceanside Federal Savings, today announced that the total dividend payout for third quarter of 1966 amounted to \$741,102.00. Total dividend payout for the year to date amounts to \$2,099,233.00. These totals represent a new high in earnings for the nearly 20,000 active account holders at the association's four offices.

Founded in 1920, Oceanside Federal Savings obtained their federal charter in 1938. As recently as 1955, the total assets of the association hovered at the \$5,000,000 figure. Due to the tremendous growth of the entire north county, total assets today are in excess of \$67,000,000. Current annual rate on savings at Oceanside Federal is 5 1/4%, the highest allowed by law in the State of California.



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kessing and keck photo

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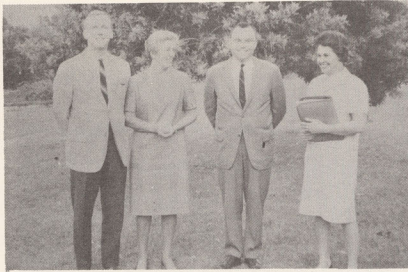
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YOUR HOSTESS, JEAN CROSBY extends a cordial welcome for all Christmas Shoppers to pause during this busy season and enjoy the culinary delights of the Country Squire Tea Room. Here, in an atmosphere of quiet informality, you dine in gourmet style! Hot popovers are served with every meal; there are three appetizing "specials" every day; and Jean's homemade "Angel Pie" is unequalled anywhere! Open every day (except Monday) for luncheon: 12 noon until 3 p.m.



PTO Celebrates First Birthday

The PTO is one year old in Rancho Santa Fe. The letters stand for PARENT-TEACHER ORGANIZATION . . . and it was formed to better serve the needs of our community and its children. In forming the PTO, the members of the Rancho Santa Fe PTA voted to withdraw from the National PTA for the following reasons:

1. The County, State, and Local PTA projects had little or no relation to the goals, problems, and achievements of the Rancho Santa Fe Elementary School.
2. The dues which were collected were used (in part) for lobbying and political activity of the PTA, and it was felt that monies collected from dues and other activities could be put to better use for the overall good of the Rancho Santa Fe school and its children.

As a result of this decision, the PTO is a strong and effective organization. The board, along with each member, is active and hard-working . . . and is looking forward to a year of tremendous achievement in the Ranch. President of the board is Robert Laughlin; 1st Vice President, Jo Ann Worthington; 2nd Vice President, Dr. Jack Novak; Secretary, Ann Clevenger; and Treasurer, Tony Holzhauer. (All except Dr. Jack were present when the above picture was taken.)

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tennis tidbits



By Fran Johnson

Doubles play in the North County League looms as the next major activity of the Rancho Santa Fe Tennis Club. Local Tennis Committee members are beginning talks over arrangements with representatives of other North County Clubs, preparatory to a round-robin schedule which will begin in January.

Rancho players lost by three points when they took on Lido Isle players in a return match played at Lido Isle the weekend of Oct. 31-Nov. 1. Play was in men's, women's, and mixed doubles divisions, and the host team entertained at a cocktail party, dinner and dancing Saturday evening. Representing the Ranch on the players' roster were: Betty and Hubert Brooke, Art and Irene Perry, Russ and Thyra Fellows, Roger and Pat Wooley, Dick and Pat Todd, Joel Prescott, Ty Cobb, Virginia Dewey, Jonelle Nance, Louise Loomis, Kay Wasser and Muriel Pardee.

October's tournament winners were: Betty Brooke, Delores Parker, Nancy Mason, and Ty Cobb. Another chop suey tournament is tentatively scheduled for this month.

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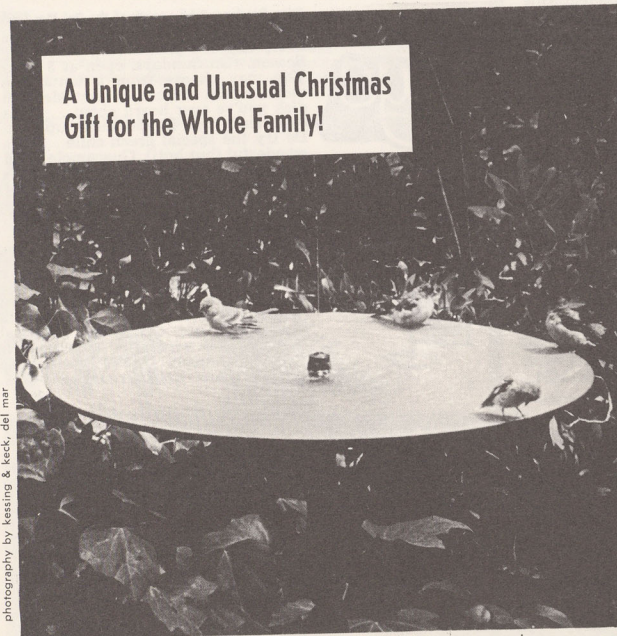
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for

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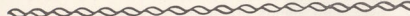
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BY KEN SCRIPSMAN
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