

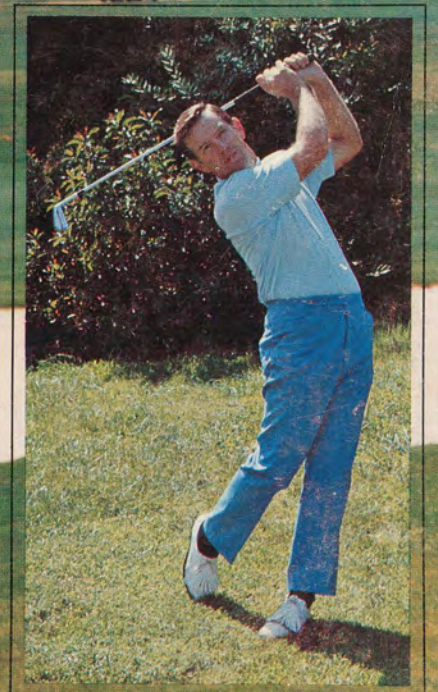
San Diego's North County

OCTOBER 1973 / \$1.00

Living



WHISPERING PALMS LODGE
comfort and elegance
right at home



San Diego County... It's Home Federal Country.



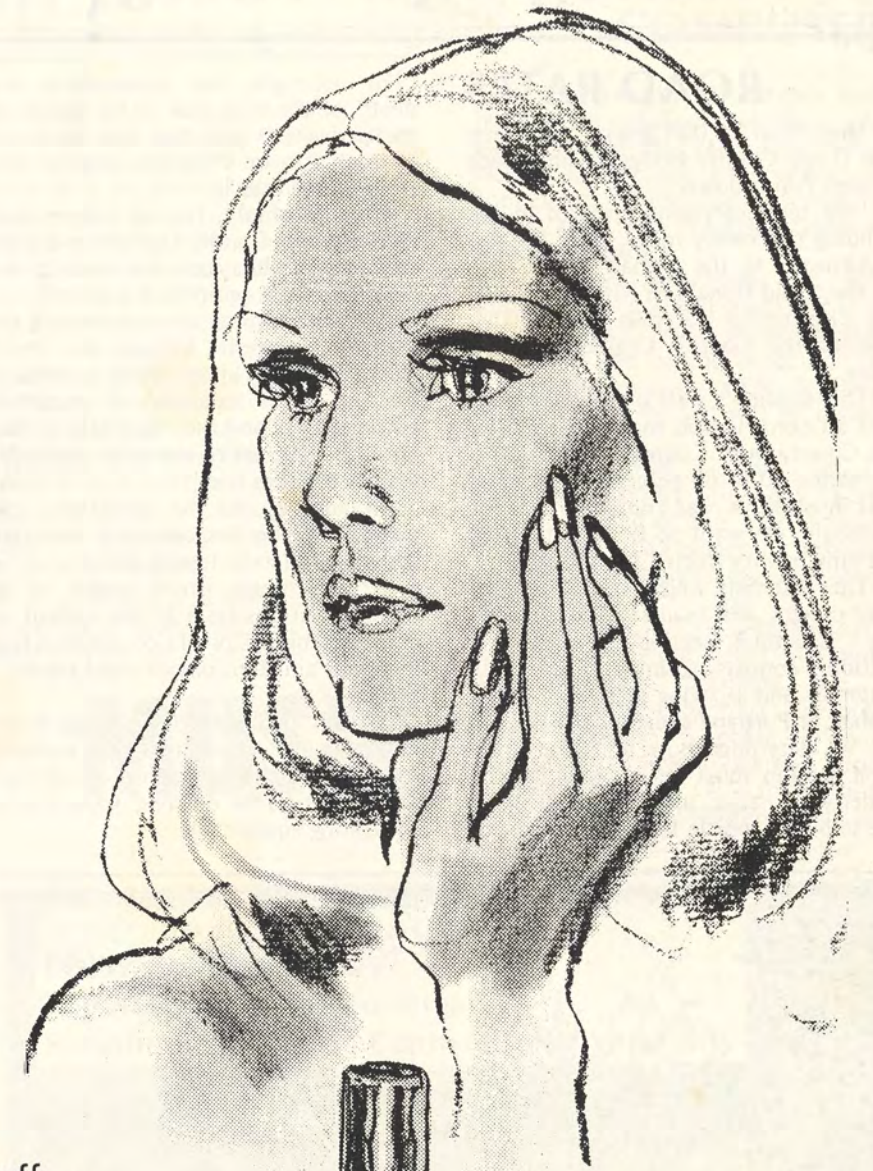
Home Federal Savings & Loan Association



Great News!
ALEXANA
the extraordinary
daytime moisturizer
by Alexandra de Markoff...
is one half its
regular price all during
the month of October!

Quite a special offer, this. Because Alexana Daytime Moisturizer is no ordinary moisturizer. Its delicate balance of precious oils and emollients and lubricants adapts itself to each individual complexion need—all day—invisibly—under your makeup. Leaves skin softer, smoother and well-protected against the effects of time and climate. Indispensable? Indispensable. Especially if you wear Countess Isserlyn Makeup. And especially now that the cruel winds of winter are almost here. Alexana, in the 8 oz. size (reg. 25.00), now just 12.50.

John Hogan La Jolla: 7636 Girard, 454-7121 ■ Fashion Valley Center: 291-7100



Places and Faces

ROAD RATES

More than 15,000 tests a year keep San Diego County bridges — and roads — from falling down.

"We test everything involved in the building of County roads, from the soil underneath to the asphalt or concrete on top," said Donald H. Klitsch, head of the Engineering Materials Testing Division of the County Engineer Department.

This division's staff of 14 makes sure that all construction materials used by the County meet County specifications.

"When 50 to 60 percent of the total cost involved in road construction is for materials, we want to be sure that we use only quality items," Klitsch said.

The Materials Engineer in this division designs the roadway "load carrying" structural section. A structural section consists primarily of base materials and a paving surface of either asphalt or Portland cement concrete.

"We determine how thick the structural section must be in order for the underlying native soils to safely carry the imposed vehicle load," Klitsch said.

"For example, we recommend the depth of crushed rock to be placed on the native soil road bed and the depth of asphaltic or Portland cement concrete placed over it."

The Materials Testing Laboratory, housed in the County Operations Center on Kearney Mesa, contains some of the most advanced equipment available.

"One such piece of equipment is the Instron Universal Testing Machine," Klitsch said. "This machine enables us to test the strength of materials automatically and thus eliminate human error. So far, we're the only California county that has one."

In addition to the laboratory, the testing division has equipped two vans and two trailers as testing stations.

"These mobile units enable us to perform various tests at the asphalt or concrete mixing plants or construction locations and thus obtain rapid results," he said.

Klitsch explained that savings incurred from the location of new material sources and the upgrading of substandard materials far outweighs the cost of the testing equipment.



Tony Miller of the Engineering Materials Testing Division of the San Diego County Engineer's Department prepares to test a road in Rancho Santa Fe using the County's new road-rater. The road-rater monitors the condition of a highway and enables the operator to determine if the road needs recapping. The testing division also checks all materials used in the building of County roads to assure a quality product.

"We're actually saving taxpayers money by reducing maintenance costs by controlling quality and insuring adequate structural section design," he said.

"We also lower construction costs by utilizing new methods to upgrade substandard materials," Klitsch continued. "By mixing a poor quality material with additives such as lime, cement, or polymers, we can often produce a high-quality product. This is especially important now when good materials are becoming scarce."

Klitsch said that the testing field is expanding rapidly.

"Roads are still our top priority but, in addition, we now conduct foundation studies for County buildings, parking lots, and other construction projects," he said.

"We use a soil-data retrieval system whereby results of our tests are kept permanently by a computer," he continued. "In this way we can greatly reduce the amount of testing required to obtain design information for new construction projects."

The Materials Testing Division also provides a consultation service for County and private engineers.

"We tell it like it is," Klitsch said. "We base our findings on the most up-to-date tests to assure that County roads, bridges, buildings, and other construction projects are built in accordance with the design for safety, economy, and dependability." □

Periphery

MUSIC MUSIC

THE MUSIC HALL

Have you ever felt the joy of music bouncing off every wall, filling all the air, lifting you out of your doldrums into bright conviviality with all the world? Music is the libation of your soul!

Happily, we announce the opening of a new Music Hall — a most delightful addition to the business scene — at 12851 Poway Road, in Poway, and this beautiful shop will carry almost every musical instrument in use today.

A new world awaits you, full of harmony, if you will only try just the slightest bit. The most joyful part of music is to give it. There is no person of any age that is not drawn irresistibly to the performance of music. Little hands will appear on the side of the piano, little feet will dance around, adult eyes will show a sudden light, adult toes will tap — everyone will end up watching the performer, captivated, entranced.

Music, truthfully, can make the most amazing transition in your everyday life, from chore-bound dullness to a stimulating time in which you discover abilities you never dreamed you possessed, and which bring happiness to others. The organ, especially, has blossomed from a church and theatre, stereotyped sound, to the dazzling effect of a full orchestra. So many innovations have been added that the sound of almost every instrument can be reproduced, singly or in unison, and the most beautiful aspect of this progress is that anyone can learn with extreme ease.

The Music Hall is offering free lessons on the organ in their new studio at 12851 Poway Road, Poway, every Thursday night from 7:30 to 9:00 p.m. Please just drop in, or call 748-0880. The same opportunity is available in their studio in Escondido, at 317 East Grand Avenue, every Thursday evening at the same hours. There will also be a

free piano lab just as soon as there are enough applicants. Group teaching is a dynamic method used in sports, all the disciplines, and at last, in music — a method which has proved that participation stimulates the interest of students and that they learn from one another's mistakes and successes, at excelled speed. They learn notes, chords, and by ear, as well. Instead of being isolated, everyone enjoys the adventure of learning and laughing together. Both piano and organ are taught much more successfully in classes, and The Music Hall is offering this gift of organ instruction free of charge.

If only you will give it a chance, music will take hold and become a part of you for as long as you live!

MUSIC

Welcome to the Music Hall
New — in Poway!
The Magnificent Conn Organ
Symphonic in Tone Captivating in Versatility



ORGANIZATIONS ORDER NCR COMPUTERS

A city government and two service bureaus are among organizations which have ordered the recently-introduced NCR Century 251 multiprogramming computing system manufactured here by the NCR Data Processing Division at Rancho Bernardo.

The city government of Baton Rouge, Louisiana, will use its NCR 251 for a law enforcement program, general accounting and payroll processing. The system includes six NCR 567 high-density disc units and will be installed this month.

Columbia EDP Centers, Inc., of Columbia, Missouri, will install its NCR 251 at the end of this year. The firm offers general data processing services to a variety of customers, including several banks.

Another NCR 251 is scheduled for installation in April, 1974, at Consolidated Computer Systems, Inc., in Oklahoma City, Oklahoma. The organization provides a broad range of accounting services to various groups including hospitals. All three of the NCR Century 251 systems will have 128K memories. □



INTRODUCING Eileen Roberts

WHOSE PEN & INK SKETCHES OF MANY NORTH COUNTY HOMES HAVE APPEARED AS NOTEPAPER OR CHRISTMAS CARDS.

YOU MAY HAVE YOUR HOME SKETCHED BY APPOINTMENT 757-3615

THE ORIGINAL SKETCH, MATTED (16X20) \$35.00
CARDS AVAILABLE ON REQUEST



The most celebrated craftsmen and artisans are represented in our treasury of imports and collector's items. From rustic beauty to exquisite craftsmanship, from delicate precision to sensitive shaping. 487-2421

Jansen's

FOR THE UNIQUE AND UNUSUAL...

THE MERCADO

at Rancho Bernardo

5 minutes south of Escondido on 395



TANNER'S INDIAN ARTS

Finest in Quality
Finest in Selection

487-8232

In My Opinion

AB80 CD80



Assemblyman Bill Craven.

SACTOPICS

Many weeks ago I went over a list of Assembly committees and chose those in which I had an interest. My choices were then forwarded to the Speaker for his perusal and eventual assignment. Many of my freshmen colleagues had gone through the same routine and found themselves serving on committees for which they had no preference. I was much more fortunate since I received all three of my picks. One was "Constitutional Amendments" which I felt presented an interesting field of study and work. Perhaps the fact that Leucadia's Fred Wilson drove me to Santa Ana over a year ago to meet Superior Court Judge Bruce Sumner had something to do with it. The Judge had served in the Assembly at one time and for several years following that service was a member of the Constitutional Revision Commission. His enthusiasm on the subject as he spoke to me in his chambers obviously kindled the spark.

Last Monday I had my first opportunity to sit as a member of the committee. You'd have to admit that it isn't everyday that one gets a baptism as I did. The agenda contained 'easy ones' such as the state lottery question, bingo, City/County consolidation in the County of Sacramento and a few other items less incendiary. Our committee meets in a large room complete with balcony and comfortable seats. Because

of the nature of the subjects, we had a big turnout. The crowd seemed to ebb and flow as the arguments on the lottery proposition reached intermittent crescendos and then trailed off into soto voce.

As it applies to the lottery, I suppose it's an oversimplification to state that the issue is to give the voters of the state an opportunity to vote their wishes, but when boiled down to the lowest common denominator, that's what we were really discussing. The proposal would mean a state controlled lottery, the proceeds from which are returned in prize money to the winners and then to cities and counties after the state has extracted its costs and taken one half of the proceeds. Local government, represented by the League of California Cities favored the proposition while several churchmen and the Peace Officers' advocate stood staunchly in opposition. Keeping the proponents' side rolling with both vigor and expertise was the bill's author, Assemblyman Leon Ralph from the Los Angeles' 55th District. Articulately, Ralph pleaded with the committee to be realistic and recognize within the proposal the advantages that may accrue. In order to shore up his arguments he introduced a consultant from Mathematica, Inc. of Princeton, N.J. who have done analyses of lotteries in the eastern states and who serve today as consultants to these same states on lottery matters.

The opposition suggested that the poor would be deprived and, in effect, victimized by such gambling, albeit legal. The PTA reminded us that it would breed into our youth a zest for gambling, although the bill makes it a crime to sell to minors. The Peace Officers know that it will bring in organized crime, although a study in New York indicated a fifteen percent decrease in illegal gamint (numbers) after the Empire State got into the act. And so it went through the afternoon with Chairman Alex Garcia using his quieting tones to utter the equivalent of "let's have a clean break on the clinches."

Bitingly referred to as a "tax" by opponents, the aim of the bill is certainly to veer in the other direction. No one requires you to purchase a 50¢ weekly ticket, which coincidentally is \$1.12 less than the average household spends on such frivolity in states now operating a lottery. The net/net which is returned to local governments is aimed at reducing the property tax rate,

although the bill contains no specific mandate. The gross state take is estimated between one hundred thirty five and two hundred million annually. Frankly, I felt that Californians should have the opportunity of making a decision on the issue. Now out of committee, the bill is still a long way from your ballot, although it's moving in that direction.

I do not look upon gambling as an answer to fiscal solvency. We need no such device at this time to balance the budget, as you know, we have a surplus; a good portion of which will be returned to the taxpayer. I do recognize however that illicit gambling is taking place throughout the state and like the "oldest profession" will undoubtedly continue despite epithets and enforcement. If revenue from that source can be captured and translated into tax savings at the local level without costing you any money (unless you buy a ticket), I see no great harm in it. Of course you may win... then think of the tax problem you'll have. □

NEW SUPERVISOR



Lee R. Taylor, 57, is sworn in as Fifth District Supervisor as Mrs. Taylor looks on at the County Administration Center August 16. Taylor was appointed by the other four Supervisors to fill the unexpired term of Bill Craven who was elected to the Assembly earlier this year. A resident of Rancho Santa Fe and a partner in a consulting engineer firm, Taylor's appointed term runs through 1974.

AGRICADO FORMS

Agricado Management Corp. has been formed by a group of San Diego area principals to provide California residents with a variety of professionally managed programs for investing in avocado growing. Warren Currier, III is president, William J. Coad, Jr. is secretary-treasurer. Douglas R. Giddings is vice president. Serving on the board of directors in addition to the officers named is Robert E. Morris, senior vice

president of San Diego Gas & Electric Company.

Currier has been active in the investment field throughout his career and most recently was vice president of Vanderbilt Management Corporation and president of Vanderbilt Mutual Fund, San Diego. He is past vice president and now serves as a director of Great Plains Western Corp., a cattle management firm headquartered in Whittier, California.

Coad is from a mid-west family that has been active in banking, ranching and food processing operations for over 50 years. Coad was formerly president of Omar Inc., a large middle western bakery chain.

Giddings is the owner of Del Rey Avocado Co., Fallbrook, California. For over 20 years, he was chief counsel for United States National Bank and is presently a member of its board of directors and serves on its executive committee. Del Rey, in addition to owning, leasing and managing in excess of 3,000 acres of avocado groves, is one



Warren Currier, William Coad and Douglas Giddings, founders and officers of Agricado Management Corp., review plans for one of the investment programs in avocado ranching and marketing the new company is preparing to offer to investors.

of the largest independent avocado packing companies in the country.

Agricado has a public offering of limited partnership interests currently in registration with the California Department of Corporations which will be marketed to California residents. Roberts, Scott & Co., Inc., members New York Stock Exchange, is the dealer-manager. Agricado will also design private programs for individuals and groups.

Headquarters of the company is in the United California Bank Building in La Jolla, California. □



The ultimate in the finest, authentic Mexican food... candlelit atmosphere... home of the quesadilla... open daily at 11 a.m. ... Sundays from Noon. Si, we have cocktails! East Plaza. 487-3232.

Your credit at Consuelos is established on presentation of your RB credit card.

Consuelos

FOR THE UNIQUE AND UNUSUAL...

THE MERCADO

at Rancho Bernardo

5 minutes south of Escondido on 395

ROWENA'S

MISSES
SPORTSWEAR
CASUAL DRESSES
ACCESSORIES

For the lady who appreciates fine quality choose a Blazer or Jacket custom tailored by Rosenblum

60.00 - 70.00
Navy-Camel-White-Kelly

"A Friendly Place to Shop"
At The Mercado
485-0330

Reel Views



BY ALAN PESIN

YOO HOO has finally come to California! In the picture above, ex-New York Yankee great Whitey Ford and I are discussing the potential ramifications of the recent influx of **YOO HOO**, "Yogi Berra's favorite drink," into Southern California. Both Ford and myself were in total agreement that if this high-energy chocolate drink should be made available too fast to the consumer public, it would wreak havoc in the local beverage industry. As for now, however, one's best bet is to call the Royal Crown Bottling Company and ask Carol where the nearest place is to pick up your thirst-quenching case of **YOO HOO!**

AMERICAN GRAFFITI is the latest collaboration from George Lucas, Walter Murch, and Company. About small-town, car-conscious, pre-assassination America, **GRAFFITI** is a two hour bumpy ride for anyone predisposed towards car sickness. Not as fast as **LE MANS** but just as driving, this film retains all the style of their previous effort **THX 1138**, without any of that film's imagination.

Lindsay Anderson's elongated epic **O LUCKY MAN!** sports an inventive Alan Price musical score, a post-**CLOCKWORK ORANGE** Malcolm McDowell, and a three hour running time. In an attempt to outglamour Stanley Kubrick, Anderson dives into the cesspools of England and surfaces gasping for breath.

An opening half-hour of interest slows into a record-breaking turtle race. This film may be puffed with importance, but it is only addictive to that type of intellectual it tries to infuriate.

Costa-Gavras' latest release is **STATE OF SEIGE**, an entertaining, thought-provoking, though at times simple-minded, attempt to recreate the South American kidnapping of American Dan Mitrone, played by Yves Montand. Montand, a Frenchman playing an Illinois American, gives an objective performance which opens all the sores of American intervention, while displaying many of the traits which have made the United States the country it is today.

I COULD NEVER HAVE SEX WITH ANY MAN THAT HAS SO LITTLE REGARD FOR MY HUSBAND is a skinless film written by New York satirist Dan Greenburg. It is supposed to appeal to all those people who have ever shared a beach house on Fire Island. Enough said?

Akira Kurosawa's last film before his attempted suicide, **RED BEARD**, is playing one night only, October 10, at the Unicorn Cinema. It is the first in a series of bi-weekly showings of Japanese films in the next two months. Call the Unicorn for further information on this and their October showings of Marlon Brando's **ONE-EYED JACKS** and John Boorman's **POINT BLANK**.

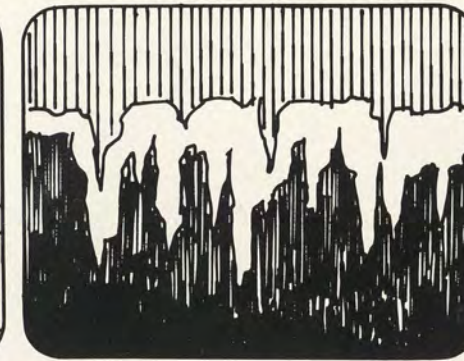
THE NAKED APE is playing at the College Theater. After seeing it, I would recommend reading the book before going. I had not.

OBSERVATIONS FROM THE TREADMILL, a collection of brilliant essays on the people of America and their encroaching problems, as well as some optimistic profiles of enlightened individualists, with a foreword by Nat Hentoff, is now available from The Viking Press in both cloth-bound and paperback editions. Just ask your local librarian or bookdealer for the latest book written by "my."

Jennifer O'Neill, "the **SUMMER OF '42** birl," is an actress who never quits trying, but ought to. In **LADY ICE**, her voice, a cross between Ali McGraw's and a spayed poodle in heat, is enough to shatter the diamonds she is attempting to steal. This is one of those films they shoot in Cinemascope, hoping to fool the audience into thinking the film is not a cheap B ganster lady, which is actually the only thing **LADY ICE** has going for it. But director Tom Gries continues to prove that **WILL PENNY** was either a fluke or overrated, and cinematographer Lucien Ballard photographs the film in Walt Disney colors.

Barbra Streisand seems to be settling into a stream of political consciousness. Her women's libber **UP THE SANDBOX** is now being followed with a Joe McCarthy allegory **THE WAY WE WERE**. Obviously set up as an attack on Nixonian governmental intimidation, in light of the Watergate Hearings, this film now becomes a defense of the much-abused Richard Nixon. Robert Redford continues to show improvement as an actor, but Sydney Pollack's direction results in politics looking a bit like a continuation of **JEREMIAH JOHNSON**.

THREE SISTERS played by the National Theater Company of England and directed by Laurence Olivier, is one of eight filmed classics being presented to the public by subscription through the American Film Theater. Each month, October through May, will find a Monday and Tuesday set aside at the La Jolla Cove, Mission Valley Center 3 Cinemas, and the El Cajon Theater, for special premiere showings. Call the respective theaters for more information and order forms. □



SUMMER-WINTER-FALL
it's always



Spring



inside at the
ESCONDIDO VILLAGE MALL



70 STORES AND SERVICES IN AN ENCLOSED
CLIMATE CONTROLLED SHOPPING CENTER
SHOPPING HOURS: 10-9 WEEKDAYS 10-6 SATURDAYS
12-5 SUNDAYS (most stores)

ESCONDIDO VILLAGE MALL

EAST VALLEY PARKWAY AND ASH STREET IN ESCONDIDO



éclectic interior design

contemporary and modern furnishings
domestic and imported accessories
decorating service

1645 E. Valley Pkwy Escondido
for consultation call 743-4296

BECAUSE YOU SLEPT in an ADJUST-A-BED®



You will awaken completely re-
freshed . . . More relaxed than you
could ever realize . . .

Investigate this better way to read
in bed—More comfort to watch TV
—and restfully sleep.

TRY IT FOR YOURSELF



ADJUST-A-BED®

by Sleeper-Lounge

The first and finest electrically
adjustable bed for the home

In San Diego County Only at

Everett Stunz Co.

7644 Girard Ave.
Phone 459-3305
La Jolla

Gourmet Guide

by DeDe Godwin

Now, in September, writing this, its difficult to know what October will bring in the prices of meat. So, to be conservative . . . some fish and chicken recipes you'll like.

CHICKEN CASSEROLE (serves 9)

In large casserole, place 1 package shredded chipped beef. On the beef place 9 chicken breasts (9 halves, that is) which have been skinned and each piece wrapped with bacon. Combine and pour over:

1 can cream of mushroom soup
1 C sour cream
1/2 C white wine
1 can mushrooms, drained.

Bake uncovered, at 275 for three hours. If starts to brown on top, cover. This waits in the oven for a long time. Just turn down oven to about 200 if your guests are late. It is unbelievably delicious!

CHICKEN BREASTS IN CREAM (serves 4)

4 chicken breasts
1 small onion
1/2 lb mushrooms, sliced
4 T butter
4 T flour
Pinch, each: basil and salt to taste

1/2 t paprika 1/4 t nutmeg
2 C hot chicken stock
3/4 c whipping cream
2 T sherry (more if desired.)

Cook onion and mushrooms in butter till tender. Remove vegetables and set aside. Put flour and seasonings in paper bag; shake chicken breasts in bag, so that they are well covered with flour . . . Saute chicken in same skillet, adding more butter if necessary. Cook over medium heat until golden brown on both sides. Add hot stock slowly, lower heat and simmer about 1 hour and 15 minutes. Add cream last five minutes. Remove chicken to serving plate, and add onions, mushrooms and sherry to sauce in pan. Simmer 1 minute and pour over chicken. Pretty elegant!

EASY BAKED FISH (serves 4 to 5)

1-1/2 lbs halibut, white fish, or any filets except sole. Fish should be 1 to 1-1/2 inches thick.

1/2 t salt
1/4 t pepper
1 T butter
1 C canned whole tomatoes, drained.
1 onion, sliced
1/2 C cream.

Place fish in well buttered baking dish. Season, dot with butter, cover with tomatoes, cover with onion slices. Bake 425 for 15 minutes. Add cream and bake 15 minutes longer or until fish flakes.

DELICATE SALMON MOUSSE

1 1-lb can salmon
1 T gelatine soaked in 1/4 C cold water
1/2 C boiling consomme
6 T mayonnaise
1 T horseradish
1/2 t worcestershire sauce
1-1/2 T lemon juice
1/2 onion, grated
3/4 C heavy cream, whipped.

Flake salmon. Dissolve soaked gelatine in hot boullion. Add rest of ingredients, salmon and fold in whipped cream last, when mixture begins to jell.

And I can't resist:

BROWNIES, OR FUDGE SQUARES (9 x 13 pan)

3 sticks butter or margarine
6 squares chocolate
1/4 C warm water
3 t vanilla 3 C sugar
1-1/2 C flour 6 eggs
1/4 C extra sugar 8 ounces nuts.

Melt butter, add chocolate and water. Melt and mix. Add sugar, beat well. Cool. Flour nuts with the 1/2 c flour. Beat eggs till thick and creamy, add gradually to chocolate mix, beating well. Add flour gently; add nuts. Pour into greased and floured pans. Bake 350 about 40 minutes. Remove from over, scatter extra sugar on top. Cut while fairly warm but don't remove from pans until really cold. Can be chilled in refrigerator. This makes 48 squares.

ENERGY:
CHILD
OF THE
SUN.



Energy 1

Energy.

A cataclysmic universe spinning off fiery planets and stars.

Infinitesimal electrons dancing in space, swirling even in stone.

The sun. Ageless source of light and life-giving warmth. The soul of energy. The beginning of our story. For, like a child's chasing of sunbeams, man's striving to harness nature's awesome power has been a story of discovery, delight, patience and frustration.

The story of energy is a human pageant of accidents. Long waits for nature's whispered secrets. Frantic technology. And always, the hope of something better.

It is the fragile ember of learning glowing in a pre-historic brow. It is twitching frog legs telling an Italian biologist that electricity moves. It is miners toiling deep in the earth. A steamboat on the Mississippi... an "iron horse" puffing across the plains. It is footprints on the moon.

The story of energy is the chronicle of the best and the worst in us. Our past. Our today. Our tomorrow.



1,000,000 B.C. 1,000 B.C. 1000 A.D. 1500 1600 1700 1800 1900 1955 19



Somewhere in the mist of man's beginnings, a scraping of stones. Dry leaves. A spark. Fire! An accident which shaped the millenia.

A Golden Age. Engineering marvels move water. Sturdy oxen move plows, sleek horses move chariots. Fire molds, tempers and destroys. Man uses

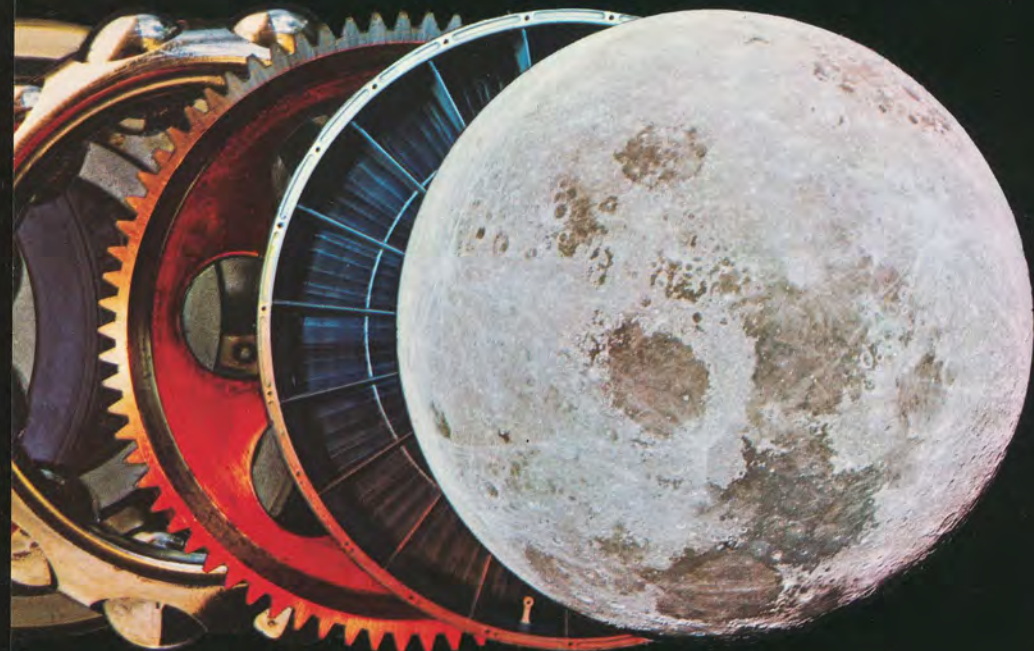
forces other than his own hands to do work. A wealthy Persian, thoughtful stroking his amber necklace, notices that it attracts particles of lint... and out of the eons comes the first glimmer of electricity. Thales, the father of modern science, says that iron lodestone has a "soul"... a force

within it. It is magnetism... another great key to energy's treasure chest. Years of darkness. A cloud across the minds of men. The flame of scientific learning flickers, falters... then flares once more. The compass. The Leyden jar to store static electricity. A steam engine. Michael

Faraday's dynamo. The first battery. Davenport's motor. The first electric appliance, a flat iron, is introduced at the 1893 World's Fair.

1899. Off the foggy coast of Great Britain, a ship is sinking. Suddenly, a snapping, crackling message reaches shore. Hertzian

radio waves leap through space to save lives and "televy" the world. Marconi. The telegraph. The first phone call... "What hath God wrought?" Thomas Edison's genius and a thin carbon filament light the ages. The Curies find another kind of energy... silent, invisible... radium.



6519661967196819691970



The history of energy spans a million years. It began with nature's compost becoming coal and oil and gas. Distilled by a restless earth. Stored under ageless plains, mountains and seas.

It continued with man using energy only as it was given to him. The wind to sail seas of discovery. The firewood of great forests to forge and build. Water, water everywhere to grind and mill.

Finally, man learned to walk without holding nature's hand. He could go further and faster and think better than his brother animals. He could reach for stars.

Man began to use coal and oil and gas to produce energy. To move and heat and farm. To manufacture and build. To teach and entertain and heal. In the past decade alone, we have devoured more of the earth's resources than in all the time before us. We are draining the earth of fossil fuels...yet our thirst for energy seems unquenchable.

The second in our three-part story of energy will discuss this dilemma, so we have called it "Energy: To the last drop."



SAN DIEGO GAS & ELECTRIC COMPANY

1924. The wireless and Western Union put the Pony Express out of business. Radio reaches into homes. People call long distance. Movies talk. And so does a big black box with a tiny screen... television.

Our lifetime. Mass production. Plastic. Aluminum. Polyester.

Solid-state. Automatic. Push-button. Computer. Flash. Neon. Ultraviolet. Fluorescent. Electronic. Washer/dryer fryer/broiler/toothbrusher. LEM. DC-10. 747. Radar. Sonar. Laser. Digital analysis. Fast breeder reactor. Radiant heat. Rockets. Lift off. Going faster faster faster... to where?

The Art of Living

MORE REGIONAL PARKS

Heise Regional Park may more than quadruple its size to meet the increasing number of campers who use this wilderness area near Julian.

The County of San Diego is negotiating purchase of the 696-acre Peckham Ranch, located adjacent to the park, in order to accommodate the forecasted 172,200 annual visitors by 1980.

"The growing popularity of this present 211-acre park makes the acquisition of additional land a 'must' if we are to maintain low density use and preserve the sensitive wilderness environment," said Ed Moses, County Park Development Director.

Based on the findings of a comprehensive regional parks development study, the County budgeted half the purchase price for the Peckham property in 1972. According to Moses, that appropriation, however, depended on a

Federal matching grant which was never received. Subsequently, the County Board of Supervisors re-approved the purchase as a total County expenditure in the 1973-74 budget.

To help ease the high user demand while purchase negotiations are underway, Heise Regional Park is increasing the number of campsites and restrooms on its present site.

"The facilities now under construction will support the proposed expansion area," Moses said. "The development of the Peckham Ranch site would be limited to remote staging or base camp areas for use by hikers and campers."

The \$500,000 improvement project is scheduled for completion by the end of the year. Moses said he hopes the ranch purchase will be completed in the near future. □



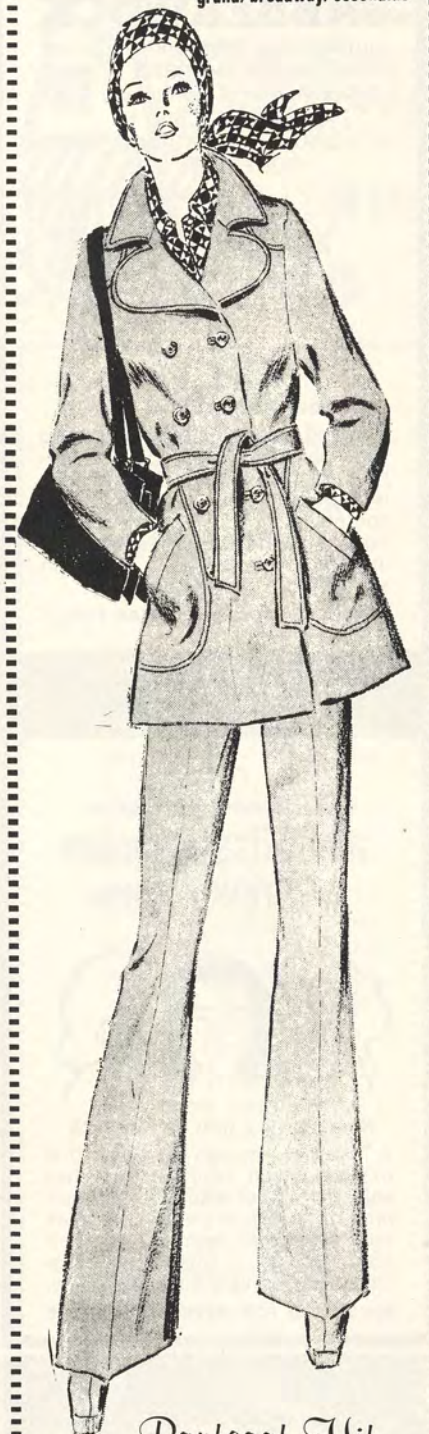
Owned and Operated by the Knott Family Since 1920

LOVE SONG



The popular religious rock group Love Song will top the entertainment schedule as Knott's Berry Farm presents its second Love Song Festival Friday and Saturday, October 19-20. Love Song will be on stage in the John Wayne Theatre while The Way, Blessed Hope, Sanctified and others perform on locations throughout the Farm. The first Love Song Festival, held last May, drew the largest night time crowd in Knott's 53 year history. Love Song Festival will offer continuous music throughout the park both days from 4 p.m. to midnight.

the mercantile
grand/broadway/escondido



Pantcoat Hit

One of the season's best, with its own tie belt; great finishing touches of hand-bound buttonholes, welt-seamed detailing, wide, scoop pockets and inverted pleat. Fully lined wool in camel or coral. 6 to 16, \$66.00

at the **globe**
S.D. Premiere Production
JABBERWOCK

probabilities lived and imagined
by JAMES THURBER in the
fictional city of Columbus, Ohio
Made into a play by
JEROME LAWRENCE &
ROBERT E. LEE



October 9 thru November 11

Bursting with energy and filled
with absurdities of young Thur-
ber's imagination . . . *Jabberwock*
is populated with appealing non-
conformists enjoying their unique
lives . . . captures the essence
of the independent American
spirit before World War I.

SUGGESTED FOR THE ENTIRE FAMILY

Season Subscriptions
NOW!

For Information: 239-2255

at the **carter**
S.D. Premiere Production
**and Miss Reardon
drinks a little**
by Paul Zindel



Now Playing thru October 28

A heartfelt human comedy that
explodes with laughter . . . two
spinster school teachers and their
married sister . . . each struggles
against private torments of their
past lives . . . touchingly poi-
gnant and riotously funny new play.

SUGGESTED FOR MATURE AUDIENCES



Information/reservations: 239-2255 after noon
P.O. Box 2171, San Diego, California 92112

	Globe	Carter
Tue, Wed, Thur, Sun eves.	\$3.00 & \$2.50	\$3.00
Fri, Sat eves.	\$3.50 & \$3.00	\$3.50
Sun, Mat. (call for dates)	\$2.50 & \$2.00	\$2.50
Student, enlisted mil. (except Sat.)	\$2.00	\$2.00

**old globe theatre /
carter centre stage**

The Art of Living

old globe

BALBOA PARK



OLD GLOBE THEATRE'S 37TH SEASON BEGINS

"And Miss Reardon Drinks a Little,"
directed by producing director Craig
Noel, is currently performed at the
Carter Centre Stage in Balboa Park.
Uproariously funny situations are
generously woven into sensitive family
drama.

The five week run, continuing
through October 28, will be performed
nightly except Monday at 8 p.m.
Sunday matinees on October 7 and 21
will begin at 2 p.m.

Scenery and lighting for "And Miss
Reardon Drinks a Little" was designed
by Steven T. Howell with Brigitte Sitte
as costume designer.

Flora Richards and Anne Archer
portray two spinster school teachers
living in the New York apartment they
long occupied with their recently
deceased mother. Helen Marquardt
portrays the married sister. As a
superintendent of schools, she is embar-
rassed by the behavior of her sisters, one
on the brink of a mental collapse and
the other who drinks more than a little.

A visiting school teacher, living in the
same building, will be played by Trina
Bruce, with her off-stage husband,
William Bruce, portraying her on-stage
spouse. Others in the case include
Serena Pratt as a friendly apartment
manager and Randy Herman as a
delivery boy.

The continuous action of "And Miss
Reardon Drinks a Little" develops after
the older married sister arrives for a
family meal with her sisters. She is
determined to have her youngest sister
committed to a mental hospital but is
opposed by her other sister, reluctant to
admit the necessity of action. Emotion-
ally bound to each other, each sister is
forced to struggle against private tor-
ments as their anguished lives are
revealed. □

Combo
Combined Arts and Education Council
of San Diego County

CHAIRMANSHIPS ANNOUNCED

Newly appointed chairmanships
announced today by COMBO President
Michael Ibs Gonzalez:

Robert Arnhym was named 1973
Gala Auction Chairman, with the
responsibility for overall coordinating
plans of all elements necessary leading
up to the COMBO Gala black tie
auction to be held at the El Cortez
Hotel December 8, 1973.

Arnhym, a current member of the
COMBO Executive Committee, served
as head of COMBO's Procurement
Committee and Major Gifts Committee
last year. He is a partner and Director of
Marketing of Century Plaza Towers.

Jack Blann, Sales Manager of Pacific
Beach Transfer, has been named Chair-
man of the 1973 COMBO Operations
Committee. The Operations Committee
is responsible for planning and estab-
lishing auction methods, floor plans,
displays, transportation of merchandise
and ways of placing bids for the Gala
event. As in the 1972 auctions, Blann
will again take charge of arranging and
storing all merchandise donated to
COMBO, as well as for transferring all
items in storage to the auction floor.

Carroll G. Wilson, Vice President and
Manager of PHd Corporation, Car and
Rental Division, has been appointed
Committee Vice-Chairman, according to
Mr. Gonzalez.

Gifts to COMBO are tax-deductible.
Persons wanting to donate an item for
auction should telephone the COMBO
office at 234-0385. September 13,
1973. □



Growing plants, trees, cacti and live
animals and birds native to the region
are featured in natural surroundings at
the Arizona-Sonora Desert Museum near
Tucson, TWA reports. Many of the
animals may be seen in underground
homes.

The Art of Living



Owned and Operated by the Knott Family Since 1920

THANKSGIVING AT KNOTT'S



All the regulars gather around the
table for a Thanksgiving feast at Knott's
Berry Farm. Although she may stand
out from the crowd a bit, pretty
Darlene Lawansky doesn't mind as she
prepares to dish out mouth-watering
slices of roast turkey. Darlene is an
employee in Knott's General Store and
a resident of Anaheim. Early American
Pilgrims started the Thanksgiving tradi-
tion way back in 1621 as they
celebrated the good harvest of that year.
That tradition has been carried forth
through 352 years of American history.
Thanksgiving is celebrated on the fourth
Thursday of each November. Thank-
sgiving Day is November 22.

WINTER HOURS

Knott's Berry Farm has begun its
Winter schedule of operating hours. The
Ghost Town Entertainment Area is now
open at 10 a.m. daily. The Farm is open
until 6 p.m. Monday through Thursday,
11 p.m. on Friday and Saturday, and 9
p.m. on Sunday.

Knott's outside shopping areas are
open until 9 p.m. Sunday through
Thursday, and until 10 p.m. Friday and
Saturday.

The Chicken Dinner Restaurant and
Steak House are open from noon to 9
p.m. Sunday through Thursday, and
until 10 p.m. on Friday and Saturday.

Top name entertainment continues
each weekend with afternoon shows
during the week. Popular square dan-
cing, held each Friday evening in the
Wagon Camp, has been extended
through mid-October.

Knott's Berry Farm is open daily,
except Christmas day. It is located on
Beach Boulevard in Buena Park just two
miles south of the Santa Ana Free-
way. □

THE OFF BROADWAY THEATRE

FALL AND WINTER SCHEDULE

"Ben Bagley's The Decline and Fall
of the Entire World as Seen
Through the Eyes of Cole Porter"

Nov 15-Dec 16

Irma La Douce Dec 27-Jan 20

to be announced Jan 24-Feb 17

Bus Stop Feb 21-Mar 17

C.C. JONES RETURNS



C.C. Jones

The inimitable C.C. Jones is back at
Tom Ham's Lighthouse for a four-week
engagement.

The soul of this well-known San
Diego entertainer is one of music and
laughter. The way he "lives" every song
and his unique way of handling an
audience, have set his apart and far
above the "average."

The electrifying Jones plays piano,
organ, trumpet and conga drums. He
writes and produces his own shows as
well as much of his music. In short, he is
a "complete" entertainer as he does
everything well.

He has a style not unlike the late Nat
King Cole with the Soul quality of Ray
Charles. His ability to communicate
with his audiences, whether they are
small children or adults, is the key to his
success.

"Versatility" is the word to describe
this fast-rising and exciting
entertainer. □



The editor of this
paper might be
willing to lend you
his copy of **The
Christian Science
Monitor.**

But don't count on it.
He's an expert newsmen
with access to many
news sources and a good
paper of his own. But he
still wants to get the
Monitor's worldwide
coverage and commen-
tary on events.

Apart from 2,711 editors,
there are 20,000 educa-
tors and students, 82,000
businessmen, 495 U.S.
Senators and Congress-
men, 3 Supreme Court
Justices who read the
Monitor. Why should
they know more of what's
going on, and why,
than you do?

For less than 11¢ a day,
you can get your own
special insight into the
news. Everyday, like
they do.

Send me 4 months of the
Monitor — over 100 issues —
for only \$11.

Payment enclosed Bill me later

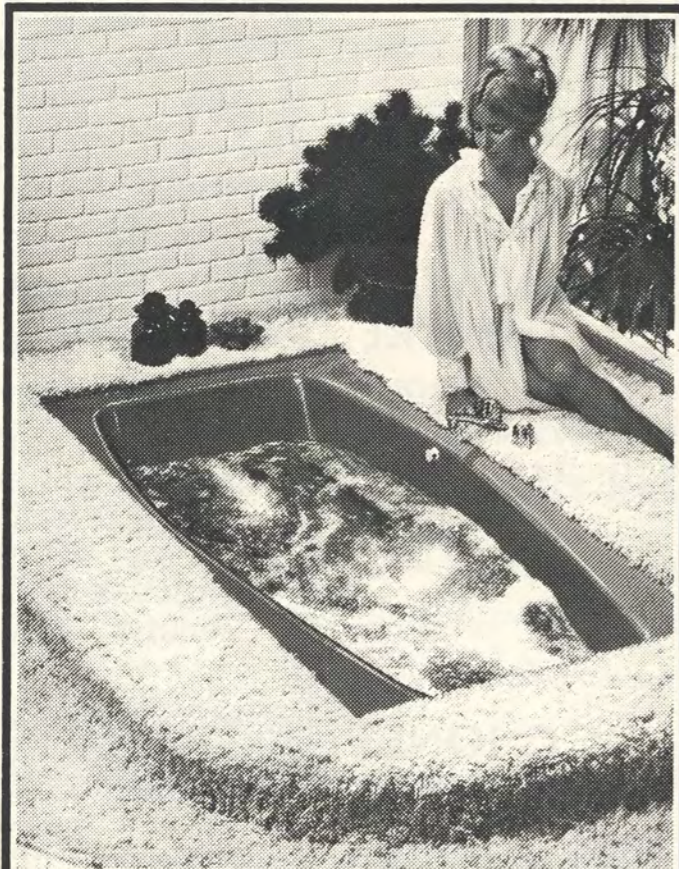
Name (Please print)

Address

City

State Zip

The Christian Science Monitor®
Box 125, Astor Station
Boston, Massachusetts 02123



The new two-way whirlpool.

The Premiere Custom Line Roman Bath has twin adjustable recessed Whirlpool heads under built-in armrests, and a third centered at one end of the tub to massage back, neck and shoulders. Face the other direction for equally comfortable reverse whirlpool action. Jacuzzi water massage imparts a special sense of wellbeing and renewed vigor as it stimulates your entire body. All plumbing contained inside 3' x 6' module.

Jacuzzi
WHIRLPOOL BATH

JAMES V. MADAFFER

440 19th St., San Diego, Calif. 92102 • (714) 233-1234

Please send complete literature and ordering instructions.

NAME _____

ADDRESS _____

CITY/STATE _____ ZIP _____



BY
STEVE LeFEVRE

Some American cars for 1975 could have numerical gas gauges. One of the first may be the Chrysler Imperial. The digital readout gauges will show how many gallons of gas left in the tank. Some import cars already have gallons read-out gauges.

At least two makers are working on more versatile, larger and more luxurious four-wheel-drive specialty rigs. They will look like larger, more stylish cars, but will still be utilitarian for the off-road fanatics.

Ford has launched a program to cut the buyer cost of its antiskid system to attract more buyers. They want to cut down the \$200 cost figure to get more interest in it for 1975 models.

BGMT: For better gas mileage avoid panic stops. Every time you use your brakes, you waste the energy it took to build up that speed. Look ahead, and slow down for red lights instead of charging up to them. "Play" the lights so you don't have to stop.

Freeways, expressways, parkways: Speed illusion, is a problem on long distance driving the no-stop freeways: It seems like you're going slower than you are. Check your speedometer often, especially when you're about to go to an off ramp. Slow down carefully and be sure to stay within "exit" speeds marked.

Did back to school mean another car was needed at your house for that high school or college student? If so, this is the ideal time to stop by at our place and check out some good transportation used cars. See them right now here at TIDE CHRYSLER-PLYMOUTH, 1555 S. Hill St. in Oceanside. We have top selection, right price.

Drive today like you want to be alive to drive tomorrow! □



The Plymouth Gold Duster is a beautiful car with a price tag that's hard to believe. There are many options, including terrific color combinations (Village Press Editor, Ralph Giffin chose dark brown with a black stripe, and "four-on-the-floor" for fun). With magazines to carry all Ralph has to do is drop down the back seat and he has a fully carpeted storage area that can be reached either from the front or the back. It's a winner!

729-4963

Tide
CHRYSLER
PLYMOUTH

1555 S. HILL STREET, OCEANSIDE, CALIFORNIA

THE SAN DIEGO OPERA

presents

Bizet's "CARMEN"

starring

ANN HOWARD
as Carmen



WILLIAM DUPRE
as Don Jose

SAMUEL TIMBERLAKE as Escamillo

ESTHER HINDS as Micaela

WALTER HERBERT Conductor

October 31st, 8:00 P.M.

November 2, 8:00 P.M.

November 4, 2:30 P.M.

CIVIC THEATRE BOX OFFICE
236 - 6510

Tickets: \$4.50, \$6., \$7.,
\$9., \$10., \$11., \$13.

Kirby

SALES & SERVICE

- All Makes
- New & Rebuilt

LOUIS VACUUM CENTER

JIM LOUIS OWNER

746-0275

146 WEST GRAND, ESCONDIDO

Periphery

RESIDENTIAL CARE HOMES



There's no place like home for Mary Ann. After spending 15 lonely years in a state institution for the mentally retarded, today she is happy with her new family in a residential care home.

"An institution cannot provide the loving, warm atmosphere of a home," said Mrs. Irene Urquhart, supervisor of adult licensing for the San Diego County Welfare Department. "The new trend is to take people out of institutions and put them back into the community where they belong."

There are 280 licensed residential care homes in San Diego County. They care for the aged, mentally retarded, mentally ill, and any adult who is not capable of taking care of himself.

Mrs. Urquhart said that in order to protect those placed in a home, the owner is required by state law to have a license. Residential care homes with less than 16 beds are licensed by the County Welfare Department. Larger homes are licensed by the State Department of Health.

"The homes are carefully checked to make sure they provide quality care," Mrs. Urquhart said. "Each home must provide 24-hour supervision, nutritious meals, recreational activities, and help with personal needs."

"These family-like homes do not provide professional nursing care or related medical services," she continued. "Rather they offer such personal health care that would normally be provided by relatives or friends."

Any responsible person may place an adult in a residential care home. A person may even place himself.

Rev. Irvin Cole, right, points out an interesting article to Mrs. Adeline Reighley, one of his "guests." Rev. and Mrs. Cole have a residential care home amidst avocado groves in the rural atmosphere of Fallbrook. The San Diego County Welfare Department licenses residential care homes insuring top quality care for those needing such services. Ed. Note: The Coles reside at 840 N. Stage Coach Lane, Fallbrook.

"Our program basically has two objectives," Mrs. Urquhart said. "For those who are only temporarily incapacitated, the emphasis is on helping them readjust to the community. For the lifetime retardates and aged, the home provides more than custodial care because of a family-like environment."

Mrs. Urquhart said that more homes are especially needed for the mentally retarded and those recovering from mental illness. She explained that it is easier to find homes for the aged because many fear patients released from state hospitals.

"This is unfortunate because the people we refer for placement are carefully screened," she said. "They merely need a home to help them develop within their limitations."

According to Mrs. Urquhart, the need for residential care homes is growing — for the aged, the mentally retarded, and the mentally ill.

"We welcome calls from anyone interested in opening up their homes to these people," she said. "They may contact the licensing section of the County Welfare Department at 565-1133 or, in North County, 745-4200 or 722-4161." □

About Books

by DeDe Godwin

Here's the annual guideline for devotees of who-dun-its of which there are many. So, briefly, a potpourri:

A TOUCH OF DANGER by James Jones (Doubleday \$7.95) is quite a departure from the author's classic "From Here to Eternity," but it is good entertainment in the tough private eye manner. Frank (Lobo) Davies is vacationing on a Greek island, and runs into murder, dope, decadence and all the rest. He is 50, deplors the fact that he is aging, but can still handle 3 attackers at once, proceed to the next fracas and walk around (and fight) with two broken ribs for two days. The solution is unexpected, and it's well plotted.

James Card, hero of BLAME THE DEAD by Gavin Lyal (Viking Press \$6.95) is not a detective, but a former interrogator with the British Intelligence Corps, but in this book he is as tenacious and intrepid as the best of the breed. He's lost a client; nobody seems to care; naturally he's determined to find out who and why the client was killed. This of course uncovers some pretty cloudy secrets, a few gun battles and a chase from France through the fjords of Norway. He gets his man of course, but how he does it in a Volkswagon overtaking a Morris X11 beats me. A good cliffhanger, tho, and you'll like it.

So much for the chase-books.

A new suspense writer to watch is James McClure who has written two excellent, subtle, literate books: THE STEAM PIG and CATERPILLAR COP. Don't be put off by the titles; the locale is South Africa, about which he is thoroughly knowledgeable; the detective Kruger is logical, entirely confining. The meaning and working of apartheid is very subtle in these two books . . . no soap box, simply a permeating factor. These two are something special . . . don't miss.

Another one of the very much better ones is THE SERPENT UNDER IT by Edith Taylor (Norton \$5.95). This takes place on an imaginary college campus, but without riots or subversiveness; just a good English mystery with some solid

detective work. Ann Redmond, young faculty wife is drawn into the murder of a professor. Suspect is every member of the English department for various reasons, and as Ann unravels the puzzle amid a good deal of academic deviousness and pomposity, and with a nice humor, the solution is at once surprising and logical. This is a good one, and if it has a fault it's an oversprinkling of literary quotations.

Admirers of P.D. James' superior style and structure will welcome her new one: AN UNSUITABLE JOB FOR A WOMAN (Scribners \$5.95). This time it's a courageous young woman who tries and succeeds in carrying on the detective business after the sudden death of her partner. Reads like a better novel. Highly satisfactory.

In the department of "don't bother!" we offer Doris Miles Disney's ONLY COUPLES NEED APPLY (Doubleday \$4.95) which is a confusing utterly dreary tale of a young couple that move in, murder and escape until the end of course. It skips around revealing a kind of documentary pattern of crime ending in a pedestrian solution.

Then there is Mignon Eberhart's MURDER IN WAITING (Random House \$4.95) Well, this is some more of the same . . . if you've read one of Eberhart's books, you've read them all. Beautiful girl. Money. Social position. Murder. Romance. All done in the same rather rapid style as in her previous forty-odd books. Both of these are suitable as bed-reading: You fall asleep, the book slips to the floor, in the morning you can't remember where you stopped . . . and who cares, anyway? Of course if you are followers of either lady, don't mind us. □



John Cole's Book Shop

780 Prospect St. La Jolla
454-0814 - 454-4766

AIR FRANCE MINI NEWS

"Eye-Full Tower"

The control tower at Paris' supersonic-era Roissy Airport has been topped out at just over 260 feet, the tallest anywhere. The giant airport, 12 miles north of the city, will receive its first commercial flights in Spring 1974, Air France reports.

MOUNT VERNON
MOTEL

TV Phones Heated Pool
FM Music Silent Electric Heat

• Carte Blanche • American Express
• BankAmericard • Diners Club
Highway 395 at State 78 Escondido
Vernon & Ellwood Titcomb, owners
Phone: 745-6100

Glencoe
BOOK
STORE
West

A VERY COMPLETE SELECTION

- PSYCHOLOGY • FICTION • COOK BOOKS
- SPORTS • GIFT BOOKS • RELIGION • HORSES
- BUSINESS • SOCIOLOGY • HOBBY BOOKS
- REFERENCE • HEALTH • ECOLOGY • JUVENILE
- TRAVEL • SUNSET BOOKS • POETRY • MUSIC

We Mail and Gift Wrap

SANTA FE SHOPPING PLAZA
SANTA FE DRIVE
ENCINITAS — 436-0133

Places and Faces

PROSPECTOR FINDS GEMS

Like something out of a western movie about the 49'ers, a weatherbeaten prospector from a northern Arizona desert mine, brought his mine samples to show to Josephine Scripps, Curator of Minerals at the Natural History Museum.

The miner, not-so-old Earl R. Olmsted, recently discovered a mine, located in an old copper area 40 miles west of Searchlight, Nevada, that had been bypassed through the years by miners and engineers.

There, only 10 feet below the surface, he found gem and ornamental specimens of a quality, quantity and in a combination that perhaps has never been found before, according to Miss Scripps.

Mostly secondary copper minerals and green or green-blue in color, Olmsted's specimens are not much appreciated by the public. They are, however, tremendously exciting to those knowledgeable in such matters.

They are hydrous silicates, formed from the breaking down of a primary mineral which then takes a secondary form in cracks and softer portions of the surrounding rock.

The specimen is a rare pseudo morphic cast of aragonite that was once solid rock and is now formed like a shell and filled by silicates. Another rare find is a piece of Drusy Quartz, an ugly, dull, gray stone, but a "Crystalographer's dream," according to Olmsted, and promised to Dr. Clifford Frandell of Harvard's Peabody Museum as a study piece, from which man may someday discover the process by which such rare and interesting minerals are formed.

Still another specimen is a piece of Velvet Malachite, a grey rock banded with blue chrysocolla and dark grey melanconite and frosted with brilliant green, moss-like crystals.

Olmsted's most beautiful samples are of an ornamental material that is composed of mixtures of blue azurite, green malachite, green-blue apichola and yellow vericite and an unidentified dark material. Astonishingly such specimens resemble vividly colored, painted land-

scapes. They are derived from nodules dug from the mine and are sometimes two or three feet across and that may weigh as much as 800 pounds. When these modules are cut or sliced, the "landscapes" are revealed. They range in size from tiny three-inch oblong slices to slabs as large as a coffee table top.

Because the gem and ornamental specimens have been found in such number and so close to the surface, both Olmsted and Miss Scripps feel that an even richer treasure — perhaps metallic copper or azurite crystals — will be found deeper in the mine. Until a laboratory can be set up at the Museum, Dr. Ellis Roberts at California State University in San Diego is running an analysis of Olmsted's mine samples. □

LAND USE FEES UP

Land use fees charged by the County of San Diego went up Sept. 1 in an effort to pass the costs of services to those benefitting and to save money for the remaining taxpayers.

Fee increases are an effort to recover the cost of planning staff study time. Before a property owner may develop or improve his property, he must apply for a permit to do the work. Upon receipt of the application, the planning staff studies the proposed project for conformity to zoning ordinances and other laws, including recent environmental legislation.

The current fee schedule, adopted in 1969, recovers about half the expense, whereas the new schedule is intended to recover full cost, with some exceptions.

"The current schedule was based on the premise that this kind of study benefitted all County residents, so about half the cost came from tax funds," said Bruce Warren, County Planning Director. "Now the cost will shift to the applicant in almost all cases."

Exceptions to the full recovery approach are variances, lot splits, and planned residential developments, according to Warren.

A new fee for planned residential development will recover about 75 percent of the cost on the theory that the County gains additional controls over such developments, which can be used to benefit the region as a whole. These developments were previously covered by special use permits and zone reclassifications.

A bulletin containing the new fee schedule is being prepared and will soon be posted in county libraries, administration branch offices, and in the Citizen Planning Advisor's Office. The advisor may be contacted to answer any questions regarding the schedule. □

San Diego's North County Living

October 1973 • Volume 12 Number 10

A new and challenging 9 holes of golf, making 27 holes in all; a new and lavish lodge; coupled with championship tennis, swimming and club house facilities; provide the Golf Course Inns of America concept for North County Living.



Whispering Palms Lodge 32
No Laughter So Sad As This 50
by Don Dederer
Mexilooopi '73 54
by Tom Wilson
Space Center Visit 98
by Wade Townsend

features

Living Around Town 68
by Jerry Shockney
News From La Costa 74
by Zetta Castle
Valley Varieties 88
by Lynne McEuen
Apeeling Seens O'Side 94
by Kitty Peeling
Inklings 102
by Pat Walker
Lensing in on La Jolla 110
by Alice Dutton
Louella Liverwurst Says 114

north county social scene

Business & Estate Topics 85
by Larry Showley
Conway's Concepts 86
by E.R. Conway
Interior Design Notes 113
by Mr. Milo

men and ideas

Restaurant Row 76
Fingertip Shopping 78
Association News 106
Shoppers Bazaar 112

departments

THE STAFF: Publisher & Editors: **Ralph W. Giffin, Ruth M. Giffin, 756-2415 or 756-1705.** Rancho Santa Fe Correspondent: **Jerry Shockney, 756-2547.** Oceanside-Carlsbad Correspondent: **Kitty Peeling, 756-2415 or 722-2324.** Coastal Communities Correspondent: **Pat Britt, 755-9587.** Escondido/Vista Correspondent: **Lynne McEuen, 745-2490.** Photography: **House of Portraits, Del Mar. Robert Sperry, Rancho Santa Fe. E.P. Jaffarian, Escondido. Alice Dutton, La Jolla, 459-5685.** Design and Art Direction: **Phyllis L. Stover.** Assistant Artist: **Linda Hensley.** Advertising Director: **Mary W. Ruhmland, 756-2415, 453-0340, 747-8024.** Typography: **Media Graphics, San Diego.** Printing: **Riverside Color Press.**

LIVING MAY BE PURCHASED AT RANCHO SANTA FE: **Rancho Santa Fe Pharmacy, El Tordo & La Granada. IN OCEANSIDE: Coronet News Stand, 103 S. Hill St. IN ESCONDIDO: Rube's Country Corner, Corner Broadway & Washington. Fiesta Drugs, Corner Juniper & Grand. IN DEL MAR: Del Mar Drugs, 1436 Camino Del Mar. Speedy 7-11, Mango Drive/Del Mar Heights. IN SOLANA BEACH: Here's Cheers Liquor, 49 Lomas Santa Fe Drive. Beebe Solana Pharmacy, 125 S. Highway 101 (corner Lomas Santa Fe Drive). La Cantina Liquors, Lomas Santa Fe Shopping Center East. IN LA JOLLA: Nautilus Pharmacy, 6902 La Jolla Boulevard. La Jolla Rexall Pharmacy, 955 Prospect (Cor. Girard). La Jolla Shores Market, 2259 Avenida de la Playa. IN LA COSTA: La Costa Gift Shop.**

SUBSCRIPTION RATE: 1 year \$6.; 2 years \$11.; 3 years \$15. LIVING MAGAZINE is published monthly by the Village Press. For information regarding advertising rates call 714*756-2415 or toll free 453-0340 or write The Village Press, Post Office Drawer Q, Rancho Santa Fe, California 92067. Third-class postage rates are paid in Rancho Santa Fe, California. All contents are copyrighted, and no portion may be reproduced without the written consent of the publisher.



R. M. CLOTFELTER
LICENSED REAL ESTATE BROKER
in Rancho Santa Fe

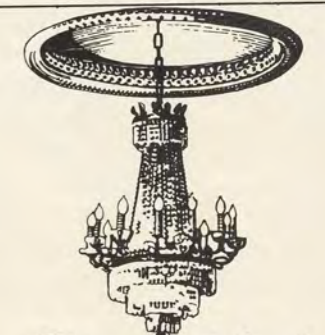
Since 1931

IN RANCHO SANTA FE

Country Homes
and
Homesites

REAL ESTATE INSURANCE

756-2422



*Dine in the lavish
Fontainebleau Room
at the
Westgate Plaza Hotel*

Renowned gourmet dining
in a hotel selected as one
of the world's three
greatest by Esquire Magazine.

Fontainebleau Room

1055 Second Avenue
San Diego, CA 92101
Telephone (714) 232-5011

A property of Westgate-California Corporation



**ESCONDIDO
DRAPERY
STUDIO, INC.**
460 ELM
ESCONDIDO
745-1127

Draperies made in
our own workroom

Draperies Bedspreads
Woven Woods Shutters
Beads Upholstery

Escondido
Linoleum & Carpet, Inc.
462 North Elm, Escondido
745-5821

A COMPLETE FLOOR COVERING CENTER

• CARPETING • VINYL FLOOR COVERING
• RESILIENT TILE • FORMICA

"our 27th year in business"

WHISPERING PALMS LODGE

comfort and elegance right at home



It is more than just a place to stay. It is a home away from home, a place in which to live.

Whispering Palms Lodge, the newest member of Golf Course Inns of America's expanding network of fine facilities, gives the North County the type of accommodation that will serve in style local residents as well as their out-of-town guests.

"We wanted to build the type of facility that residents could consider an extension of their own homes — placing their guests there and even 'getting away from everything' for a day or two themselves," said Ted Vallas, president of Golf Course Inns of America.

The contemporary Mediterranean architecture of the 30,000 square foot lodge blends perfectly with Rancho Santa Fe's bucolic setting and lends a dignified charm to Whispering Palms Country Club's full range of recreational benefits.

There's the tempting and testing golf course, whose manicured meadows recently were expanded to include 27 holes. One can either play the tournament layout of 6508 yards par 71, in use for Gene Littler's \$520,000 Golf Course Inns of America Classic, or combine either side with the

sporty 2900-yard executive nine with its own 35 par.

The Whispering Palms Tennis Club features four all-weather tennis courts, soon to expand up to eight courts. There's a swimming pool, lounge areas, full clubhouse facilities with dining areas and a therapeutic pool by the lodge.

A guest at Whispering Palms Lodge automatically becomes a member, with full privileges, of Whispering Palms Country Club for the duration of his stay.

"This is the Golf Course Inns of America concept," Vallas points out. "Every guest can make full use of all country club facilities. That is why, from a recreational standpoint, Whispering Palms Lodge can be one's home away from home."

And from a living standpoint, too.

Whispering Palms Lodge holds 56 rooms on two levels, including 14 suites each with a flagstone fireplace, living room, dining areas and game tables. There also are four board rooms, which can be arranged into two rooms 35 by 30, that are completely functional for small business meetings.

All rooms are above size with large wardrobe areas. There's color-TV in



each room and the entire lodge is air conditioned.

The six-foot wide hallways, double-wall construction, placement of acoustic sound board between walls and the deep carpet throughout minimize noise to the point where each room is sound proof.

There's decorative art in each room along with fine vinyl wall coverings, that are rich in texture and varied in pattern. The vivid colors, used lavishly, are coordinated to include bright golds, blues and greens.

"A guest can choose his own room by color," Vallas said. "There's just about any color available."

Noted North County interior decorator Thomas Furst has appointed every room differently and has created with his furniture, Country Club Casual designed especially for the lodge, a warm, friendly feeling.

Robert Audia of San Diego was the contractor and Robert Edwards of Santa Barbara was the designer.

Oh, if you wander outside your room, you'll be treated from a private balcony to some of the prettiest views in the world.

Ted Vallas believes guests at Whispering Palms Lodge will probably stay slightly longer than expected.

Like, maybe, forever. □



Pam and Stephanie Middlebrook, daughters of Mr. and Mrs. McCarter Middlebrook of Rancho Santa Fe, enjoy MULTIPLAY.

MULTIPLAY was first developed as a multiplication teaching aid, and because every move requires the use of times-tables, it strengthens and speeds-up the players' TIMES-TABLE MEMORY. MULTIPLAY combines chance with skill ... LEARNING turned into FUN, especially when Mom or Dad join in the game, too. Every parent who has ever worked with their children on multiplication homework will appreciate the advantages of MULTIPLAY.

MULTIPLAY

The most ingenious game ever devised to teach your youngsters (and possibly YOU) how to multiply quickly and accurately ... and have fun and games doing it! Order NOW for birthdays and Christmas!



**TO: Educational Aids Inc.
P.O. BOX 941
Encinitas, California 92024**

Please send me _____ Multiplay Games at \$5.95, inc. tax, postage & shipping

CHECK MONEY ORDER BILL ME

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Seven Oaks Haciendas.



Almost.

Now's your last chance to enjoy Rancho Bernardo's first adults-only neighborhood in a care-free Hacienda condominium.

There are only a few left and there just won't be any more. So if your family's grown and floun and you're ready to share the best years of your life with some of the liveliest people in San Diego, consider a sun-washed Hacienda... one or two bedrooms, one or two baths, wall-to-wall carpeting in main living area, GE self-cleaning ovens, cultured marble pullmans, outside maintenance for a low monthly fee, all the beauty-without-bother touches you want.

Plus everything the Ranch has to offer... three golf courses, innumerable clubs and activities, a fabulous adult Community Center, shopping, the Inn's bright night lights, one of two medical/dental centers... all close at hand.

The Haciendas at Seven Oaks. Last chance of a lifetime. Hurry over and choose yours before somebody else takes it!

RB Rancho Bernardo.
Laguna Niguel and Village Park, other fine New Communities by Avco Community Developers.



Casitas Apartments; Care-Free Townhomes; Family Homes; RB Realty Resale Homes; Executive Golf Course Homes; Hacienda Condominiums; Adult Homes; Custom Lots.





COMMITMENT

Underlying our effectiveness in marketing commercial and industrial properties is our vitality and expertise — two traditional measures of business performance. Let us represent you.

Leasing and Sales Agents
WILLIS M. ALLEN COMPANY
REAL ESTATE
P.O. BOX 1887, 1127 WALL STREET
LA JOLLA, CALIFORNIA 92037
714-459-4033



Come in and discover the finest display of Gifts, Accessories and Furnishings in Southern California. A qualified Design Staff is available to serve your Residential and Commercial needs.



AI

GERHARD INTERIORS limited
LA COSTA / RANCHO LA COSTA
714/436-0181
GRANVILLE SQUARE / RIVERSIDE
714/686-6922

*Presenting Over Two Hundred exquisite quilts...
pieced and appliqued...all "blue ribbon winners" from
county fairs all over the United States...*



Museum Quality. All Hand Quilted Heirloom Quilts

Heirloom Quilts

to be sold from \$45 to \$300, depending on size, workmanship and intricacy of design

Possibly you have an heirloom quilt in your own family, handed down from another generation. If not, you owe it to yourself to see exactly what makes a quilt a "blue ribbon winner" at a county fair. Most of these colorful quilts are in specific patterns such as "Double Wedding Ring," "Trip Around the World," etc. Some of these quilts took as long as a year to make, are reversible, and with as many as twenty-one stitches to the inch. All are one-of-a-kind; no two were made by the same person; each one is entirely different. Available in all sizes — from exquisite quilts for baby's crib, to king-sized quilts for today's larger beds. (the majority are for double beds) There are no words to describe the beauty and majesty, thought, design, workmanship and TIME involved in the making of heirloom quilts such as these. They must be SEEN to be appreciated, and this is a once-in-a-lifetime opportunity to do so.

collected by Mrs Ruth Briggs

Please call 755-3262 for a personal appointment to view these heirloom quilts

Pardon us for being party poopers in the midst of all the hooplah over the new, higher interest rates we savings and loans are paying.

We just wanted to make sure you took note of the following before dashing off to re-deposit your savings:

Remember that the interest you lose in penalties for withdrawing funds from an existing account before its maturity could very well minimize whatever you might earn from a new, higher interest account.

Also, since prices and interest rates aren't yet completely stable, you may want to consider discussing your needs with us before selecting a particular type of savings account.

Make sense?

We think so.

This word to the wise was brought to you by that nice, no-nonsense savings and loan from La Jolla.

And we're really kind of fun once you get to know us.

Home office: 1100 Wall Street, La Jolla

Arena Plaza office: 3495 Sports Arena Blvd., San Diego

Casa de Oro office: 9631 Campo Road, Spring Valley

la jolla federal
savings and loan association

Wet blanket.



The Vineyard Takes Shape

The Vineyard, a \$6.2 million complex now under construction in Escondido, California, is scheduled for completion in November, according to Richard Ervin, Director of Development for Gourmet Properties, Ltd., developer of the project.

"Lessees are being selected according to their quality appeal, public convenience and uniqueness," said Ervin. "There are 50 store and business areas available for lease and we are approximately 40% leased now," he reported.

Primary tenants to date include a 4,500 square foot Wine and Cheese shop, complete with Wine Tasting Room, operated by prominent Coronado businessman Steve Penn, and a 500-seat United General Theatre twin cinema, a franchise of Herb Bilton and Al Cooper.

Among the tenants already signed are Lee Miller's "The Fishery" Restaurant; "Flynn's Pantry," a gourmet cookware shop; "The Hair Place" beauty shop; "The Card Cellar," Hallmark card and gift shop; "LaVay Leather Wear;" "Ye Olde Clock and Watch Shop;" the "Adam and Eve" boutique for men and women; Philip Sosna, Goldsmith; and "Takaoka," an import shop.

Negotiations are currently progressing with a plant house, a bank, stock brokerage company, savings and loan, shoe stores, toy and hobby store, stereo and high-fidelity store, and other soft lines.

A three-story office building is located at the south side of the complex with 50,000 square feet of available office space. Individual offices, which have outdoor patios and custom decorated interiors, can be leased in areas from 200 to 4,000 square feet.

Located on a 15-acre site east of Sears on E. Valley Parkway, The Vineyard is a blend of commercial stores, specialty shops, restaurants, a theatre and financial services in one major convenience center. A total of 150,000 square feet of leaseable space is available in the seven rustic wood two- and three-story buildings, surrounding a central plaza area of 50,000 square feet.

Entertainment areas are provided in The Vineyard's 4,000 square foot community center and plaza gazebo of 1,800 square feet. The Patio Playhouse, Inc., a local theatre group, will present live stage productions every Thursday, Friday and Saturday. Other residents and tenants are encouraged to use these facilities for meetings, live pro-



A \$6.2 million business and community complex in Escondido is on the move in Escondido and scheduled for opening in November. Located on a 15 acre site adjacent to the Escondido Village Mall, The Vineyard's rustic wood buildings blend with the 40' to 60' trees and the country-like landscaping by Steve Novesel.

ductions, fashion shows, arts and crafts shows and community events.

Colorful kiosks will be located within the plaza area for use by various artists to manufacture, display and merchandise their crafts such as glass blowing, handmade jewelry, leather-craft, and metal sculpture.

Designed by Self/Dean Architecture firm of San Diego, The Vineyard's all-wood construction is of an old Southern Californian style, incorporating contemporary effects and conveniences.

Landscaping by Steve Novesel reflects one of the harmonious effects of the old and new. Existing California pepper trees up to 40 feet high have been retained on the site, but Novesel, an expert on transplanting mature trees, is moving other 40 to 60 foot tall trees to the area.

Escondido, considered by many to be the fastest growing community in Southern California, is located thirty minutes northwest of San Diego in the

"Hub of North San Diego County." It is easily accessible from Highways 78 and 395. Escondido's population has increased 124.7% between 1972-80 and is projected to gain 46% by 1980. Retail sales activity in 1970 was reported to be 20.3% ahead of the previous year.

The Vineyard reflects Escondido's past and the spirit of the famed "Grape Days." The November opening will be celebrated with a Wine and Art Festival and Grape-Stomping, The Vineyard's first step into Escondido's future.

The Vineyard is the first development of Gourmet Properties, Ltd. a solely owned and operated company of San Diego Developer/Financier Kenneth R. Riley. It was formed in 1972 for developing business and shopping centers. Riley, owner of Hotel Circle, Inc., which operates LeBaron Hotel and Jabberwocky Club chain, and Dollar Inns of America, also heads up the K.R. Riley Construction Company and K.R. Riley Development Corporation.

FOR LEASE:

BUSINESS SPACE

with a change of pace...



Adjacent to Escondido Mall and Sears

Tired of "Shopping Centers"?

So are we...

That's why, when the opportunity came to develop 15 choice acres in one of Southern California's fastest growing areas, Escondido, we created

THE VINEYARD.

Yes, there are shops... a delightful array of small boutiques featuring custom jewelry, arts and crafts, apparel; a truly fine and exciting wine and cheese store carrying 1500 wine labels and 200

varieties of cheese; restaurants, financial services and entertainment, including a 500-seat cinema theater and community center for live stage productions and special events.

So why are we different? Partly because **THE VINEYARD** was designed to reflect an earlier time when every new business became a part of the community it served... mostly because we are thinking about *people*... and creating an atmosphere that will invite them to come back over and over again to stop and enjoy...



There's still room for you at THE VINEYARD: A \$6.2-million project, seven major buildings on 15 acres (five acres parking), designed in early California contemporary wooden architecture around a 50,000-sq.-foot mall, preserving (and planting) 40'-60' pepper trees. 150,000 sq. feet of space to accommodate 50 stores and boutiques, restaurants, financial services, theatre and community center. **SPACE STILL AVAILABLE FOR NOVEMBER OPENING**, including 50,000 sq. feet of office space.

FOR INFORMATION, CONTACT: (714) 291-1813

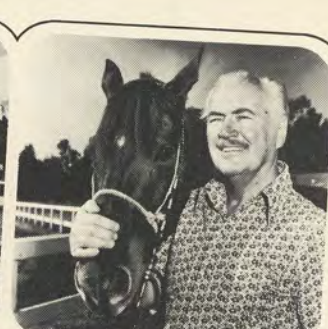
A development of GOURMET PROPERTIES, LTD., 250 Hotel Circle, San Diego, CA 92108

New Leisure.

At Rancho Carlsbad, you'll enjoy year 'round resort living. A luxurious, rewarding, leisure-oriented way of life, free from pressures and problems. A totally new life-style, rich with social and recreational opportunities.

A scenic, smog-free, all-adult pleasureland, Rancho Carlsbad is a 160 acre, master-planned residential mobile home community unlike any other anywhere. Community recreational facilities are acclaimed as among the finest in the nation—in any type of development!

And they are yours to enjoy everyday! Challenging 18 hole golf course, putting green and driving range. Luxurious club house with lounge, library, card rooms, seven-table billiard room, central community room with dance floor, stage and party kitchen.



America's finest Mobile Home Community

New Lifestyle.

Fresh water, game fish stocked lake. Lavish recreation center with gymnasium, sauna baths, arts and crafts studios and enclosed, competition shuffleboard courts. Sparkling 62 ft. diameter circular swimming pool and two hydrotherapy pools. There's even an equestrian center with stables and riding rings. All this and more, plus a full calendar of community social events and activities, can be yours for far less than you would ever imagine!

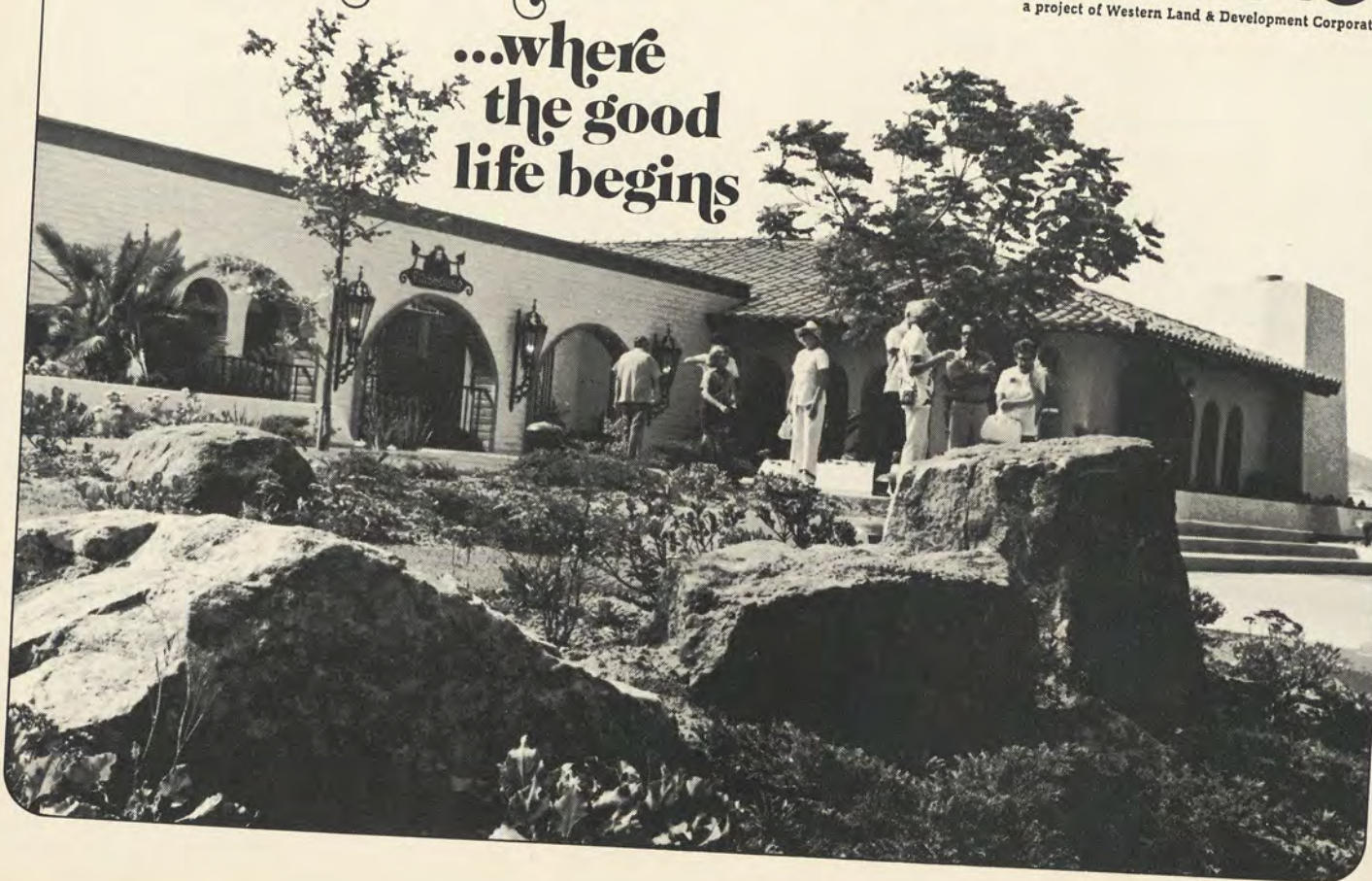
Double-wide site rentals range from only \$110 to \$165 per month. That's all! And these nominal rates are guaranteed to January, 1977. Plan now to visit Rancho Carlsbad. Tour our beautiful Viking model homes. But, please don't delay. Choice sites are going fast. Because Rancho Carlsbad is truly... where the good life begins!

5500 El Camino Real • Carlsbad, California 92008 • Telephone (714) 729-4929

Rancho Carlsbad

a project of Western Land & Development Corporation

*...where
the good
life begins*



THE GOOD LIFE

Yours, if you plan for it.

Planning

will assure that your family can keep what it has taken a lifetime to create.

Planning

will make it possible for your family to enjoy "the good life" all of their lives.



Our tax structure is such that it has become a major problem for estate owners to keep an estate... endangering "the good life" they are accustomed to living.

GOLF IS PART OF THE GOOD LIFE

The camaraderie of the golf course and the club isn't something that "just happens." It's a way of life... the "good life" that was part of your master-plan, begun years ago. If your estate is worth building, it must be worth keeping. With estate taxes as high as they are today, it becomes more and more difficult to preserve your estate for your family so as to be assured of maintaining the "good life" for them. If you would like to know some of the newest and best ways this can be accomplished, please mail back the attached card today. There is no obligation whatsoever.

Thank you.

LARRY SHOWLEY C.L.U., Business & Estate Planning 233-8931
CHOCONAS AGENCY, 1360 Fifth Avenue, San Diego, California

Representing
Connecticut Mutual Life INSURANCE COMPANY
THE BLUE CHIP COMPANY • SINCE 1846

TRES VERDE

LUXURIOUS CONDOMINIUM LIVING
AT RANCHO LA COSTA



TRES VERDE

Luxurious Condominium Living at Rancho La Costa:

Tres Verde is the most exciting condominium complex at Rancho La Costa. The one and two bedroom units are located on the 17th green of the championship golf course, overlooking the lake. Spacious living rooms with sliding doors lead to private patios; dining rooms have breakfast bars; all electric kitchens include illuminated ceilings plus dishwasher, disposal, instant hot water unit. Other outstanding features are: mounted fireplaces, skylights, wet bars, radiant heating and air conditioning. Ample parking area for cars, storage depot for golf carts and equipment...and eligibility for membership at the famed La Costa Country Club. Come visit! Watch the sun set over the ocean just a mile to the west of Tres Verde! Or write for a brochure, if you can't come in person. Prices start at \$46,950.

2348 La Costa Avenue/Rancho La Costa (714) 753-9742

CONDOMINIUMS AT RANCHO LA COSTA A DEVELOPMENT OF
CHASE FINANCIAL INC.

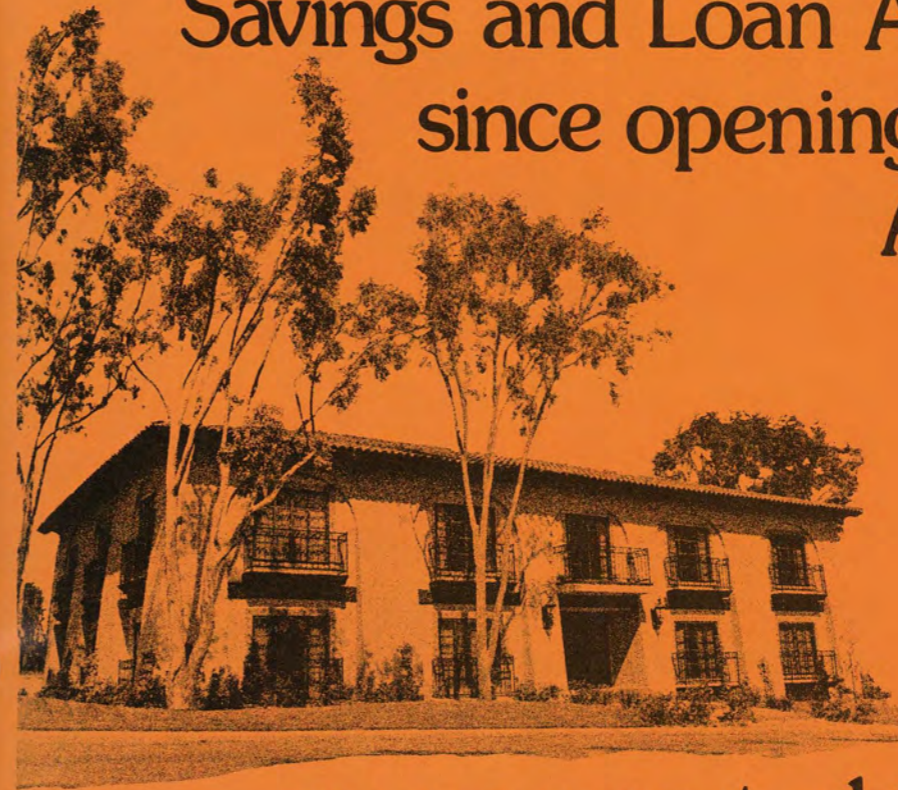
OCCUPY A MODEL SUITE
for one night... free of charge at fabulous
TRES VERDE overlooking the 17th green!

NAME _____
STREET _____
CITY _____ STATE _____ ZIP _____
TELEPHONE _____
MAIL TO:
Tres Verde
2348 La Costa Avenue
Rancho La Costa,
Calif. 92008

SEND COUPON FOR DETAILS:

Thanks to you, there has
been a 150% increase in the
size of Rancho Santa Fe
Savings and Loan Association
since opening May 14.

All 242 of us
- officers,
directors
and
stockholders -
appreciate



your support which has result-
ed in current assets in excess
of \$5,000,000. We are truly
grateful for this opportunity to
serve your financial needs.



**Rancho
Santa Fe Savings
AND LOAN ASSOCIATION**



Corner La Granada & La Flecha, Drawer 649, Rancho Santa Fe, California 92067 714/756-3777

OFFICERS Frank R. Warren — Chairman • Richard K. Colbourne — President • Roger S. Woolley — Secretary • Ludwig Weindling — Treasurer • D. W. Aushrooks — Executive Vice President • Kathy Stokes — Assistant Secretary •
DIRECTORS Roger E. Brickman • J. E. Coberly, Jr. • Richard K. Colbourne • Russell Q. Fellows • Percy H. Johnston • Arthur R. Lindburg • T. A. L. Loretz • Hon. Lloyd S. Nix • Herbert B. Pratt • Y. Charles Soda • Lee R. Taylor • Frank R. Warren • Ludwig Weindling • Edward R. Woolley • Roger S. Woolley •



NEW WORLD AT CORONADO CAYS

Discover Bahama Village at Coronado Cays. Two and three-bedroom waterfront townhouses (each with its own boat slip right in front) from \$71,300.

And three to five-bedroom homes a pebble's throw from the water from \$63,500. (Boat slips are available.)

Townhouses and homes are California contemporary. One and two-story. Carpeting, fixtures, appliances including oven, range, dishwasher, and disposal are included.

Sail into a new world of luxury. Sail into Coronado Cays.

San Diego's only luxury residential marina.



Coronado Cays is located four miles south of the Hotel Del Coronado on the Silver Strand.



A development of Signal Landmark, Inc., one of the Signal Companies. Coronado, California 92118 Phone 423-7000.



Thomas Furst
interiors, furniture and decor

Meeting over coffee to plan their upcoming Membership Brunch honoring new associate members are ladies of **Las Amparadoras** the Oceanside-Carlsbad Auxiliary of the Children's Home Society. Left to right are **Mrs. Kenneth Kilpatrick** (Chairman), **Mrs. Jacob Maechtlen** (President), and **Mrs. Kenneth Reed**.

in the
LAKESHORE SHOPPING VILLAGE
LAKE SAN MARCOS
open Sundays, too: 10-4
telephone 744-1758

TRUST



It's a two-way street in the banking business

For a business that's supposed to be cold and calculating, it's surprising how much banking is done on trust. Knowing how someone is regarded in the community. Being aware of local involvements. Sensing change before it happens. These aren't things you find out by having someone fill out a form. Much of what you know about people comes from being a part of the world they live in. And that gets rid of a lot of red tape in banking. Trust. It sure makes it nice to do business with neighbors.



WestCoast
National Bank

Where people make the difference

MAIN OFFICE: 201 N. Horne St.
Oceanside, 722-7613
BRANCHES: Carlsbad, San Luis
Rey Valley, Vista Way and Del Mar.
Drive-In Branch at
Third & Horne St., Oceanside

A Full Service Bank • Deposits Insured by FDIC
48 / OCTOBER 1973

Places and Faces

OPEN HOUSE



It was a well-attended, fun-filled evening.

Lion Property Company gave its most prestigious project a send-off one balmy Friday evening in August that set new standards for the semi-private Open House.

Doug Allred, partner of Lion Property, who is primarily responsible for Del Mar Woods, along with his partners, Ron Wheatcroft and Dan Sammis, invited 500 business associates and friends to the seaside gala. The event was held out of doors around the lighted swimming pool in the center of the recreation area, including the clubhouse with its picture-window view of the ocean. Del Mar Woods is located at the southern extremity of the city of Del Mar, overlooking the ocean, isolated by Camino Del Mar on the east, ocean bluffs to the west and south and the terminous of Fourth Avenue at the northern entrance.



Lubach catered, and it was (as always) exceptionally good! The impressive sea-horse ice-carving dominated the buffet table.

The luxury condominium development has built and sold 24 townhouses in its first unit of construction, and has another 40 under way along with the recreation center and two lighted tennis courts. A total of 126 condominiums will be constructed.

Lion Property Company had gone to great lengths to preserve the natural resources of the ten acre site, starting with the natural slope of the land and practically the established eucalyptus trees.

Disregarding the traditional ground-breaking at the start of construction, Allred wanted his guests to experience Del Mar Woods under the kindest circumstances; that is, when enough construction had been completed, when the first 24 homes were occupied and others were available for close inspection, along with leisure facilities. Those fortunate enough to be in attendance were treated to the danceable music of seafood buffet by Lubach's; plus the warm and lustrous lighting around the pool and its underwater azure glow. Furnished model condominiums and the full force of the distant tennis courts' night lamps plus the full cooperation of the weatherman, resulted in a memorable evening. □

SEA WITCH INVITATIONAL



Salty old sea stories were the order of the day on Sunday, September 16, when Shelter Cove Marina hosted the First Annual Sea Witch Invitational. Dubbed "A Tribute to Hugh Angleman" the day was filled with reminiscences of this crusty ol' designer, who, since his death in 1967 has become a legend on the California waterfront.

Some 70 persons, including both present and past owners of these now-classic Angleman ketches participated in the festivities. Among the boat owners participating were: Bud Reitz of Rancho Santa Fe, Sea Witch No.1 (which won the TransPac in 1951), Shelter Cove Marina; Les and Carolyn Albright, Sea Rover (which was owned by Angleman until his death), Silvergate Yacht Club; Dudley and Bette Gaouette, Sea Waif, San Diego Yacht Club; Charles and Ann Tragger, Golden Hind, Silvergate Yacht Club; Al Cox, Seafourth, Kona Kai Club; Tom and Betty Lyons, Valkyrie, Kona Marina; Rick and Carol Schiltneck, Erika, Marina Cortez. □

Strength

Perhaps you are thinking of selling your home ... of buying a larger, or smaller house ... of investing in land. Regardless of your problem, if it concerns a **home or acreage** ... we can help you. Our staff has the experience, and the ability to "make things happen," and we do! We are in the business of selling, and we **sell**. We point with pride to our record of sales in the past fifteen months ... five million, eight hundred and sixty-eight thousand dollars in gross sales in Rancho Santa Fe and San Diego County, coupled with an additional gross sales transactions **in excess of three million dollars** outside of San Diego County. May we help you?



ROBERT LAUGHLIN
Broker
Investments



BYRON CULVER, Associate
Cattle Ranches,
Agricultural Investments



SHERRY CULVER, Associate
Public Relations,
Staff Coordinator



ROBERT WOOD, Associate
Residential Properties,
Land Investments



JOHN HOWE, JR.
Associate
Residential Properties



FRANCES JONES
Associate
Residential Properties



JERRY SHOCKNEY
Associate
Residential Properties

JUDY LEVINE, Associate
Residential Properties

JOAN HOLMQUIST, Associate
Residential Properties



LAUGHLIN & CULVER CO.

REALTORS — INVESTMENT COUNCIL

P.O. Box 1, El Tordo St., Rancho Santa Fe, California 92067, Telephone (714) 756-2476

This is Living

by Don Deder

NO LAUGHTER SO SAD AS THIS

The Old Soak, a character created by the great American humorist Don Marquis, amused himself by thinking of all the people he'd like to dispatch, and then he would write comic songs to sing at their funerals.

I'm not nearly so vicious. I am willing to leave the killing to others. All I desire is the power to define and populate Hell.

I imagine a compartmentalized pit, with a place and punishment for all sinners, each according to his sin.

Not far down into the bottomless torment, on a relative coolish level the beer is on short ration and the girlwatching is on strict schedule. Here repose the thieves and liars and murderers and other standard criminals.

On the second sublevel are even worse violators of the laws of man and nature. The smoke is sulfurous, the heat insufferable, about 10 degrees below Borrego in August. Here are banished the litterbugs, food package designers, junk mail senders, telephone solicitors and other such souls. There is a special room, filled with unlighted red lights, for the automobile engineer who replaced the good old dashboard thermometer with a red light that doesn't light up until the engine is ruined.

Okay? Down into the soaring vapors are stratifications for the authors of governmental forms, manufacturers of electronic musical instruments, and secretaries who call, get you, and ask you to hold until the boss is free from another call.

Hotter and hotter blaze the Stygian ovens. Seen, darkly, stoking the eternal fires are the people who, on Earth, were tailgaters, slowpokes and lane-weavers on the freeway. Lash them with poisonous whips, Lucifer!

For one particular group, there is an elevator. They are doomed forever to ride it down, down, down, and with every foot of descent the air becomes denser and denser . . . with cigar smoke. They are those who smoked their stogies in closed chambers on Earth.

And directly beneath the grates holding the glowing coke and molten brimstone, simmers a tiny dungeon with a stone bench and heat-resistant television set. The volume control is turned to maximum loudness, and the knob is broken off. The screen is blank. Only laughter emerged from it.

Here in the very epicenter of Hades, will be banished the people who dub canned laughter into television comedy shows.

The other evening I was watching a re-run of a rather pleasant situation series. The heroine is a bubble-headed, balloon-bosomed young thing married to the handsomest man in the world, and she is forever committing such hilarities as washing his golf glove and stirring unperked grounds into his coffee cake. Well, I didn't have anything else to do, so I sat there smiling and chuckling — and suddenly, I realized that the danged television set was laughing at itself. Out loud, At the end of every spoken sentence.

From that point on, I counted the dubs of canned laughter. By the end of the half hour, I scarcely believed my own tally. The show judged itself worthy of 19 whooping guffaws, 88 roaring cackles, and uncounted giggles, titters, snickers, crows, and chirrups.

In this episode the wife was restoring her hubby's injured memory by playing nurse in his hospital room. But nothing is so hilarious as to merit 10 paeans per minute.

The range of canned laughter is from a whole auditorium of uninhibited guffaws to the lilting tee-hee of one, lone irrepressible female. I think the television dubbars obtained that laugh from an old Fred Allen radio recording. When today's comedienne does something that doesn't quite bring down the house, the dubber's use that woman's voice.

Where she is, I know not. But I'm thinking up a place for her, down there. □

Chartered 1890

5.25%

Compounded
Daily

Now Paid on Passbook
Savings Accounts
Please see savings counsellor
for details of other
savings accounts

Named "Santa Fe" even before
the railway was put together . . . Santa Fe Federal Savings and Loan
has enjoyed one continuity of management for more
than eight decades, weathering all kinds of
financial storms and crises. Santa Fe Federal savers
have NEVER missed a dividend. We think that's quite a record.

12 offices in Southern California

Santa Fe Federal Savings AND LOAN ASSOCIATION

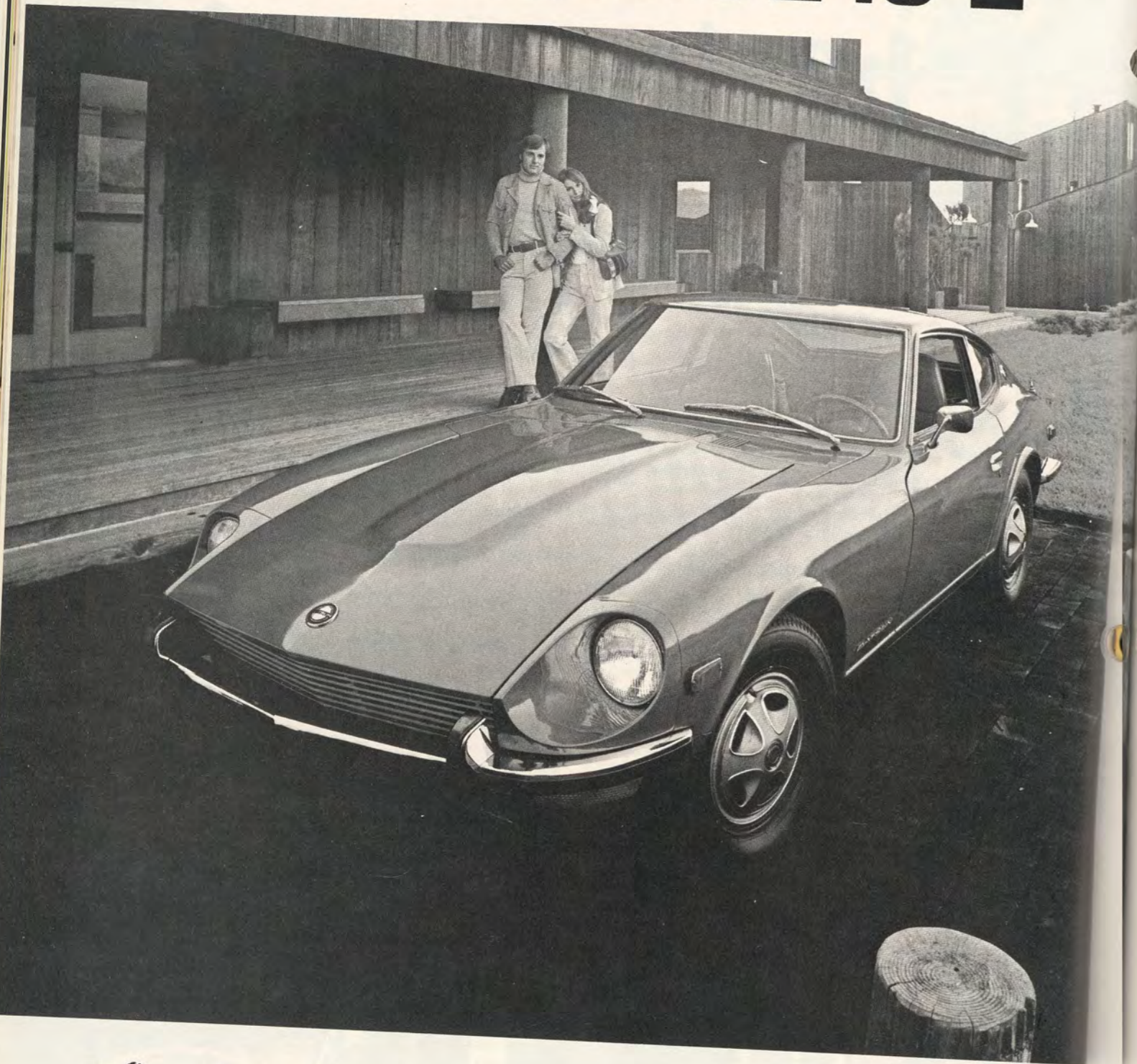
1401 Camino Del Mar • Phone 755-0231

• In the new Del Mar Building in front of St. Peter's Church • Del Mar •
Bob Gavuzzi, Vice-President and Manager



Art work composite
of covers of Southern California
Excursionist, April, 1889
The California Fruit Grower, May, 1890

THE DATSUN 240-Z



Z-Car styling is highly emotional. Based in engineering. Expressed in foot-to-the-floor driving. This year's 240-Z has refined responses in its high-revving overhead cam six cylinder engine. Deft touches in the silky 4-speed transmission. Extra road-feel and alertness in the rack and pinion steering. The fully independent suspension tracks, levels, delights. You'll love the comfort. Sink into the adjustable, reclining bucket seats, the shift greets your hand. In fact, one test drive and you may not ever want to drive anything else.

Surfside Datsun

401 So. HILL STREET, OCEANSIDE, CALIF. 722-1272



Tear out her kitchen.

We don't guarantee she'll suddenly start turning out "Entrecote de Boeuf" for two. But we're pretty sure that a sunny new kitchen and modern appliances will make things a lot happier around the house.

Money? Relax, that's what we're here for. We specialize in inexpensive, easy-to-live-with loans. Not just for

renovating kitchens, but for adding spare bedrooms and for doing just about everything else you'd like to do around your house.

Fact is, our rates are just about the lowest available anywhere. So c'mon, let's give that budding French chef of yours her dream kitchen. Try us. Borrowing is really easy. Our way.

GLENDALE FEDERAL

More offices to serve you than any other Federal Savings and Loan Association in the nation. And over \$1.8 billion in assets.



Clairemont Branch: 3013 Clairemont Drive (in the Clairemont Quad) 276-9050

Downtown Branch: 200 Broadway (at 2nd) 239-3456

Rosecrans Branch: 3855 Rosecrans Street (next to White Front) 296-6324

Vista Branch: 240 W. Broadway (Broadway-Vista Shopping Center) 726-5390

College Heights Branch: 5998 El Cajon Blvd. (60th at El Cajon, one block west of College Avenue) 287-1771

MEXILOOPY '73!



Author and friend on the main street of Maicova, Sonora.

Odds are that very few North County Living readers would be interested in duplicating our recent 1,400 hard saddle-pounding miles by motorcycle into the mainland mountains of Mexico.

Everyone to his own taste and all that, right? What is of interest to many, however, are some of the offbeat places to be seen and enjoyed by train ... and at surprisingly low cost. In fact, travel by Mexican train is one of the great transportation bargains in the world today. And, for those who do want to see the out-of-the-way, travel by truck or four-wheel-drive vehicle can take you very quickly to another era that you used to read about in your schoolbooks.

In April four other motorcycle enthusiasts and yours truly took our well-planned "Mexiloopy" trip by car, train and motorcycle. It was supposed to wind up by train again at the end but didn't quite work out that way!

Some in our group are known to many North County Living readers ... Vance Baker, owner of Catalina Pools; Ron Martinet, a substantial property owner in North County; Jonathan Lippitt, owner of Signalmaster Cable TV Company, now installing service in the Green Valley area; Dan McKinnon, owner of KSON and KSEA radio stations; and yours truly, Tom Wilson, promulgator of the trip and, in my spare time, an advertising agent in San Diego.

54 / OCTOBER 1973

We drove to Mexicali on a Friday morning with motorcycles in trailers and trucks ... to catch the 8:45 p.m. milk train for Ciudad Obregon, a day-long trip that would get us in at about 6:00 p.m. Saturday. The slow train, because that's the one with an express baggage car for motorcycles, and early in the morning because you must apply for a temporary vehicle importation permit at customs (aduana) at the Mexicali border, a process that consumed almost two hours.

Had a simply superb carne asada mid-afternoon luncheon at Hotel Lucerna, where they were also kind enough to let us park our cars and trucks 'til we returned. This is without doubt one of the best watering spots in all of Baja ... or the mainland, for that matter. Delightful service and a well-engineered quiet atmosphere ... plus the privacy of two-unit cottages for accommodations. Don't miss their marvelous bread ... small bolillos (boleos) and top them off with fresa (fraysa) marmalada (strawberry jam).

Confusion getting our bikes loaded into the express car, of course, but no real problems. We had made reservations by telephone two days in advance to get best possible accommodations ... three drawing rooms with private bathrooms. To say it's first class is a misnomer ... however, the beds are super comfortable. The equipment is all old-American circa 1940's, etc. And the Sonora-Baja Railway which runs between Mexicali and the Benjamin Hill junction does not run a diner or club car on this slow evening run. At Benjamin Hill you connect with the Ferrocarril del Pacifico which originates in Nogales and

terminates in Mexico City. Take along that stack of reading material, magazines, etc., you've been wanting to get into.

A minor bit of mordida occurred at Benjamin Hill at 8:00 a.m. next morning where we had to have the bikes transferred to the connecting baggage car ... cost us about \$6 to make officialdom move. The rest of the day ... with dining and bar car service ... a delightful and restful "no telephone" trip.

Off at Ciudad Obregon in late afternoon and headed for the famous old silver-mining town of Alamos via Navajoa. Arrived about 9:00 p.m. ... too late for what appeared to be marvelous food being served at the hotel on the main plaza ... but we struck gold for accommodations at Motel Dolissa. Small fireplaces with plenty of firewood, good, big hot, hot showers and comfortable beds with nice furnishings ... and only about \$5 per person. Plus (added benefit) room enough to keep our bikes inside the room ... a comforting thought when it's your only mode of transportation.

Next morning 75 miles of smooth dirt road riding over low hills and through many small ranchos to El Fuerte just below Prese (dam) Rodrigues ... with a huge lake and, we understand from local American tourists, simply great bass fishing. Had luncheon at La Posada del Hidalgo (eedalgo) ... and it was the equal of Hotel Lucerna with an even more beautiful setting. It's the old Posada of the El Fuerte river valley ... now being rebuilt and beautifully furnished by Robert Baldarama, who also operates the Hotel Santa Anita in Los Mochis. Upper level rooms all open out to an inner courtyard with myriad flowers and plants ... plus, one level up a delightful arch-covered open air dining room ... and white tablecloth service. Stayed there all night, again with bikes in our room (they must think we're crazy!). The \$8 tab included a superb breakfast at 6:30 with fresh toronja (torohnha) — grapefruit. Just throwing the short Spanish lessons in free to spice your interest.

Off on the 8:30 a.m. passenger train with baggage car from El Fuerte to Creel. Ticket office doesn't open 'til 8:00 a.m. sharp so it was a little hysterical getting the tickets and proper papers for the bikes.

This is the famous "scenic ride" you've heard about ... the Chihuahua al Pacifico railroad trip through 86 tunnels and several very high trestles (like 300 feet in the air). When you go you'll ride the other train ... the two-car self-propelled Auto Via ... it originates in Los Mochis. Spent

the day sampling cold cerveza (sirvaysa) in the club car and gawking at the scenery from the open air vestibules. Yes, there really are 86 tunnels. This is one train trip you just don't want to miss!

Arrived at El Divisidero, the continental divide, late afternoon. Here the train stops for 15 minutes while you walk about 100 yards to be taken aback by the hugeness of Cooper Canyon (at this point it's really Urique Canyon (ooreekay), but what's the difference. Canyons as far as the eye can see ... bigger complex than Grand Canyon in Arizona. Finally reached Creel at about 8:00 p.m. Left Dan McKinnon on the train with his bike. Believe it or not, he had a Country Music Board of Directors' meeting in New York on Thursday, two days later. Left the train at Chihuahua, rode his bike to El Paso and then flew to New York ... that's what you call cool.

Next day we ventured 50 miles out on the road towards La Bufa mine and down Batopilas Canyon. Stopped short by 25 miles because of a late start and uncertainty of gasoline at the mine. They are building a magnificent graded highway along this stretch for 70 or 80 miles. When it's completed, it will change the entire complexion of tourist travel possibilities on the mainland. Right now you just can't take a passenger vehicle across the mainland excepting along the U.S. border and not again until you're as far south as Mazatlan.

All of this country is high pine mountains ... with many, many logging operations. Reminds you of the Flagstaff area of Arizona ... or many parts of Utah around Zion and Bryce. One expects to see Glenn Ford or Hoss Cartwright around every rocky bend in the road.

Stayed overnight again at Hotel Nuevo in Creel ... best described as Mexican-modern. Which means doorways about 6 feet 4 inches ... concrete floors and a shower floor only a half-inch lower than the bathroom, which means everything floods. On the other side of the coin, they greeted us with a roaring fire in the room (this is high country, about 8000 to 9000 feet), a gracious host-owner named Ricardo Dominguez, and a really nice small dining room with great carne asada and marvelous huevos rancheros the next morning. If you don't have the right kind of adventurous outgoing and friendly attitude about Mexico, my advice is *don't go*. And please study just a little Spanish. It's appreciated and it's amazing how little you

At El Divididero, standing from left, John Lippitt, Vance Baker, Tom Wilson and Dan McKinnon. In front, Ron Martinet and a Tarahumara Indian with papoose.



really need to make yourself understood. Learn the basics ... how far ... how to count ... how much ... where is ... things like that. And the key words ... "despacio por favor" ... slowly please. That's so you can decipher the answers!

Running out of time. Already it's Wednesday morning and we're nowhere near getting up towards La Junta and then westward back across the continental divide again towards Yecora in the state of Sonora and then on to Hermosillo. Rode north towards Basaseachic ... where there is (everybody told us) a huge waterfall. Never did see it after a hard 120 miles of rocky mountain riding ... more creek crossings than any of us could count. Spent a marvelous evening and night in a small tienda (store) in Cahizore where two school teachers made us a great frijole (bean) dinner, gave us two of their beds, and a room with a good fire.

Next morning, a painful decision literally. John Lippitt had taken a couple of nasty spills in bad rocky creek crossings and had a swollen and badly sprained left wrist ... to the extent that he couldn't manipulate the clutch grip on his bike. We regretfully said "so long" and left John to catch a lumber truck ride to the paved highway and on to Chihuahua and civilization ... which he promptly did and was home before the rest of us.

And then there were three. And out there in the mountains, the simile between that and the 10 little Indians was more real than you would think. Now we're really low on time ... and worst of all, not really positive that we can find the correct roads out to get up to Yepachic and across into Sonora. The government maps from Mexico City show a road but everybody locally says no, there is no road. Not even a trail. We'll have to backtrack east to Tosonachic and then turn west.



The first big river-crossing trestle east of El Fuerte on the way up the mountains to Creel.

Which is what we did ... all Thursday afternoon and all day Friday. Spent Thursday night camped with, of all people, Mitch Williams of Tagalong Tours from Moab, Utah, and two Toyota Landcruisers full of wide-eyed gringos ... and believe me, they weren't too sure about our "black leather jackets" when we appeared on the scene. Fed us full of fruitcake, coffee and pancakes the next morning.

Now we're near the border between the states of Chihuahua and Sonora ... just outside of Yepachic. From there to Yecora (Yakecora) is a marvelous new graded road which will eventually be part of the paved highway from Hermosillo to the east. And we're in high country ... up and down and around the mountain and through the creek all day. Great for bikes. Good for four-wheel drive ... you could probably make it in a pick-up truck or a VW camper. But that's it!

Then disaster!

During a pit stop (!), we discovered that Ron's Yamaha had the frame broken clear through in two places close by a rear shock absorber. There being no way to tow or carry a broken bike, it looked like we were going to be down to just two bikes. But (mother of invention!), three tire irons and a handful of stainless steel clamps seemed to make it hang together ... so off we rode.

Changed our itinerary to head for good roads as quickly as possible which meant returning to Ciudad Obregon rather than north to Hermosillo.

Arrived, naturally, about 3 hours after the train had gone through ... so non-stopped it on the highway to Hermosillo for the night and next day, a long, long ride over 400 miles to Mexicali and home. □



Near the bottom of Batopilas Canyon ... the water is a deep bright copper-green.



Two charming schoolmarms in Cahizore, Chihuahua.



Looking back east from the Sonora-Chihuahua stateline.



People on "motocicletas" are unusual and attract a crowd wherever they go!



Breakfast at La Posada del Hidalgo in El Fuerte.



HOMER HELLER FORD
NORTH COUNTY'S LARGEST FORD DEALER
VOLUME SALES SAVE YOU MORE!
We Beat L.A. & San Diego Prices
400 W. GRAND AVE. · ESCONDIDO 745-3361

Places and Faces

THE SAN LUIS REY VALLEY'S PHENOMENON — MARTY'S VALLEY INN

Marty's Valley Inn in the San Luis Rey Valley of Oceanside, is a large, friendly, excellent restaurant. It has been recently purchased by a renowned hotel management firm, Mesa Hotel Management, Inc., whose single purpose is to run quality hotels and restaurants across the United States. Robert J. Brooks, is the General Manager, whose lengthy experience with Hyatt House, as Assistant Operations Director for the U.S., prepared him for the exacting career he now follows. Because of the jovial and astute Bob Brooks, Marty's Valley Inn has the very most effective method of leading the restaurant field — it has an excess of beef, in a day of frugality. It has an incomparable chef, it has space, beautiful decor, exquisite service and voluptuous food. The coffee shop is quick and diversified, the bar is generous and excellent with outstanding entertainment every night, there is a hospitable banquet room and a most gracious dining room, designed for privacy and pleasant rapport.

The unending service of voluminous detail and constant quality control is bound to present a daily condition of stress. Bob Brooks functions best under these conditions. Early in life, nine years, to be exact, Bob Brooks learned what it takes to succeed — produce the best service and the best product and do it punctiliously. He helped his mother support the family by standing on a box to cook hamburgers, and he was a success! Bob was a natural athlete, played baseball, ran track in High School, and earned his way into Stanford, where he majored in Business Administration. Finding sources, checking them for quality, ordering the correct amounts, managing personnel, checking deliveries, approving menus and performing the accounting for such a large organization is a job of monumental proportions. Bob Brooks is on top of it every minute. His personal life is a strong and peaceful basis for the life he leads. His wife, Eleanor and Bob have a fine son, Robert Raymond Brooks, Geologist, and a beautiful two-year old grandson. Bob enjoys golf when he has the opportunity and is as trim and fit as a boy.

One reason Bob Brooks is able to undergo the pressures of his demanding life, is Dick Jamison. Dick is the Assistant General Manager of Marty's — a northern California boy, born and

raised on a vineyard near Santa Rosa, 50 miles north of San Francisco, in the "Valley of the Moon." Naturally, Dick is an outstanding sportsman — hunting and fishing are a part of his childhood history — he played football in High School and College, has the fine, muscular build of a linebacker, ran the 660 in track, which is a race and a half, and worked and paid for his own schooling and his drag racers.

Like Bob, he worked in the food business when he was in his teens, delivering supplies, cooking, helping to run a restaurant. This background and the physical stamina it demands was the finest training a man could have for the perseverance and endurance it takes to run such a high capacity, scrupulous operation as Marty's Valley Inn. Dick worked for Pacific Host Corporation, managing the Marketing and Purchasing Department for five years, perfecting his knowledge to critical precision in the food and beverage field. Marty's Valley Inn is not a small time operation — it is a *top flight motor hotel*, and a restaurant, bar, night spot, banquet house and large coffee shop, all sustaining only the highest standards of service and succulent food. Dick Jamison is one reason. He has three beautiful daughters, a lovely wife, JoAnn and a gorgeous German Shepherd to keep him happy. With the fantastic success of all his endeavors — what else could a man ask?

At Marty's Valley Inn and Motor Hotel it is not enough to suffice — they must transcend!

LA JOLLA BANK NAMES CARLSON EXECUTIVE VP

Veteran San Diego banker Ron Carlson has been named Executive Vice President and Senior Loan Officer of La Jolla Bank & Trust Company according to George J. Ellis, President of the new bank.

With fourteen years in San Diego banking, Carlson was most recently with the Bank of California. He is a graduate of the University of Colorado and originally came to San Diego during his tour of duty with the Navy. He is married, has three children, and lives in Rancho Bernardo.

La Jolla Bank & Trust Company opened on September 12 in temporary offices in the El Patio Building at 7946 Ivanhoe, La Jolla. Full banking services will be offered including free checking, Saturday hours, free postage both ways, a trust department, and a loan department.

A Voluptuous Tradition



The Feast
at

MARTY'S VALLEY INN & MOTOR HOTEL

THURSDAY IS PRIME RIB NIGHT — 10 oz. \$3.75

NIGHTLY ENTERTAINMENT BRUNCH FROM 11:00 A.M. SUNDAY

3232 E. MISSION AVENUE OCEANSIDE 757-7711

Fine homes deserve the BEST



For the BEST interior concepts

For treatment of room areas, spacious or limited — contemporary or traditional — La Jolla Interior's professional staff will analyze your problem and recommend a solution to fit your special situation and objectives.

The above setting might illustrate a client's desire to include some massive pieces into a limited space. Arranged to facilitate conversation and for cozy comfort as well as striking appearance, this grouping presents an exciting combination of carefully chosen furniture and accessories — all from our wide selections.

LJI LA JOLLA INTERIORS, INC

7470 GIRARD AVENUE • LA JOLLA • TELEPHONE 454-0138



Tasteful fashions for the young executive... but in a classic manner

All wool, vested hounds-tooth suit by Arthur Richards \$190

All cotton chambray shirt, button-down collar by Sero \$13.50

All silk, foulard, pin-dot bow tie by Bert Pulitzer \$8.50

The Toggery Shop

Always in Fashion. Yet never without Tradition.

336 Fashion Valley, San Diego, California 92108 / 291-3220

Mon.-Fri. 10-9 • Sat. 10-5:30 • Closed Sunday

The Unsinkable Sunfloat



Nothing to inflate!
Completely puncture-proof!

At last . . . a puncture-proof float that needs no inflating! Made of the same material as Coast Guard approved life vests, Sunfloat is guaranteed to stay buoyant for a *minimum* of 5 years. Incredibly comfortable, it conforms to your body much like a water bed. Great for pools, lakes, oceans, beaches, boatdecks. 27" x 72". Over 2000 sold. \$69.95 plus \$3.50 shipping & handling. Refund if not delighted.



Sunfloat—we promise it won't let you down!

Does it really work?

"Thought I was crazy spending that much for a float . . . now I think that anyone who doesn't have one is crazy!" ALP, Falmouth, Me.

"Sensational. I will never be without one again! Never felt anything as comfortable. It is simply marvelous!" AMH, Pike Road, Ala.

"Absolutely the greatest. No problem in salty ocean water. Believe me, I'm the envy of my friends." CJ, Ft. Lauderdale, Fla.

"Have owned one for two years. It's the greatest thing since 7-Up! I love it. Beats anything I ever owned." CBW, Atlanta, Ga.

"I purchased one a few months ago and am so happy with it—this is a re-order." BTS, Miami, Fla.

"Absolutely fantastic. Used and abused by teenagers all summer long and still like new!" SP, Scarsdale, N.Y.

The Sunfloat Company

2001-R Carew Tower, Cincinnati, Ohio 45202

Please send me _____ SUNFLOAT(s) with zippered carrying case at \$69.95 plus \$3.50
 White w/Blue Seahorse. Yellow w/Orange Seahorse. Turquoise w/White Angelfish.

Name _____

Address _____

City _____

State _____ Zip _____

62 / OCTOBER 1973

Places and Faces

THE SUNFLOAT — "THE FUNFLOAT"



UNSINKABLE, UNPUNCTURABLE, AND UNINFLATABLE

The invention of Kenneth Mahler, a Cincinnati, Ohio advertising man, the Sunfloat is the world's first and only puncture-proof swimming pool flat that you don't inflate.

The frustration of buying float after float, year after year, spurred the inventor to design and create an "indestructible" and extremely comfortable replacement, from Uniroyal's Ensolite®, the same material used in Coast Guard-approved life jackets. The Sunfloat is guaranteed to float for a minimum of five years; although Mahler asserts that there is no reason why it shouldn't float "virtually forever." And because Ensolite® conforms to your body much like a waterbed, it gives you a feeling you're on something more substantial than the average plastic blow-up. For use in a pool, ocean, at poolside, as an exercise mat or extra bed, the Sunfloat has been designed to roll into its own zippered carrying case to accompany you anywhere. Unaffected by salt, sand, or chlorine, the Sunfloat stays cool in the sun, and will never chip, peel or crumple. It is an ample 27 inches by 72 inches, weighs only 12 pounds, and retails for \$69.95.

"A fairly high price for a float," says Mahler, "but if you add up all the dollars you spend in five years for short-lived inflatables, the Sunfloat suddenly becomes a bargain." Introduced just last summer, Sunfloat already lists over 2500 enthusiastic customers.

Offered in white, turquoise or yellow with nautical designs, Sunfloat is available from the Sunfloat Company, 1001 Carew Tower, Cincinnati, Ohio 45202. (see ad, this page)

"I HAVEN'T SEEN A SCOTTIE IN YEARS!"

By Susan Conway

After the passing of the Roosevelt-Fala years it is quite true that Scotties faded from sight and popularity. This was not due to a fault in the breed, but merely the fickle fancy of the public at large. In retrospect, a better thing could not have happened. Dog breeding, at its very best, isn't a profitable occupation, but a delightful hobby. As the demand for puppies as pets slackened, breeders began the exacting science of breeding show dogs. The result of the following twenty-five years of careful genetic studies have produced an exceptional animal. Only those dogs possessing the exact combination of disposition and conformation were bred. A study of an AKC Scottish Terrier's pedigree today would reveal a good line of champions.



Many people have preconceived notions about Scotties based on knowledge of the breed 30 years ago, not realizing that any bad habits or features have been bred out and good features expanded upon. Today's AKC Scottie is a sweet, loving creature, truly the pet for everyone. By virtue of his heavy 'undercoat' he can be an outside dog. This coat alternately cools or warms him, as necessary. On the other hand, he does not shed. Also, the daily brushing that both dog and master enjoy distributes oils and keeps him odor free. This makes him a desirable house pet. He is an exceptionally healthy, hardy dog, free of the genetic difficulties that plague many other breeds. He absorbs training rapidly and can be easily taught to respond as a watchdog, or to never bark at all, as you desire.

If you choose a Scottie as a friend you'll find, as I do, that one of the enjoyable aspects of your outings together is the people you meet and their inevitable comment, "I haven't seen a Scottie in years!"

Santa Fe Plaza

In Encinitas

The "Happiness Shopping" Center

Hwy. 5 & Santa Fe Dr.

SANTA FE FLORIST



The fancy shop for happy ideas
All party accessories
Gifts, Candles, Cards,
Decorator Items
753-2232

CORY BROTHERS



The Greatest Men's Clothes in Town
Santa Fe Plaza and Lomas Santa Fe
753-4552
755-6653

ANDERSONS



Anderson JEWELERS
"house of fine diamonds"
753-4777

SOLOMON FABRICS



753-1376

Imports • Consultation
The Complete Sewing Center for Your Own High-fashion wardrobe

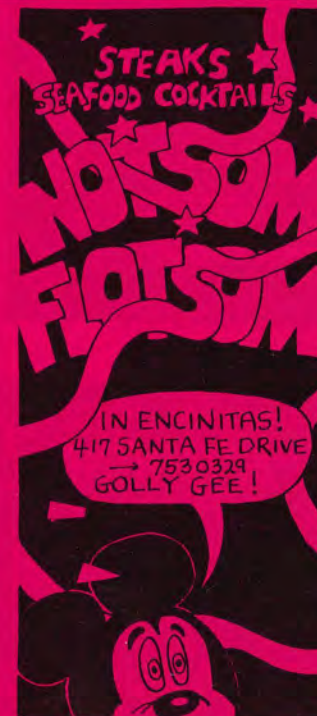
Solomon Fabric Stores in Oceanside Encinitas

San Clemente

Glencoe BOOK STORE West

A VERY COMPLETE SELECTION
• PSYCHOLOGY • FICTION • COOK BOOKS
• SPORTS • GIFT BOOKS • RELIGION • HORSES
• BUSINESS • SOCIOLOGY • HOBBY BOOKS
• REFERENCE • HEALTH • ECOLOGY • JUVENILE
• TRAVEL • SUNSET BOOKS • POETRY • MUSIC
We Mail and Gift Wrap

Open Evenings
ENCINITAS —
436-0133



IN ENCINITAS!
417 SANTA FE DRIVE
753-0329
GOLLY GEE!

all around the garden



ORTHO Pruning Paint

- Aids in healing all cuts and wounds of ROSES—TREES—SHRUBS caused by pruning, grafting, gnawing animals, mechanical injury, broken limbs.
- Also used to waterproof planter boxes, wooden tubs, roofs, etc.

Contains: Liquid Asphalt Sealer.



ISOTOX Insect Spray

- Multi-purpose garden insecticide. Kills almost all insects on roses, flowers, trees, shrubs, around dwellings, etc.
- Economical concentrate—kills fast and continues to kill for 2 to 3 weeks.
- May be combined with ORTHO PHALTAN Rose & Garden Fungicide for all-purpose insect and disease control.

New Systemic Action


Contains: Meta-Systox, Sevin and Kelthane.

Ortho Does The Job!



ORTHO Super Six SPRAY-ETTE 6 Gallons

- Patented, internal metering jets assure accuracy, under varying water pressure.
- Fast spraying—no pumping, no mixing. Operates on water pressure from your garden hose.
- On-Off lever controls application of spray material.
- Longer nozzle gives greater reach.
- Adjustable deflectors spray up, down, sideways, jet stream.
- FOUR-YEAR GUARANTEE.



ORTHO Spot Weed & Grass Killer

- Contains Paraquat, the revolutionary NEW chemical that kills weeds and grasses, but does not poison the soil.
- Weeds and grasses turn brown in 24 hours.
- Since Paraquat does not poison the soil, it can be used to kill weeds and grass around roses, shrubs and other plants.
- Uses: Driveways, walks, patios, lawns, edgings, and in gardens.

Rancho Santa Fe Nursery

THE VILLAGE CENTER/RANCHO SANTA FE
CALL US/WE DELIVER 756-1455

In Memoriam



SHIRLEY F. RANSOM
1889 - 1973

"Life is a river that flows to a great, silent sea"
"Shirley's River was a gentle, rippling stream that flowed from an Iowa spring.

It was no raging torrent of deeds, nor deep with great thoughts. But a swift current of reflections; art, music and family.

These were the things that gave this current momentum.

I knew this river best near the end of the course.

When the waters eddy to prepare for the final rush to the sea.

Tiny and frail, with a quick, flashing mind.

Proud and difficult, yet generous and loyal.

She lived with pain, yet it took so little to ease it.

A tune on the piano ...

A smile ...

A kiss.

Shirley's River has flowed from source to sea. Yet its course will always be traced, like a map, on the hearts of those who knew her."

In loving memory of my maternal grandmother, by

Paul Wood Marvel

WINNERS' CIRCLE LODGE



Gary Vinson, left, Kelly Thordson, and Hal Baylor, all recent guests at Winners' Circle Lodge.

The pace at Winners' Circle Lodge, Solana Beach, has slowed down to a rhythmically smooth lope with the coming of fall.

Summer vacationers, Expo people, and Race Track Buffs have moved on, making room for other guests.

The Lodge is now headquarters for the participants of the semi-annual Gene Littler Golf Tournament now in progress at Rancho Santa Fe's Whispering Palms Golf International.

During the eight weeks of play (Oct. 10 - Nov. 30), contestants and their wives are riding the "Gingerbread Bus" to and from the Whispering Palms golf course and clubhouse. While the men are golfing, the wives are attending many events sponsored jointly by Winners' Circle Lodge and Whispering Palms.

Members of the Hollywood Stuntmen's Association who are frequent lodge visitors were part of the Wild West Show at Escondido this month and are appearing at the North County Industrial-Commercial Fair.

In addition to the facilities open to guests, which include the sauna, jacuzzi, pool, clubhouse and movie viewing room, the public is invited to make "The Lounge" a regular meeting place.

Dine in the cozy Old English Hunt atmosphere of the Lounge or after cooking that steak to just the right degree, or visiting the buffet for a daytime luncheon, go out to the patio for poolside dining.

The small intimate banquet room with its village-like atmosphere is now available for luncheon or dinner groups. Just call 755-6666 and managers Wes or Elizabeth Robillard or Paul, in "The Lounge," will take that reservation.

Planning a tour to an historical or recreational spot? Again, let The Winners' Circle serve your needs, for the "Gingerbread" double-decker bus is the way to go. Just call 755-6666 for arrangements.

The Country Squire Courtyard of Shops
IN RANCHO SANTA FE, CALIFORNIA



<p><i>The Ranch Boutique</i></p> <p>Ladies Apparel and Accessories</p> <p>756-1041</p>	<p><i>Gourmet Patio Restaurant</i></p> <p>Catering Dinner Parties Breakfast Lunch Sunday Buffet</p> <p>756-1788</p>
<p><i>Country Squire Gifts</i></p> <p>Beautiful Gifts from all over the World</p> <p>756-2234</p>	<p><i>The Black Sheep</i></p> <p>Spinning and Weaving Atelier</p> <p>756-3686</p>
<p><i>Letters 'n Leathers</i></p> <p>Social Stationery Greeting Cards Photo Frames</p> <p>756-1012</p>	<p><i>Flower Patio</i></p> <p>Artificial Flowers Soap and Candles Unusual Gift Items</p> <p>756-2631</p>
<p><i>Dale Gardner Gallerie</i></p> <p>Arts 756-1178 Accents</p> <p>Painting • Wall Decor • Accessories • Accent Furniture Dale Gardner, N.S.I.D. Fred Gardner, N.S.I.D.</p>	

*the extraordinary
Thunderbird ---
a triumph to be shared!*



Catharina and Dick Apodac with their lovely new Thunderbird

FORD
DIXON FORD

JUST SOUTH OF CARLSBAD ON HIGHWAY 5

(Take Palomar Airport Road turnoff)

555 Plaza Del Norte Carlsbad, California 714-729-9171



PHOTOGRAPHY BY JAFFARIAN

Places and Faces

DICK APODAC — THE WINNER!

The happiness of Dick Apodac is a brimful thing — it spills over on everyone around him. There is a delicately etched smile around his dark eyes, revealing the very positive attitude of a lifetime. Dick Apodac is and always has been — a winner.

The urgency and relentless demands of the white-hot desert define a man's stamina very early in life. Dick is from a ranching family in Palm Desert near Indio and living with elements like drifting sand, scorching windstorms, cloud-bursts, and interminable months of grinding heat, forged a character that negates failure completely.

Instead of becoming a successful farmer like the rest of the family, Dick showed an early aptitude for management and administration — the creativity of business captivated his astute mind and he set his goal toward big business. After two years in the Marine Corps, he decided there was no bigger nor more successful business in the United States than automobiles, and in 1952 he went to work for the Ford Company as an administrator. He enjoyed that position for many years, during which time the adventurous side of his nature started him on the most engaging pastime a man can have — that siren call of wandering the world — seeing and learning and knowing the peoples of many continents. He and his wife Catharina are seasoned and insatiable travellers.

Catharina Apodac is a joy to behold. She is a Scandinavian beauty, slim and fair with the graciousness of a queen. Stockholm, Sweden was her home before she came to the United States and fatefully met Dick Apodac in Del Mar. Her one delight is to make his life as joyous and vigorous and fulfilling as any man's, anywhere, and the success of her efforts is obvious!

Catharina and Dick have scrutinized Japan, Hong Kong, Bangkok, had a love affair with Paris, consumed the delights of Acapulco and Hawaii — to name a few — during just the past two years. And now, the supreme experience of all — a wee little family will join them in December.

Dixon Ford is the consuming career of Dick Apodac. He is a partner in the business and a co-owner of the beautiful new Ford agency in the automobile complex in Carlsbad. Six acres of gleaming Fords, recreational vehicles, service garages and used cars keep Dick constantly busy with challenge enough for three men. He is the Vice President, Administrator and General Manager of every department and the stamina he developed as a child is constantly tested in the performance of this

monumental workload. And yet — Dick Apodac is exuberant, optimistic, courageous and creative in meeting the problems laid at his doorstep. He has been a member of the Elks for 24 years, he enjoys skiing, tennis, deep sea fishing and active golf. His half acre home in Del Mar is filled with citrus trees, flowers and plants, religiously cared for by Catharina and himself. And Dixon Ford has blossomed during his eight years with the company — so dedicated to his career is he. It takes a tremendously alert man to move fast, and not too fast, to invest at the right time and in the right place and to have the wisdom to make these decisions.

Dick Apodac has these attributes. He is a man that drinks life in great, zestful draughts and comes up with a smile under success or tribulation. True joie de vivre belong to Dick and Catharina — because they reach out and claim it for their own. □

INDIVIDUALITY THROUGH ART

by Mary Beeson

Let us consider the matter of individuality in our lives. How do we express ourselves? We live in a mechanized society, where material assets count for a great deal. Our homes are standardized, though costly.

Personal expression can be given to our lives through the efforts of artists. We can beautify our existence and our homes. We can be selective and imaginative and declare feelings by the placement of art in our lives. The feelings, expression and techniques of individual artist speak through their work. It takes a little time to inquire and look at what is being expressed. Be led by your feelings. Do not be afraid to identify with an artist's concept. Do not buy art because someone else tells you that it is good, or that it will appreciate in value. Your judgment should be the criteria, and if you like a piece of art enough to take it home the odds are great that it will continue to appreciate in value to you. If you are strong enough to appreciate yourself as an individual then you will be able to defend your selection to your friends. Original art is not expensive if you fully understand the value of living with art. Compare it to your other "necessities" and remember that it will not wear out. If it is good it will not become an old shoe, or outdated, and you will enjoy it the rest of your life. You will find that art will become a living presence in your home, and it will extend your horizon, and it will help you to be and feel an individual. Please make the Sculpture Gallery in Del Mar a visit whenever you wish to see original art. We do not sell art — it sells itself. But you must give it a chance, for your sake. □

cr* ...
computer
realty

a member of 7
multiple listing
services

we can expose your property to buyers in la jolla, point loma, and greater san diego as well as the san dieguito area. talk to *computer realty before listing your property.



suite 205, del mar

755-0266

453-4222

1401 Camino Del Mar
Del Mar, California

SCULPTURE
GALLERY

SG



Original art by
Professional Artists

Artists: Mary Beeson,
Jean Chapman
Robert Goddard,
Drew Wayland

Suite 202 — UPSTAIRS
755-2018

1401 Camino Del Mar
Del Mar, California

Living Around Town



by Jerry Shockney

TENNIS CLUB DANCE

The Inn in Rancho Santa Fe served as a lovely setting for the annual Rancho Santa Fe Tennis Dance held at the end of summer. Members and their guests enjoyed dinner and dancing on the patio.

George Schulte headed the committee in charge of the event and Agnes Donnelly planned the decorations.



Mrs. Robert Cole and Tennis Club President, Ginny Morenz seem to be enjoying a humorous situation.



Stripes are in! Byron Webb and Marshall Middleton prove it by looking dapper while enjoying the fun.



New residents, Dr. and Mrs. D. I. Sechrist attend the tennis dance for the first time.



The handsome Mikulicichs chat with Agnes Donnelly (center) very chic in summer white.



Newcomers, Dr. Keith Watson and his wife (very attractive, indeed) smile for the photographer.



Dick Bennett, handsome tennis pro at the local club, is surrounded by (left to right) Jan Cantwell, Laura DuPre and Nonnie Sullivan.

ANOTHER YEAR IN THE SCHOOLHOUSE!

Suddenly it's October and school programs are practically in second gear and the Halloween goblins are peeking around the corner in anticipation of the parade of the Great Pumpkin. Unbelievably just a few weeks ago after a summer of fun and not much sun, the pulse of Rancho Santa Fe School was just beginning to quicken and both teachers and students returned (some reluctantly) to another year of ABC's.



Rancho Santa Fe School teachers, Mrs. Carolyn Flood, Mr. Ed Fecko and Mr. Bill Spivey study class outlines in anticipation of 488 returning students.



Mark Olsen, a Rancho Santa Fe Middle School student contemplates the many school courses offered for the school year.



It's a difficult decision to make ... Delta Giordano, Nancy Graff and Jenny Wren can't decide what to take ...

AT THAT FAMOUS FASHION SHOW

At the Inn located in the center of Rancho Santa Fe, on a sparkling fall day, the Country Friends again presented to its traditional capacity audience, a delightful few hours in the high fashion world. Incorporating the models of John Hogan and top designer, Michael Novarese, the presentation was at its best.



At the Country Friends Fashion Show held in Rancho Santa Fe, Mrs. Martin Kinkade, a resident on the Ranch won the cruise donated by Sitmar Cruises. Ernie Myers, well known personality in the San Diego area, is shown presenting Mrs. Kinkade with her prize.



TENNIS ANYONE? LOU PERRY AND FRAN SMITH VICTORS

Lou Perry and his partner, Fran Smith were the winners of the Rancho Santa Fe Mixed Doubles Tournament held over the Labor Day week-end, exhibiting great tennis proficiency. Runners-up and second to the winners was the doubles team of Nancy Mason and Gordon Broadhead.

Many of the club's players elected to avoid the hectic rush of the holiday week-end and remained at home to enjoy the competition held on the local courts.

Winning doubles combination for the "B" team was the husband and wife team of Bob and Gloria Bohrer. Close runners-up were Jim and Mary Lee Irwin.

Joan Warren and Harmon Brown were the victors in the "C" team competition with Pat and Ray Paulin the runners-up.

Later in the day following the tournament, the cocktail hour was enjoyed by the participants of the tournament and other members of the club.



Joe Warren reaches for a forehand slam.



Mary Lee Irwin, one of the participants in the tournament hits a backhand drive.

HEATHER HARMON WINS

The Rancho Riding Club held a hunter-jumper show on Sunday, September 15, with a large turn-out of riders from the local riding club and other north county stables. It was a fun show, the weather was sunny and the smell of chili was in the air from the food booth manned by the mothers.

High point rider for the day was Heather Harmon, daughter of Mr. and Mrs. Ray Harmon and the reserve went

to Leslie Sterkel, daughter of Mr. and Mrs. James Sterkel.

In the team competition, the All American team won. Members of the team were Wenda Wencke, Heather Harmon and Elizabeth Wolcott, who decorated their horses with red, white and blue pom-poms. The riders also wore outfits in matching patriotic colors. Reserve to the team champions were the Getaways composed of Judy Bonzi, Tara Hicks, and Leslie Sterkel.



The All American Team dressed in red, white and blue with matching pom-poms on their horses (left to right), Heather Harmon,

Wenda Wencke and Elizabeth Wolcott. They were the winners on the team competition. (photo by Mitch Haire)



Sara Sharp takes her mount smoothly over the jump (photo, Mitch Haire)

Committee members included Mrs. Braughler Cowan, Mr. and Mrs. Charles Smith, Mr. and Mrs. Steven Sharp and Mr. and Mrs. Paul M. Fletcher. Mr. Fletcher took the part of the announcer for the day and Mrs. Fletcher manned the food booth, serving chili, hot dogs, homemade sandwiches and cake, coffee and doughnuts.



Kathy Cowan makes jumping seem very easy.

PLAUDITS TO STACY FOSTER



Mrs. Stacy Foster, secretary of the Rancho Riding Club.

"She's like a breath of spring," is the description voiced by one of the members of the Rancho Riding Club, when speaking of Stacy Foster, secretary. Seemingly, most of the members who are acquainted with Mrs. Foster have nothing but good to say about her.

Stacy far surpasses her position as secretary and is known to make trips to the stable at night to check on sick horses. Members say she has masterminded some of the good changes at the club ... evidently her presence alone has added a great deal to the group. Members want to say "thanks" to Stacy.

Her husband, Robert, is a school-teacher and they have two children, Megan and Greg.

RANCHO RIDERS RATE RAVES!

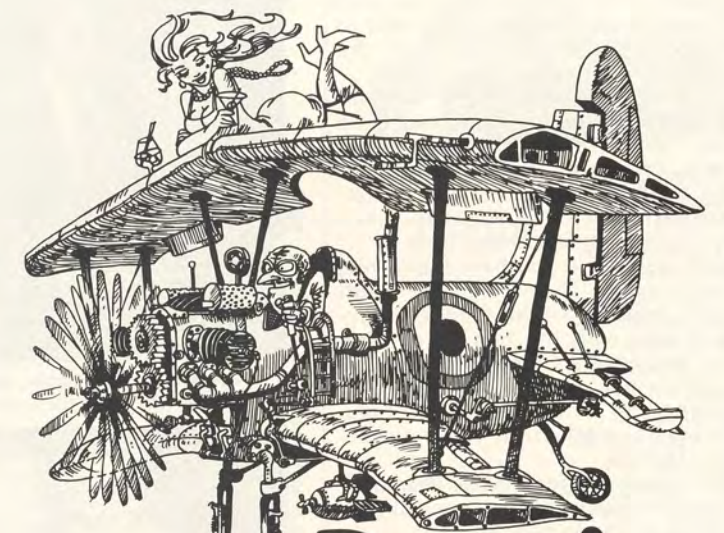
On the day of the last show at the Rancho Riding Club held in September, five members of the Junior group posed proudly together with their trainer, Sandy Aston. The girls, Pam Fletcher, Kathy Cowan, Linda Nelson, Andrea Eddington and Elizabeth Sharp have been making their mark in local shows this summer at Rancho Bernardo, Bonita, Poway, La Jolla and Del Mar. Under the guidance of their trainer, Sandy, they have picked up a respectable number of ribbons, performing in an out-

standing manner.

Pam Fletcher is a rider to watch out for with her two "super" horses, Miss Klamath and Clown's Caper. The Nelson girls are strong competitors with their mounts, Another Cupid and July. Kathy Cowan hopes to be able to ride their new horse, Magic Me, when this lovely grey filly is ready. The Perry sisters and their horses, Creak Streak and Flying Dutchman are already well known for their prowess.



Five Junior members of the Rancho Riding Club who deserve applause for their ribbons won this past summer ... (left to right) Pam Nelson, Kathy Cowan, Linda Nelson, Andrea Eddington and Elizabeth Sharp. Another rider, Paula Nelson, was not present when the photo was taken. Trainer, Sandy Aston is shown with the girls. (Photo by Mitch Haire)



Fly into Boom's

ENTERTAINMENT • LUNCH
DINNER • GROG • BANQUETS

SATURDAY & SUNDAY BRUNCH • ADULTS \$2.95 • CHILDREN HALF-PRICE

(714) 291-5555

SAN DIEGO'S AIRPORT RESTAURANT,
PACIFIC & PALM, EAST END OF RUNWAY.

BOOM TRENCHARD'S FLARE PATH

FALL MUSICALE AT THE KELTS'



Miss Kathy Knight, lyric soprano, who was featured at the recent fall Musicale and Tea given by the San Diego Opera Guild, at "Brickwood."

On October 5 at three in the afternoon, the fall Musicale and Tea given by the Rancho Santa Fe associates of the San Diego Opera Guild was held at Brickwood, the beautiful home of Mr. and Mrs. Benjamin Kelts. Mrs. Kelts was assisted by Mrs. Walter Young, Rancho Santa Fe associates Chairman, Mrs. Harry Wenz, Vice Chairman, and Mrs. Carl Croft, Program Chairman in greeting members and guests on the patio.

The program featured lyric soprano Miss Kathleen Knight. Miss Knight is a former "Miss Colorado" who went on to be a finalist in the San Francisco Opera auditions and was twice a first-place winner in the Metropolitan Opera auditions, San Diego area.

Now residing in Southern California, she has sung in "The Magic Flute" with the Los Angeles Guild Opera, "Anything Goes" with the San Bernardino Civic Light Opera Company, as Laurie in "Oklahoma" and played opposite Burt Lancaster in a Los Angeles Civic Light Opera production of "Knickerbocker Holiday."

Miss Knight appeared last year with the Ray Coniff Singers in a special performance at The White House.

She has sung most recently for the 20th anniversary of the Jefferson Symphony at Denver's famous Red Rocks Amphitheatre, with Carmen Dragon as guest conductor.

Mrs. Stephen Fletcher and Mrs. Vernon A. Bellman were Hospitality Chairmen for the event. Mrs. Bellman had as her tea assistants, Mrs. William Gage, Mrs. John M. King, Mrs. Arnold Kirby, Mrs. Walter A. Krafft, Mrs. James Morford, Mrs. Leighton McLaughlin, Mrs. Jack Lewis Powell, Mrs. Edward Strauss and Mrs. Walter Zable.

Presiding at the tea table were Mrs. Young, Mrs. Wenz and Mrs. Krafft.

FIRST ANNUAL FAMILY PICNIC

Mothers and Dads, brothers, sisters and staff members and their families gathered on the athletic field at the Ranch School to enjoy the first family picnic held in conjunction with "visiting the classrooms." It was a great suc-

cess! After enjoying their picnic suppers, the P.T.O. distributed free ice cream and coffee to all. A gymnastic exhibition by the students of Marty Schlechter proved to be delightful entertainment.



Members of a Rancho Santa Fe family, the Whites, get together for a ball game. (Left to right) Brett, Stacey, Kristy and their mother, Jan.



Second grade teacher Mike Smith packs up to go home after the fun is over.



Class of 1984 ... cute Erica Tibbetts keeps an eye on the activities, while Carrie Holmquist keeps an eye on what she's eating.



Barbara Baker serves hot coffee to parents and guests.



The Sammis gals strike a pose with youth director, Marty Schechter ... Fernanda and her young daughters, Ashley, Hilary and Laurie.



Mary Stuard expertly does the split on the balance beam.

RB TENNIS CLUB VISITS RANCH

The Rancho Santa Fe Tennis Club hosted the Rancho Bernardo Tennis Club in September at the club courts.

Tennis matches commencing early in the morning lasted throughout the day with members of the "A", "B" and "C" teams participating.

Luncheon arranged by Jean Blumenthal was served in the clubhouse for members and guests.

DOTTED SHORTS

Sadly the races at Del Mar did end ... the Gary Bizantz' marked the occasion with a cocktail party at their home for about fifty people, including friends from the Ranch, La Jolla and San Diego ... The Preston Fleets opened their new home to friends in August with a delightful dinner party ... ditto the Frank Warrens who entertained on the same evening in their home on Fortuna ... Mr. and Mrs. Louis Rice Jr., of Rancho Santa Fe, engaged the "magic violinists" to play on their poolside terrace in September. The opera stars of "Mefistofele" were the guests of honor ... Mrs. Anthony Armino of the Ranch and Mrs. James Bullock of Solana Beach were hostesses at the "Harbor Lights Evening Watch," sponsored by the Belles, auxiliary to the San Diego Mental Health Association ... Miss Suzanne Culver, daughter of the Byron Culvers is entering her sophomore year of high school at Santa Catalina, a private school in Monterey ... Mr. and Mrs. Paul Morenz entertained friends attending the TEnnis Dance with cocktails at their home preceding the annual affair ... Mrs. Diane Jaffer served coffee at her home recently in honor of Mrs. Morlene Atkinson, former resident of the Ranch, now residing in Arcadia ... The Women's Council of the Village Church hosted a tea for new residents and church members recently at the home of Mrs. Alfred Gregory ... Women of the Village have been invited to attend the fall luncheon to be given by the Women's Council in the Youth Education Building on Oct. 24 ... Realtors on the Ranch were invited to Rancho Bernardo for cocktails and dinner at the Inn to christen their new subdivision, "The Trails." □

VILLAGE CLEANERS & LAUNDRY SERVICE

TWICE WEEKLY PICK-UP & DELIVERY SERVICE

AGENTS FOR Little Ol' Cobbler SHOE REPAIR

Refinishes and Dye Work

Paseo Delicias Rancho Santa Fe (at Parking Lot) 756-1483

AMERICAN RED CROSS

The new chairman of the Rancho Santa Fe branch of The American Red Cross is Carleton G. Morehouse, Commander, U.S.N., retired. He has been a resident of Rancho Santa Fe for six years. For the past three years, he has devoted one day a week to the Battalion Naval Hospital in a volunteer capacity. He has served as a member of the Rancho Santa Fe branch for the past two years.



Carleton G. Morehouse

The other new officers and committee chairmen of the Rancho Santa Fe Branch are: Vice Chairman: Mrs. M. Torkelson; Secretary-Treasurer: Mrs. R. E. Delp; Back Yard Swim Program: Mrs. R. W. Arendsee; First Aid: James A. Fox; Service to Military Families: Mrs. Clifford Tanner; Hospital Council: Mrs. Mary Freeland and committee; Membership: Dr. Frank Kaiser; Asst. Membership: Charles W. Allen; Publicity: James A. Fox; Production and Volunteers: Mrs. Hans Amtmann; Program: Stephen Fletcher. □

COTILLION

The First Cotillion dance of the year was held on Saturday, October 20, at the Rancho Santa Fe Garden Club.

Pre-Teens — 5th & 6th Grade
..... 4:00-5:30 p.m.
Twilighters — 7th Grade 5:30-7:00 p.m.

Jr. Stardusters — 8th Grade
..... 7:00-8:30 p.m.
Sr. Stardusters — 9th Grade
..... 8:30-10:00 p.m.

Chaperones for the evening were:

Pre-Teens — M/M D.J. Clark of Encinitas and M/M Gary Driver of Solana Beach.

Twilighters — M/M Wade Selph of Del Mar and M/M Harry Heid of Rancho Santa Fe.

Jr. Stardusters — M/M H. Neuen-dorff of Leucadia and M/M Albert Graff of Rancho Santa Fe.

Sr. Stardusters — M/M Harold Spencer and Mrs. Iris Dennis of Del Mar.



A Beautiful Place For Special Parties

The dining rooms and conference room of the Lomas Santa Fe Country Club are available for special events and parties such as banquets, weddings, dances and business meetings.

Our professional staff is ready to provide all of the services necessary to make your function an outstanding success.

For further information, contact Mr. Frank Lozano, VP/General Manager, Lomas Santa Fe Country Club, P.O. Box AG, Solana Beach, Calif. 92075.

(714) 755-1547



Adobe

Adobe

Adobe

Adobe

Adobe

Adobe Construction Co.

28425 S. Cole Grade Road Valley Center



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 745-1612 and make an appointment soon, their marvelous staff is exceptionally qualified

News From La Costa

By Zetta Castle

Leave it to the La Costa Country Club members not to allow this summer of excitement, crowds and over-all frivolity to simply and quietly fade into Fall. They selected the final day of summer to hold their annual Green and Gold Golf Tournament.

It is difficult to describe this wildly, hilarious golf tournament which is made up of two color teams — Green and Gold. Often referred to as "The Drinking Man's Tournament," it consists of three-person teams, one woman with two men. The green side total versus the gold side total determines the winning color. Prior to teeing off . . . each player is presented with a kit which includes a pencil, whistle, ruler, scissors and string. Then it works like this: String can be used any time — any place on the golf course. Example: You're in a sand trap. Three feet of string will get you out. Use it if you want to or save it for a knee-knocking putt. Scissors are for cutting the string. And the whistle? That's what you use when you are out of string. A quick whistle and the booze cart will rush to your aid. Buy a drink — and you *must* drink it, and you receive three extra feet of string. And on and on it goes and where it stops . . . a Cocktail Party followed by the Awards Dinner.

This year the Gold Team won the 18 hole shotgun and received the annual trophy. The Vallarta Room was divided into two sections: The Green losers sat at tables covered with newspapers and dined on hot dogs while the happy Golds sat in plush splendor and enjoyed New York steaks. To add insult to injury — their steak dinners were paid for by the losing teams. Art Harris, President of the Country Club and Bill Randall, Tournament chairman, presented awards for "Best Dressed" team in both Green and Gold. "Player" who consumed the most booze. Key rings to all the ladies on the Gold teams and a box of string to the biggest 'cheater.' Aside from a few headaches . . . a happy time was had by all!

Among the winners and losers: Sondra and Vic Ottenstein, David and Santa Bartell, Sam and Francess Frost, Joe and Rebecca Tushinsky, Sid and Olga Eiger, Mort and Agatha Winsky, Kissy and Ed Pincus, Dr. Merrill and Theresa Harrington, the William K. Jacobs, Jr. with their guest Mrs. Edward Cafritz, who has long been considered one of Washington's leading hostesses. Perhaps the evening gave her some new ideas for another one of her famous parties.

A really memorable evening for our guests and members: Louis Nizer was kind enough to take time out from his vacation-work schedule at La Costa to discuss his best selling book "The Implosion Conspiracy" in which he has depicted the greatest spy story of the century . . . the true account of the

74 / OCTOBER 1973



Mr. and Mrs. Sid Eiger



The David Katz' had no problems dancing



The Sam Frosts find playing on opposite teams can prove difficult

Rosenberg espionage case. He held all of us spellbound as he discussed the emotional and overwhelming love affair that existed between Ethel and Julius. Later in the evening he held an open forum and we were allowed to ask questions on national and international affairs plus the Watergate. The answers given by this 'legendary' attorney were though provoking and informative. At the end of the forum Mr. Nizer autographed copies of his book and presented all proceeds to the Boy's Club of Carlsbad. Among those applauding: David and Rosemary McDonald, the Ray Kravis, Lennie Oberman and Mimi Janson.



Mrs. Arnold Koblantz and Ted Schill



Mrs. Arnold Koblantz is on the losing 'Green' team. She receives condolences from Art Harris.



Mr. and Mrs. Joe Chambers are not about to allow a saw horse separate them

Slipping away from Spa dining for an evening of Italian fare in the 'Seville Room' were Carol and Joe Hamilton, Mrs. Bob Six, and Mrs. Mike Nidorf. And at another table, the newly engaged Tina Sinatra and Wes Farrel.

Motoring in from Newport Beach for a luncheon engagement in the Main dining room, was the ever attractive Ruby Keeler.

In and out of La Costa this month: The Gary Mortons, Suzanne and Tom Gallagher, Irene Dunne, Rhonda Fleming, Ted Mann, the Bob Newharts, Tim Considines, Paul Richards, the Jerry Fairbanks and the Charles Powells. Until next month,



Shirley Godlis receives the trophy for her team the 'Gold' at the La Costa Green and Gold tournament. She expressed her joy by dancing up a storm to fellow-teammate Joe Tushensky.



Sitting back and watching the antics at the Green and Gold: Izzy Horowitz and the Sol Abramson family.



Also attending the gala opening of Plantamation La Costa from Rancho Santa Fe were from left to right Mr. and Mrs. Ray Harmon, Mr. and Mrs. Robert Welch, Mr. William B. Crane Jr., Mr. and Mrs. David B. Moon Jr. and Mrs. William B. Crane Jr.

CARE-FREE PLANTS COME TO LA COSTA



Mr. and Mrs. Irvin Englander who maintain a second home at La Costa pay a visit to the new La Costa shopping plaza where they are welcomed to the beautiful Plantamation shop by manager Michael De Candia.

Plantamation La Costa, a new plant boutique in North County, had a gala open house on Saturday September 15th where guests were greeted by hosts — Del Mar's Michael De Candia, manager, William B. Crane of Rancho Santa Fe, and Mr. and Mrs. John De Candia.

La Costa Plaza was selected for its central location to all suburban cities in North County.

This store is unique in that it specializes in self-care plants and is introducing to this area a new automatic controlled watering system called the Planter which will make all plants care-free.

The interior design of the store is a sophisticated combination of contemporary and country look, offset by traditional antique statuary, and is the brainchild of Mr. John De Candia.

In addition to a wide selection of plants, the new store also has many beautiful and unusual dried arrangements, terrariums, macrame and imported cashpots.

According to Mr. Crane, the inventor of the Planter, the hanging baskets no longer drip and droop, once in this automatic device they will flourish and grow. In fact, the name Plantamation means Automated Plant Care.

Among the guests attending were: Mr. and Mrs. I. John De Candia, Mr. Harry Phillips, Mr. and Mrs. Sam Lazerson, Mr. and Mrs. Clifford Strike, Mr. and Mrs. Richard Cormier, Mr. and Mrs. Dale Williams, Mr. and Mrs. Timothy Fenn, Mr. and Mrs. Robert Welch, Ret. Admiral and Mrs. Warner Rodimin, Mr. and Mrs. James King, Mr. and Mrs. John Karnazes, Mr. and Mrs. David B. Moon Jr., Mr. and Mrs. Ray Harmon, Mr. and Mrs. John Anas, Mr. and Mrs. Steve Aposperis, Mr. and Mrs. George Borst, Dr. and Mrs. N. Carl, Mr. and Mrs. Joseph Kresse, Mr. Roger Borst, Mr. and Mrs. Ralph Valle and Mr. and Mrs. Bruce Davis.

Restaurant Row

COUNTRY KITCHEN — with its Early American decor offers a very cozy atmosphere. Harry E. Taylor, a double for RUDOLPH VALENTINO, an ex-Broadway showman and retired San Francisco barman is the barmaster. On the menu are such items as Stuffed Cornish Hen and Roast Leg of Lamb. Special Sunday Dinner, including delicious homemade pie for only \$3.50. Also a children's menu. Facilities include private room for small card groups, party accommodations, picnic baskets, and food to go. Open everyday from 7:00 a.m. to 9:00 p.m. 2004 E. Vista Way, Vista. 724-2772.

DAVEY JONES MEAT LOCKER — Unique yes! As you go through iron gates, cross over the bridge surrounded by tropical palms and go into the restaurant with a 17th Century Spanish Galleons decor you have the feeling you have arrived in another world. The specialty of the house Prime Rib, Live Maine Lobster and Blended Spirits. Live entertainment Tues.-Sun. Different each night. W. C. Field's movies on Monday nights. Hours are 11:00 a.m.-3:00 p.m. for lunch and 5:00 p.m.-11:00 p.m. for dinner Sun.-Thurs. Fri. & Sat. 5:00 p.m.-12:00 p.m. Cocktails are served from 11:00 a.m.-2:00 a.m. Mon.-Sat. Sundays 5:00 p.m.-2:00 a.m. First come, first served but reservations can be made for two private booths and a fireplace that seats ten. 340 E. Grand, Escondido. Phone 745-8359.

THE REUBEN E. LEE RIVERBOAT RESTAURANT — Permanently moored at Harbor Island, San Diego, the Reuben E. Lee nevertheless transports the hungry adventurer back to exciting riverboat days. From a charming authentic interior (circa 1850), one enjoys a breathtaking, dramatic view of San Diego Harbor and the City skyline. Two dining saloons stand ready to please any appetite. The sternwheeler Room, on "A" deck, features entrees such as Tournedos of Beef, Lobster Newburg, Prime Rib or a great "Plank Steak for Two." On "B" deck, the Seafood Restaurant offers a tempting variety of sandwiches, salads and seafood delights for lunch. Here, the evening dinner menu is a bountiful expansion of the seafood theme. The Reuben E. Lee is open from 11:30 a.m. to 11 p.m.; weekends, noon to midnight. The Cocktail Lounge (where the action is) swings until 2 a.m. Banquet facilities are available for 30 to 100. Seafood, 291-1880 Sternwheeler, 291-1974

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.

KELLY'S PRIME STEAKS — is called "the Happy Place" for good reason, we think. Any night of the week that you may wish to take the short drive down to Hotel Circle you'll find music and fun in full swing — and, of course, some very fine Chateaubriand-style steaks (which is their "thing") or New Yorks, or Steak & Lobster, or Lobster, or Prime Rib. Both the food and the excellent drinks (they "pour", for instance, Early Times bourbon, Peter Dawson Scotch, and Seagram's Extra Dry Gin) are modestly priced, making Kelly's a great place to take visiting friends. After dinner, a pleasant moment or two or three in the Piano Lounge with Margie, or "Ol' Don Libbey playing your favorite selections will cap a pleasant evening. A refined, pleasant atmosphere, excellent service, and a warm welcome await you. Try it! Hours: 11:00 a.m.-2:00 a.m. daily except Sat., Sun. and Holidays we open at 4:00 p.m. 248 Hotel Circle No. (Near Le Baron Hotel) San Diego, CA. Ph. 296-2131.

THE ACAPULCO: This colorful restaurant is a unique blend of everything that makes dining a delight. The atmosphere created by JERRY STAPP reveals the splendor and culture of the centuries-old Mexico blended with the beauty of an awakening modern Mexico. Handmade copies of Aztec and Mayan artifacts give the Acapulco an exquisite background for the fine Mexican cuisine, seafood and steaks skillfully prepared by Chef Michael. Adding to this relaxing mixture of atmosphere and tasteful foods, the Acapulco Duo strolls from table to table in the dining area and cocktail lounge, entertaining with their soft guitar music and haunting melodies. Famous for their "Margarita Grande," the Acapulco also serves cocktails and Mexico's celebrated Santo Thomas wines, to further enhance your luncheon or dinner. Think of all this the next time you want a soothing cocktail, a delicious luncheon or an intimate dinner party especially catered — the Acapulco, 1733 South Hill Street, Oceanside. 729-4454

OAK TREE HOUSE — offers especially good foods in an atmosphere of great charm. Indoor and outdoor dining, impeccable service and delightful house specialties — fragrant, crisp, Bouncing Baby Popovers; Roast New York Strip, an aged, premium roast loin of beef sliced English style; Veal Cordon Bleu using Canadian Bacon and tangy Swiss cheese, and their Breast of Chicken Cordon Bleu with a subtle cheese sauce is to write home 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.

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

ANCIENT MARINER — Located on Shelter Island with a view from the crow's nest of San Diego Harbor, featuring the finest Eastern corn fed steaks and delicious seafoods. With a pleasant atmosphere no other galley can offer — excellent service by warm, attentive young people who will make your visit the most enjoyable ever. Land-lubbers will be astonished at the succulent charcoal broiled Teriyaki Sirloin or the man sized New York steak (both fresh cut and broiled to perfection by our chef). The seagoing mate will enjoy the Ancient Mariner catch of Swordfish, Australian Lobster Tail, or the enormous and tender Abalone steak with the Ancient Mariner secret recipe. Entertainment after dusk. Open daily 11:30 a.m.; Sunday at 1500 hours. 2725 Shelter Island Drive. 224-8242.

WINNERS CIRCLE LOUNGE — An intimate room featuring great cocktails and prime fed Black Angus steaks, located across from the Del Mar Race Track in the exciting Winners Circle Lodge. True to the old English tradition of "the feast after the hunt," you select and char broil your own steak. Enjoy cocktails by the warmth of the fireplace or at poolside. Room service is also available to the lodges 200 rooms. 550 Via de la Valle. (714) 755-6666.

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. Featured on the menu you will find such delights as Neptune's Platter for two, Pepper Steak cooked right in the dining room by the Maitre d', Chateaubriand, and Hearts of Palm Salad — a specialty of the house. San Luis Rey Downs is just 11 miles east of Oceanside. Take Highway 395 to Camino Del Rey and Turn west for 4 short miles. Dinner is served from 6:00 p.m. til 9:00 p.m. Monday through Thursday; on Friday and Saturday from 6:00 p.m. through 11:00 p.m. Dancing Tuesday through Saturday. Buffet every Sunday from 5:00 p.m. through 9:00 p.m. For reservations call: 758-0330

OLD DAMASCUS RESTAURANT — is like stepping from the cosmopolitan atmosphere of uptown Fifth Avenue, San Diego into the exotic atmosphere of old Arabia. The decor, the wall hangings, and the wonderful savory food — all make for an exciting evening. Start with a mixed drink prepared for your pleasure. Proceed with shish kebab at its best; as well as other authentic Lebanese foods, prepared to perfection! A truly cosmopolitan place to dine. Luncheons, Monday and Friday from 11 to 2:30; Dinners Monday thru Saturday from 5 to 9:30. 3683 Fifth Avenue, San Diego. 297-3228.

REUBEN'S PLANKHOUSE . . . the newest in the Reuben group of exceptionally good restaurants, easy to reach via the new highway 805 (just take the Balboa Avenue turnoff). Open for lunch from 11:30 to 4 Monday thru Friday; dinner starts at 4. On Saturdays and Sundays, open at 5. Dinner includes soup, salad and bread — and the steaks, lobster, and scampi are excellent. The cocktail bar has a pleasant surprise between 4 and 7 p.m. — there's complimentary hot hors d'oeuvres, cold relish trays, and a big tasty wheel of cheese. 7637 Balboa Avenue, San Diego. Sorry, no reservations 278-7373.

VALLEY FORT STEAK HOUSE — Nestled under giant trees near beautiful Fallbrook, the Fort is a startling re-creation of the Old West. Their famous cowboy steaks are cooked over a real wood fire and the beans, hot biscuits and honey cause even the sophisticated diner to develop boarding house manners. Lunch is served daily. A great new Champagne Brunch is served each Sunday from 9:30 to 4:00. Closed Monday and Tuesday. Phone 728-1998. 3757 S. Mission Rd., Fallbrook.

MARTY'S VALLEY INN — in a beautiful garden setting. Featuring succulent prime rib, steaks and seafood. Dining room open from 11:00 a.m. until 11:00 p.m. Cocktails served from 10:00 a.m. until 2:00 a.m. Dancing nightly. Banquet rooms for private parties. You may also book garden weddings. Located 1½ miles east of Int. No. 5 on Mission Ave. in Oceanside. Restaurant — 3232 Mission. Phone 757-7711. Best Western Motel — 3240 Mission. Phone (714) 757-7700.

CHART HOUSE — Three locations locally, all serving superb steaks, lobster and great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155; La Jolla: 459-8201.

Places and Faces

200 HONOR PLANNER HAELSIG



— Over 200 friends and former associates paid tribute to Harry C. Haelsig, planning director for the City of San Diego from 1955 to 1964, and later architect of the master plan for Lomas Santa Fe, at a dinner at the Lomas Santa Fe Country Club recently.

Prior to the dinner, a plaque expressing gratitude to Harry Haelsig for planning the community of Lomas Santa Fe was unveiled by Theodore E. Gildred, president of Lomas Santa Fe, Inc.

Among the many guests were former mayors John Butler and Frank Curran; Glenn Rick, who preceded Haelsig as planning director of San Diego, and who is recognized as the "father of Mission Bay;" Ed Gabrielson, city engineer during the period that Haelsig was planning director; Judge Ross Tharp; and City Councilman Henry Landt.

Judge Tharp, who was a member of the city council during part of Haelsig's nine years as planning director, praised Haelsig for his farsightedness, imagination and tenacity, and said San Diego can claim to be America's finest city in the 70's because of Harry Haelsig's hard work during the 50's and 60's. Judge Tharp called Haelsig philosophical yet practical in his approach to achieving harmony between both growth and beauty.

Gabrielson said, "All of us are tremendously indebted to the ideas that Harry Haelsig had. The major street system of San Diego was to a large part his idea, as were the major street standards and the freeway system. He helped create the environment we all enjoy today."

Gildred expressed gratitude to Haelsig for "helping us to do something better in the planning of the community of Lomas Santa Fe."

Mr. and Mrs. Harry C. Haelsig, left, greet Mr. and Mrs. William Rick, center, and former mayor Frank Curran and Mrs. Curran prior to a testimonial dinner honoring Mr. Haelsig for developing the master plan for Lomas Santa Fe and for his many achievements as planning director for the City of San Diego from 1956 to 1964.



Harry Haelsig, left, receives inscribed mantle clock from Ted Gildred, president of Lomas Santa Fe, in appreciation for work in preparing the master plan for Lomas Santa Fe. Looking on is Mrs. Haelsig.

Al Kern, vice president of operations for Lomas Santa Fe, Inc., called Haelsig's dedication and enthusiasm contagious, and said the community of Lomas Santa Fe is an outgrowth of that enthusiasm and dedication as much as it is of the plan that Haelsig prepared.

Haelsig said he went to work as a consultant for the Gildred family after retiring from city service because he liked their concepts and ideas, and it presented an opportunity to do something of lasting value. □



FINGERTIP SHOPPING

* AIR CONDITIONING

AELOTT AIR CONDITIONING
 Dealer for Carrier — General Electric — Day & Nite — Heat Pumps — Electric & Gas Furnaces — Sheet Metal — Electronic Air Cleaners — Sales — Installation — Service
 825 West Washington Escondido, CA
 746-1333

* AIR CONDITIONING & HEATING

UNIVERSITY AIR CONDITIONING & HEATING Since 1926
 DESIGN INSTALL MAINTAIN
 Let UNIVERSITY add "Total Comfort" air conditioning to your present forced air heating system, or replace your old heating system with a new one. We have Planned Maintenance for all systems.
 546 S. Redwood, Escondido
 745-6913
 also 753-3491, San Diego 283-3181

* APPLIANCE REPAIR

B & R APPLIANCES SALES & SERVICE
 —Amana Refrigerators, Freezers and Radaranges
 —Caloric Self Cleaning Ranges
 —Speed Queen Washers & Dryers: Stainless steel tub & drum
 —Waste King Dishwashers & Garbage Disposers
 AMANA CALORIC SPEED QUEEN
 Master Charge BankAmericard
 Call Toll Free 436-0676
 2802 State St. Carlsbad

* BICYCLES — SCHWINN

HIDDEN VALLEY BICYCLE STORE
 Largest stock of new bicycles. Also expert repairs on all makes; tires, etc.
 265 North Hickory Escondido 746-1509
 "Next to '31 Flavors Ice Cream!"

McDOUGALL'S COAST CYCLERY
 SCHWINN
 Service on all makes
 553 First Street Encinitas, California
 Phone 753-5867

* BLACK TOP, EXCAVATION

SMITH CONSTRUCTION COMPANY
 See us for All Your Paving Needs
 Black Top, Excavation Top Soil and Filling Dirt
 756-1061 and 753-2796

* BRAKES

COAST BRAKE & WHEEL SERVICE
 Mufflers — Goodyear Tires
 Brakes — Wheel Alignment
 444 First Street, Highway 101, Encinitas
 753-6272

* CARPET CLEANING

SMITTY'S OF LA JOLLA
 CARPET CLEANING
 "Steamway Method"
 Specializing in wall-to-wall carpet!
 27 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

* CARPET & LINOLEUM

ESCONDIDO CARPET & LINOLEUM, INC.
 Featuring the famous
 OZITE "Outdoor-Indoor" Carpet
 which is great for any room in the house.
 Especially wonderful for patios, pool decking,
 and any outside uses!
 Resist stains — Dries quickly
 Come in and let us show it to you!
 903 Valley Blvd. Phone 745-5827

* ENGINEERING SURVEYORS

"Browne and Vogt"
ENGINEERING SURVEYORS, INC.
 726-0920
 —Subdivision — Land Surveys
 —Topographical Surveys
 621 So. Santa Fe Ave., Vista, Calif. 92803

* FINE FURNITURE & DESIGN

HUBERTUS LIERE, MASTER CRAFTSMAN
 Designer, Fine Furniture Maker
 European Background in Old World
 Craftsmanship, Chairs, Tables, Groupings for
 all rooms, Bars, Cabinetry
 Drawings — Estimates Furnished
 Antique Reproduction-Restoration
 Specialist in Stereo, Hi-Fi Cabinetry
 Graduate, American-European School of Design
 3220 Westwood Drive, Carlsbad 729-7537

* FIREPLACE EQUIPMENT

Gas Logs, Fireplace Equipment,
 Brass Imports Custom Screens
 Steel Fireplaces
THE FIREPLACE INC.
 142 West Grand Ave. 746-5550
 Escondido, Ca.

BRASSTOWN
 "Since 1952"
 SCREENS
 Custom and standard
 GAS LOGS
 See these beautiful gas logs burning
 in our store
 ACCESSORIES — APPROVED METAL
 FIREPLACES — WALL DECOR
 902 West Washington Street San Diego
 (Complete showroom) (Corner of Goldfinch)
 WE MEASURE AND INSTALL
 FREE ESTIMATES
 Largest selection in San Diego
 296-4307

* HOSPITAL SUPPLIES

GOODHEW HOSPITAL SUPPLIES
 Everything for the sickroom! Traction equipment,
 patient lifts, crutches, walkers, wheel
 chairs, oxygen, IPPB units.
 746-1146 454-0333

* INSURANCE

CUNNINGHAM INSURANCE AGENCY
 carries all types of insurance!
 PERSONAL lines include fire, homeowners,
 automobile, health and accident, life insurance,
 boat insurance.
 FIRE AND CASUALTY includes apartment,
 office buildings, automobile, surety bonds,
 workmen's compensation, professional liability,
 mercantile coverage.
 INDUSTRIAL includes fire and casualty,
 manufacturing, contractors' packages, truck
 and cargo, surety bonds, Group insurance
 (hospitalization and life combination) work-
 men's compensation.

BARNEY & BARNEY
CUNNINGHAM INSURANCE AGENCY
 Paseo Delicias Rancho Santa Fe
 756-2117

* LANDSCAPING MAINTENANCE

ROBERT J. ADAMS
 Landscape Maintenance Services
 A Complete Service for your Lawns, Trees,
 Sprinkler System, etc.
 Specializing in tree pruning for safety and
 beauty. Fully insured. Landscaping also
 available.
 For information and free estimate
 Call 748-4067

* MASONRY & LANDSCAPING MATERIALS

BUNYARD MASONRY SUPPLY COMPANY
 BLOCK — BRICK — STONE
 Landscaping ground cover materials—
 577 North Vulcan Encinitas 753-1164

* ORNAMENTAL IRON

THE VILLAGE FORGE
 1646 No. Hwy. 101
 LEUCADIA 753-1641
 Custom Made Railing
 Gates Guards
 Custom Fireplace Equipment and
 Screens

* PAINTING — INTERIOR & EXTERIOR

JOSEF C. STERNAL
 QUALITY PAINTING OF RESIDENTIAL
 INTERIORS & EXTERIORS
 "Serving Rancho Santa Fe and vicinity"
 744-0787

WILLIAM COLEMAN
 Experience Skill Reliability
 INTERIOR EXTERIOR
 Also CABINETS
 Telephone Evenings
 753-0528
 Estimates cheerfully given
 1939 Vulcan Avenue Leucadia, Calif. 92024

* PARTY RENTALS

GOODHEW PARTY RENTALS
 Banquet tables, card tables, bars, china, silver,
 glasses, garden furniture, folding chairs,
 canopies, tents, dance floors, heaters.
GOODHEW
 746-1146 454-0333

* PHOTO SUPPLY

GAILEY'S PHOTO SUPPLY
 Escondido's most complete Photo Supply
 Serving this area for 17 Years
 Featuring Kodak Color Processing
 118 E. Grand Ave. Escondido 745-7823

* PIANO TUNING

PIANO TUNING
 Repairing and regulating
 PTG Member
GEORGE GROSS
 753-5843

* PLUMBING

COAST PLUMBING CO.
 New Construction—Repairs—Remodeling
 Expert Service
 P.O. Box 715, Del Mar, Calif. 92014
 Ph: 755-1888
 If no answer please call 459-5282

* PLUMBING & HEATING

ARTHUR A. BROWN PLUMBING
 Heating, disposals, dishwashers, sewers,
 water heaters, drain cleaning, etc.
 Call 729-4914
 DAY OR NIGHT
 "24 hour emergency repair service"
 2691 State Street Carlsbad

* ROOFING

ROOFING OF EVERY TYPE
 Wood Shingle — Shake — Composition
 Tile — Bermuda Insulated Roofs
 — REPAIRS
 We Also Seal-Coat Driveways
WITHEROW ROOFING CO.
 747-1101

Serving San Diego County since 1935. Roof
 repairs our specialty. Mission tile — Concrete
 tile — asphalt shingles — built-up gravel roofs.
 Poured in place Bermuda insulated roofing.
 Driveway coating for added life to blacktop
 driveways.

J. P. WITHEROW
 1001 Morena Blvd., San Diego 297-4701
 Escondido 747-1101

* 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

* SAND

COAST SAND COMPANY
 Right in the Heart of Rancho Santa Fe!
 Sand, Rock, Top Soil
 Prompt Delivery by Calling 756-2446

* SUMMER CAMPS

THE BUCKOES SUMMER DAY CAMP
 Sorrento Valley, La Jolla, California
 A Summer day camp for 5 to 13 year olds.
 Swimming and riding, games and sports,
 archery, handicrafts, camp-outs, and field
 trips.
 Brochures free upon request.
 Mailing Address: 10325 Roselle St.
 San Diego, Calif. 92121
 453-1643 — 21st Year — 271-9188

* TV ANTENNAS

FIDELITY RADIO & TV
 Custom Antenna Installation and Service
 130 North Acacia, Solana Beach
 755-1653
 Member CSEA PEET

* TELEVISION SALES & REPAIR

FIDELITY RADIO & TV
 Authorized Dealer Sales and Service for
 RCA — ZENITH — COLOR
 Radio, TV & Hi-Fi Service featuring color TV
 130 No. Acacia, Solana Beach
 755-1653
 Member CSEA PEET

* TREE SERVICE

LANGE TREE SERVICE
 Specializing in Topping, Trimming &
 Removal
 FREE ESTIMATES
 Wood Sawing and Splitting
 Excellent Fireplace Wood For Sale
 670 Laguna, Carlsbad 729-2552

* WATER CONDITIONING

RAYNE WATER CONDITIONING
 "Outstanding Service"
 — Charcoal Filters and Water Purifiers
 for Drinking Water
 — Soft Water Rental Service
 — Automatic Water Conditioners
 Commended by Parents Magazine, Water
 Conditioning Foundation, and Good House-
 keeping Magazine.
 Del Mar — Rancho Santa Fe 755-9741
 San Marcos — Escondido 746-2811
 Oceanside — Carlsbad 724-8603

Periphery

GROUND-BREAKING FOR FAWCETT POOL

In March of 1971 Mr. and Mrs. W. Russell Fawcett of Rancho Santa Fe had a dream. That dream was to make available a diving pool for the young people in the North County. Recently, that dream became a reality as Mrs. Priscilla Fawcett, Mr. Paul Ecke, Jr., Y.M.C.A. Board Chairman, and Mr. Ed Harloff broke ground for the W. Russell Fawcett diving pool. The pool will be 35' x 40' with depths of 9 to 12 feet, with a one and three meter diving board.

Mr. and Mrs. W. Russell Fawcett have been long-time friends of the Y.M.C.A. and feel strongly that an organization like the Y.M.C.A. which has a spiritual foundation and a spiritual thrust should have such a diving facility for young people.

"Some 1000 boys and girls have gone through our swimming program so far this summer," stated Ecke. "The Y.M.C.A. is the water experts of the community offering a quality instructional program second to none, and the addition of the W. Russell Fawcett pool will enable us to expand our Aquatic Program in 1973-74."

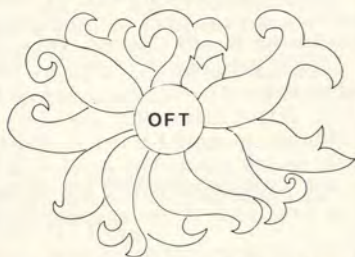
According to Ecke, Jr., the Y.M.C.A. is in the process of developing a site master plan which will meet the needs of our growing community. Ecke also stated that Dr. Bob Hobbs is chairman of the pool committee which is composed of: Dr. J. Peter Fitzpatrick, Edgar Engert, Don Hubbard, John Knipe, Bob Somerville and Bob Weidner, who have worked many long hours on this project. □

CHRIS KANE APPOINTED

Chris Kane of Rancho Santa Fe has been appointed a member of the United States Junior Tennis Ranking Committee. At the age of 19, Kane is one of the youngest appointees to an administrative position by the USLTA (United States Lawn Tennis Association), the distinguished ninety-three year old governing body of tennis competition in the United States. As a member of this committee, Kane will help determine the ranking positions of all tennis players in the United States, eighteen years old and younger.

Kane, a junior at the University of Notre Dame, is the number one varsity tennis player for the Fighting Irish. He is also the holder of two United States tennis championships and fourteen state titles. Chris is the son of Mr. and Mrs. Bernard M. Kane of Las Palomas, Rancho Santa Fe. □

Our Favorite Things



"BEAUTIFUL CLOTHES FROM AROUND THE WORLD"

COME AND SEE OUR
ANTIQUE COLLECTION
FROM THE
LAND OF ALI BABA
436-0513

OUR FAVORITE THINGS del SOL

The far corners of the world bring us the lovely hand-embroidered clothing you will enjoy at O.F.T. — (Our Favorite Things). From mysterious and romantic Arabia, Persia, Morocco, authentic vests, dresses and Burnooses. Mexico brings us her Huipils, hand-tucked and lace dresses, beautiful embroidery. South American, woven ponchos, unusual Huipil — Pakistan, Thailand, India, Haiti — these are but a few of the countries that fill O.F.T. with their culture and beauty.

THE LIGHTHOUSE

Lamps of all styles, colors, materials, sizes and prices are displayed in a beautiful array of lighting excellence. You will find lamps, candles, art and sculpture in this brilliant shop — something for every room in your house! Come in to be greeted by "Sunny" herself — Aida Chrysler.

VENICE TRAM

If there was ever a museum for hand-crafted wonders, The Venice Tram Co. is it! The shop is voluptuously full of irresistables, both in practical and useful gifts, and beautiful items of decor — fun things that are created for this shop alone.

From October 7 through November 7, Venice Tram Co. is offering a magnificent display of the work of three promi-

nent artizans. The stoneware and porcelains of Beverly Jakub, a multi-award winning ceramist, are original in design, color tone and dexterity, superior in workmanship and brilliant use of natural materials. By contrast, James D'Angelo is a jeweler extraordinaire — wood inlay is his unusual specialty — and the lasting beauty of handmade jewelry is heightened by the patina of lovely wood-grain. So far as oil, acrylic, watercolor painting is concerned, Gary Hansman is a recognised master, who also has perfected the arts of wood-cut, lino-cut, itaglio printmaking and collagraph. These three eminent artists will entrance you with their offerings, and will be there to meet and discuss their specialties with Venice Tram Co. customers.

In addition to the captivating art show, Venice Tram Co. has added a garden of household plants beyond your imagination! The freshness and color of the hundreds of hanging plants, potted plants, cascading plants will dazzle your eye and the very low expense will amaze you. Welcome, one and all to the most beautiful show on the coast — Venice Tram Co. Wizardry in Art, October 7 - November 7.

THE CARPETBAGGERS

The art of ancient symbolism — the vibrant colors and authentic designs of primitive Guatamala — are hand-woven into tapestries and rugs, now added to the rich and cultured invento-

ry at The Carpetbaggers. Lovely, low prices enhance this original group — also, long-haired angora rugs are an additional temptation!

THE THIRD BIRD

The loveliest, most becoming shawls in the world — rainbow hued and graceful — on sale this month!

WORLD AFFAIRS COUNCIL

October: Tuesday, October 23, 1973, Dinner Ambassador Walter Loridan (Belgium) "The Unification of Europe and the United States." November: Wednesday, November 14, 1973, Dinner National Strategy Information Center, Panel of 3: Frank Barnett, Dr. Frank Trager, Dr. Alvin Cottrell. December: Thursday, December 6, 1973, Dinner Mr. Robert Bee, Wells Fargo Bank - San Francisco, "International Monetary Turmoil."

TOURISTS SPENDING SETS NEW RECORD

"Nearly a billion and a half dollars was pumped into Southern California's economy by tourists during the last 12 months, and tourist arrivals increased 7.6%, even with the gasoline scare," said William Brotherton, man aging director of the Southern California Visi-

tors Council. The 12-month period is through August 31, 1973.

"During the summer months, we saw a shift to public transportation from the private automobile, but still visitors found a way to come to Southern California," continued Brotherton.

July and August showed a drop of 8 per cent in visitors arriving in autos, but airlines reported a 10 per cent increase and buses and trains jumped 25 per cent.

Attendance at the major attractions in August was 8% better than the same month last year. Part of this turnstile increase can be attributed to residents who stayed closer to home to enjoy vacation fare in their own area.

"We gained a lot of domestic travelers who didn't want to pay the higher cost of overseas travel. It's up 30% to go to Europe or Asia. For that reason, we also gained in foreign travelers who are coming to America now that it's a bargain. Foreign visitors to the U.S. have increased 59% in the first six months of this year. Southern California is a gateway region so foreign visitors come here," said Brotherton.

The visitors who were attracted to Southern California spent \$1.456 billion, which created and supported 900,000 jobs, and helped maintain the economic health of the 13-counties of the Southland. The Southern California Visitors Council has promoted tourism to the region with advertising and publicity since 1921.

RANCHO SANTA FE SAVINGS GAINS

The state chartered savings and loan association which opened here four months ago begins the fourth quarter investment period with a 150 percent growth in assets.

Capitalized at \$2 million, Rancho Santa Fe Savings & Loan Assn. opened its doors May 14 as the first S&L to be based here and the first to be chartered in the state since 1964.

According to Don W. Ausbrooks, executive vice president, assets now are \$5,142,278, with loans at \$3,052,111. Savings accounts represent \$2,579,324 for 539 depositors.

Rancho Santa Fe Savings announced increased interest on all deposits last July, with passbook accounts drawing 5.25 percent. Time deposits earn up to 7 percent on 4 year certificates.

Of the 242 stockholders, most are Rancho Santa Fe residents and all live within the San Dieguito area. Frank R. Warren is chairman. Other officers and directors are Richard K. Colbourne, president, Roger S. Woolley, secretary, Ludwig Weindling, treasurer, Ausbrooks, Roger E. Brickman, J.E. Coberly, Jr., Russell Q. Fellows, Percy H. Johnston, Arthur R. Lindburg, T.A.L. Loretz, Hon. Lloyd S. Nix, Herbert B. Pratt, Y. Charles Soda, Lee R. Taylor and Edward R. Woolley. Mrs. Kathy Stokes is Assistant Secretary and heads the escrow department.

The Old Market

1010 HIGHWAY 101
(FIRST STREET)
ENCINITAS

Welcome, North County, to
the new "Old Market"
1010 Highway 101, Encinitas

Joint Venture of Three Hills Corporation,
Harvey Herzberg, President, 756-1515, &
Rancho Pacific Corporation
George Gere, President, 756-2408
For Leasing Information, call
Harvey Herzberg, 756-1515



Wizardry in Handcrafts
Jewelry - Art - Ceramics



Visit Our New Garden



Open Daily 10:00 a.m. to 9:00 p.m.

753-6808



OCTOBER SPECIAL!
Beautiful Hand-made
Columbian Evening Shawls

THE THIRD BIRD

753-3383



Beautiful Lamps
THE LIGHTHOUSE

753-2961



WHERE EAST MEETS WEST
New, From Guatamala
Symbolic Rugs & Tapestries
American Indian
Hand-Made Jewelry

THE CARPETBAGGERS

753-5093

The Casserole Caterers

... the creative catering service specializing in Weddings, Home Parties, Commercial and Industrial Open Houses and the Unusual.

THE CASSEROLE CATERERS

since 1948

2841 Canon Street, San Diego

Phone 223-7109

WANTED TO RENT Jan. & Feb. 1974 in Rancho Santa Fe

Semi-retired Eastern couple would like furnished Rancho Santa Fe home to rent for months of January and February 1974. Must have 3 bedrooms, 2 baths, pool and patio as minimum. Day or live-in household help with accommodations desirable.

PLEASE CALL 756-2292



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

82 / OCTOBER 1973

Periphery

MASTER CATERING

Women! Liberate yourselves! Enjoy your next party by having it catered for you and surprisingly enough, catering does not have to be expensive.

Max, the Executive Chef of Master Catering, can plan with you elegant, but economical party food presented with flair and special touches to delight your guests. Hawaiian theme? German? Bar-B-Que? Chinese? Favors? Fun flowers? A wine fountain?

Whatever you prefer, Max, of Master Catering can offer ice sculpture and pheasant under glass (literally) or hot dogs on paper plates.

For the past ten years, Max has been with the Westgate Plaza, The Cuyamaca Club and the La Jolla Country Club.

So let Master Catering do your entire party for you, they are new in San Diego and are most anxious to please you!

Whatever size party you are guaranteed to be delighted with how effortlessly and reasonably it all can be done! Call Jane Coursin, Representative for Master Catering, 459-8620 in La Jolla or 232-2015 in San Diego for an appointment or information soon... □

QUESTIONS PEOPLE ARE ASKING ABOUT SOFT LENSES NOW

JUST WHAT IS A SOFT CONTACT LENS?

That's it! A flexible lens. They are sometimes known as hydrophilic lenses because they actually attract and absorb moisture. Soft lenses are made from a fascinating new material called hydroxyethyl methacrylate. They conform to the shape of the eye and lids so perfectly that most people who try them for the first time just cannot believe they are actually wearing contact lenses.

HOW LONG WILL IT TAKE ME TO GET USED TO WEARING SOFT LENSES?

It usually takes considerably less time than with conventional contacts because the lens is flexible and the correct fit will often be attained on the first visit. Your doctor is the only person who can tell you, of course, but most patients can wear them for work and study after the first day.

AREN'T SOFT LENSES VERY EXPENSIVE?

That depends entirely upon how important they are to you. Many people would do almost anything for clear, comfortable vision that does not involve the use of glasses. As a general

rule, although most doctors' fitting fees are about the same, the materials cost more than with ordinary contacts. So the total charge is somewhat higher.

SHOULD A PERSON WHO IS WEARING REGULAR CONTACT LENSES SWITCH TO SOFT CONTACTS? Flexible lenses usually feel better than conventional contacts during the first weeks of wear, but regular hard lenses that have been properly fitted rarely cause discomfort after that. The few people who change do so because the increased size of soft lenses makes them ideal for sports wear, night driving, and other conditions where smaller conventional lenses do not work as well.

ARE SOFT CONTACT LENSES SAFE? Generally speaking, soft lenses are as safe or safer than ordinary glasses when they are properly cared for and worn according to the doctor's instructions.

CAN SOFT LENSES BE WORN ALL THE TIME?

Once the adaptation period is over, soft lenses can be worn continuously and comfortably all day. They should only be removed before you go to sleep, and in a few other special cases your doctor will explain.

HOW ABOUT SOFT CONTACT LENSES FOR SPORTS? AREN'T THEY EASILY LOST?

Many professional athletes find no substitute for contact lenses. Freedom from spectacles and restored peripheral vision allows the athlete an opportunity to play at his best.

Soft lenses are particularly well suited to active people because they fit snugly, there is less possibility of dirt getting under them, and they are not likely to be lost during physical contact.

CAN I HAVE MY SOFT LENSES TINTED?

Sorry, no. Even if such lenses were available to change eye color, the tint would not be very practical since soft lenses are larger than regular contacts and the effect would be spoiled where the colored lens would overlap the white of your eye. Many conventional hard contact lenses are tinted because patients experience considerable difficulty with bright lights and glare. This is not usually the case when soft lenses are worn.

HOW ABOUT BIFOCALS?

For a variety of complex optical reasons, bifocals are sometimes unnecessary in contacts, or your doctor may prescribe soft lenses to be worn only for sports or social occasions when extensive near seeing is not required. People who are fitted this way with soft lenses generally keep a pair of reading glasses to slip on over them from time to time. In either case, they are often less trouble than bifocal glasses.

CAN EVERYONE WEAR SOFT LENSES? Unfortunately, no. High amounts of a stigmatism is an irregularity of the front surface of the eye. Conventional hard lenses simply "resurface" the eyeball by covering the astigmatic distortion with a perfect spherical lens. When the

continued on page 101

Business and Estate Topics



Larry G. Showley, CLU

PROFIT-SHARING FUNDS IN LIFE INSURANCE

Many businessmen are unaware that profit-sharing plans designed to provide retirement benefits can often be improved at no extra cost.

Generally, profit-sharing funds are controlled by a trustee who invests the funds in stocks, bonds, and other securities. As earnings accumulate, they are credited proportionately to each participant's account for distribution to him or his beneficiary at death, retirement, disability, or severance of employment.

While such plans are good, they can be made even better by adding the benefits of life insurance.

GREATER FAMILY PROTECTION

One advantage of including life insurance in a profit-sharing plan is that it will increase the pre-retirement death benefit. In effect, the death benefit guarantees to the employee's family a number of future profit shares which the employee would have received had he lived. This is an attractive immediate benefit for younger employees. This protection continues while the participant is employed, and the policy may be continued by him after he retires.

RETIREMENT BENEFITS

Life insurance can further improve a profit-sharing plan by providing extra retirement benefits. For example, when

he retires, the employee may wish to do one of the following:

- Collect profit shares and insurance policy values in one lump sum.
- Collect cash from the investment fund and continue the life insurance policy protection.
- Collect profit shares in one lump sum and convert life insurance into a lifetime annuity.
- Convert both profit shares and life insurance into a lifetime annuity.

Life insurance gives an employee greater flexibility in arranging his financial affairs when he retires. It also allows him to convert his profit shares to lifetime income based on today's annuity rates ... even though these rates may increase in the future.

TAX ADVANTAGES

Many profit-sharing plans directly

pay accumulated profit shares to the beneficiary in the event of a participant's death. But, because this is taxable income, the actual benefit can be greatly reduced. In contrast, life insurance proceeds are income tax free under an exemption provided by Section 101(a) of the Internal Revenue Code.

For these reasons, and others, life insurance makes a profit-sharing plan more attractive to employees. And, adding life insurance involves no additional cost to the employer. The only step involved is to instruct the trustee to use a certain portion, usually up to one third, of the participant's profit share to buy life insurance on his behalf. The employer benefits because of better employee morale, goodwill, and loyalty generally result.

For more information, a booklet, "Some Advantages of Investing Profit-Sharing Funds in Life Insurance," is available. For a copy, just call or write.

Spellbinders.
Shiny, swifty earrings
of 18k yellow gold
sprinkled with 4.50 carats
of mesmerizing diamonds
\$3,300.



Clifford farrar

Fine Jewelers at Sanderson's
7802 Girard, La Jolla — 459-2407
Also Maui Kaanapali Hotel, Maui, Hawaii

Jolly Ox 

Steaks & Spirits

GREAT

LOMAS SANTA FE EXIT AT
FREEWAY 5 SOLANA BEACH

714/755-9758

AS PLUSH AS YOU PLEASE
EVERYTHING YOU'VE ALWAYS
WANTED IN A BATHROOM
— AND MORE!



Special Lighting
Towels and Racks
Bathroom Furniture

The Bathbarn

1351 EAST VALLEY PARKWAY
ESCONDIDO MALL, ESCONDIDO
746-9005

Lubach's

"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

Conway's Concepts

CAN I INVEST IN TODAY'S MARKET?

Question: With the stock market behaving like a paranoid lover, most financial advisors indicate that real estate investments are the thing. I've been looking into a apartment



by E. R. Conway

houses, but when I talk to a Bank, or Savings and Loan, about lending money on a First Trust Deed they act like they are doing me a great favor by condescending to discuss the situation with me. When they start talking about four points or more to make the loan, and interest rates of 9-3/4%, I fail to appreciate their great humanitarian feelings towards me. In short, I'd like to invest in real estate but how do I do it today?

Answer: I can appreciate and empathize with what you are saying. The facts are, however, that now is an outstanding time to invest in real estate. It's a little more difficult because of the tight money situation but the potential rewards are so much greater. Even among my contemporaries, in the real estate investment fraternity, there are those who say that we must sit on the side lines and wait until there is more money and until the interest rates come down. When they tell me how difficult things are, I'm reminded of an experience that I had in the Army, many, many years ago. As a young Lieutenant, I complained to my superior concerning the seemingly impossibility of accomplishing a required task. I've always remembered his classic reply, "Son, if your job was easy we'd replace you with a buck private." And my response to these "Hopeless Harry's" is similar; "If you can't service your clients in all kinds of money markets, go back to school and get the education that will allow you to do so, or go into a less difficult business."

We have a very unique financial situation in the United States right now. It's contrived by the government and only the historians, at some time in the future, will properly answer whether or not it was in our national best interest. It would appear that interest rates are about to peak out, that they will then level out until about the first of next year, and then start down. By the second quarter of 1974 they should level out at whatever is going to be our normal rate for the remainder of the year. Meanwhile, there are still going to be people that, for various reasons, are going to want to divest themselves of their real property holdings. And, there

are going to be people, like yourself, that are going to want to acquire real estate. A willing seller and a willing buyer, that's all that it takes to make a transaction. Meanwhile, the conventional lenders can all go fishing; they're only as necessary as we continue to believe that they are.

Now, at this point, I should digress and define my terms. What is a willing seller? I know many people who have property for sale but, my word, the price they are asking! Without blinking an eye, they'll quote a figure that is 150%, or upwards, of fair market value, as measured by most professional standards. Are they willing sellers? Yes, they say. But, in reality, only if they can get a price that is completely unrealistic in the market place. By my definition, this is not a willing seller.

What is a willing buyer? Again, I am constantly meeting people who say that they want to acquire real estate. However, what kind of an offer will they make? About 50% to 75% of fair market value. Are they willing buyers? Oh yes, but only if they can see a way to steal the property! How many times have you heard someone use that term, in reference to the acquisition of a piece of real estate? "I got a real steal!..? There are vultures in the market place who dote on deaths, divorces and foreclosures. Are they willing buyers? Not by my definition. They become willing buyers when they are willing to pay fair market value as determined by competent appraisal.

In today's market place are there willing buyers and willing sellers? Oh yes! And all they have to do is meet each other and the transaction can be made. Is it simple? Usually not; but, with imagination and good will, there are innumerable ways that property rights can change hands. Existing loans might be assumable, with a small (or none at all) assumption fee, and with the seller accepting a purchase money trust deed for the cash that you are otherwise unable to raise. This could be structured on terms, to you, that would be far more favorable than from a conventional lender; even during times of plentiful money. The above situation could possibly be improved by the seller 'taking back' an all inclusive (sometimes called a 'wrap around') trust deed. A sizeable commitment of cash, in the form of an option to purchase, can sometimes have great benefits to both buyer and seller — far outweighing the benefits of an interest only loan (with or without pre-paid interest), as an example. Sale and leaseback, lease with an option to purchase — the possibilities are limitless. I have a friend who teaches a four day seminar on creativity in real estate financing. He outlines a hundred ways to make a transaction, only one of which involves cash. Think about it! If

Conway

this idea should catch on, the Banks and S & L's might be able to go fishing on a permanent basis. Are there any bankers out there listening? Be careful. The property owners of this world may rise up and trample you to death. □

Mr. Conway, a Business Administration major at the University of New Hampshire, took his graduate study in the field of Finance at San Diego State. He is a member of the Real Estate Certificate Institute of the California Real Estate Association and a candidate for the professional designation of Certified Commercial Investment Member of the National Institute of Real Estate Brokers. He is a practicing Real Estate Investment Broker in Rancho Santa Fe. You may send your questions to him in care of Box 1777, Rancho Santa Fe, Ca., 92067.

ANDY WILLIAMS SAN DIEGO OPEN

Back on the dates that made it possible to draw the world's top players, the seventh annual \$170,000 Andy Williams San Diego Open and Celebrity Pro-Am will open a six day run here on January 22 with a revised format.

First day of the Celebrity Pro-Am will be held at La Costa and Lomas Santa Fe Country Clubs instead of the 1973 combination of La Costa and North Torrey Pines.

Second day of the Pro-Am and the first two days of the Open will be played on the Torrey Pines North and South Courses. Following the cut, the final two days of the Open will be on Torrey Pines South.

Fivesomes made up of four amateurs and one professional will tee off in the Pro-Am this year instead of foursomes as in past years.

The tourney dates return the AWSDO to the fourth position on the Western winter tour.

The \$170,000 in prize money for the Open, the picturesque seaside Torrey Pines layout, and the prestige of this nationally-televised event are expected to attract such names as Lee Trevino, Bruce Crampton, Johnny Miller, Tommy Aaron, Lanny Wadkins, Grier Jones, Hale Irwin, Jerry Heard and San Diego's own Bill Casper, Gene Littler, John Schroeder, Phil Rodgers, Cesar Sanudo and Chuck Courtney.

Rodgers was a co-runner-up to Dickson last year with Jones, Casper and Crampton, all sharing 281 total three strokes behind the winner. Miller Barber, Tommy Jacobs, Dave Eichelberger and Irwin shared sixth-place money, scoring 282.

For the \$20,000 Celebrity Pro-Am Andy Williams will be inviting such show biz friends as Bob Hope, Dean Martin, Glen Campbell, Danny Thomas,

Jack Lemmon, Dick Martin, Buck Owens, Fred MacMurray, Bob Goulet, Chuck Connors, Bobby Goldsboro, Phil Harris and Sammy Davis, Jr.

Also competing in the Pro-Am will be amateurs from all over the nation and most of the field of 144 professionals.

100 HONORARY PASSES!



Dr. Bernard Gross, chairman of the board of directors of the San Diego Hall of Science welcomes Home Federal Savings as the first corporate member of the Reuben H. Fleet Space Theatre. Receiving the 100 honorary passes were Nancy Bergmans, employee benefits administrator, and Jackie Hawtree, assistant public relations manager, for Home Federal. In turn, the Space Theatre received a \$1,000 corporate membership check from Home Federal, the first donation in the current campaign. A plaque is being placed in the Founder's Hall commemorating the event.

Dr. Gross said, "We are very pleased that Home Federal is the first San Diego-based institution to recognize that the Reuben H. Fleet Space Theatre is an integral part of our cultural and educational life in San Diego. □

PLEASE HELP!

Rocky Resnick of Rancho Santa Fe and her long-time friend, actor Michael Callan, have arranged a "James Stacy Day" at the San Diego Blood Bank on Friday, October 26, 1973.

Film actor James Stacy recently lost his left arm and left leg in a motorcycle accident when sideswiped by a driver who has been charged with felony drunk driving.

James Stacy starred in the television series "Lancer" and appeared in other television series including Marcus Welby, M.D., Medical Center, Streets of San Francisco, and Owen Marshall.

The San Diego Blood Bank will be open from 8:30 a.m. to 7:00 p.m. on Friday, October 26, 1973. All donations will be transferred to James Stacy at the U.C.L.A. Medical Center.

Virginia Blesso Real Estate

756-1659

Post Office Box 571

Paseo Delicias

Rancho Santa Fe, California

92067

Bill Campbell



éclectic interior design

contemporary and modern furnishings
domestic and imported accessories
decorating service

1645 E. Valley Pkwy Escondido
for consultation call 743-4296

Wilhelmy's Picture Framing

- Custom & Stock Frames
- Shadow Boxes • Ovals
- Mat & Glass Cutting

"Personal attention
to special requests"

Mon-Fri 9-5:30 Sat til 1:00
753-8829

1038 N. Hiway 101 Leucadia

Mexican Cuisine - Cocktails
ROSENDO'S HIDEAWAY
 Carmel Valley Road,
 Del Mar
 755-3223 For Reservations
 We are closed Monday

HELEN THOMSEN'S
 Catering Service
 5763 LA JOLLA BLVD., LA JOLLA
 PHONE 459-4894

TRI-CITY ROLLER RINK
 Call 755-4158
 212 SO. CEDROS AVE.
 SOLANA BEACH

NORTH COAST STATIONERS
 755-4923
 127 NORTH HIGHWAY 101
 SOLANA BEACH, CALIF.

LA FEMME SALON
 Hair Fashions
 756-1794
 LA GRANADA
 RANCHO SANTA FE

A Key to Health
MASSAGE THERAPY
 753-2374

R. E. BADGER
 Pipeline / Sprinkler Service
 756-1402
 RANCHO SANTA FE

Valley Varieties



By Lynne McEuen

Where has the summer gone! I had so many things planned to do and find myself with about one-fourth of them done and still more coming up for the Fall . . . I had set myself a deadline for decorating my new home and getting some much needed new furnishings. Forget it! Just when you know exactly what you want and when you want, something happens. However I must say that I had marvelous help from a gal that everyone in North County should know. *Jeanette Macdonald* who is associated with J. R. Brandt Interiors in Escondido was really great. She has no match for patience because I felt like the proverbial 'country bumpkin' when it came to choosing fabrics, the right lines for the chairs, etc., and she would just take her time and hold up this and that until I found what I wanted. I couldn't be happier with the service I received from these nice people.



Jeanette Macdonald

Jeanette has recently joined J. R. Brandt Interiors here in Escondido coming from Charter Oak, California where she and her husband Bill were owners of a successful interior decorating business for 10 years. *Jeanette* is a skillful color coordinator and uses the "color key" method with skill. You should see my front room . . . all yummy colors of yellow with white and tiny touches of green . . . Her method is great in decorating problems and aids the customer to choose her selections

with confidence. *Jeanette* studied interior design under some of the top A.I.D. instructors in California. She has a marvelous background and if any of my readers need some good advice on interior decorating, I can't say too many nice things about this cooperative gal.

Jack Brandt is the owner of the business where *Jeanette* is on staff and they have a lovely studio on Elm Street in Escondido. His exceptional talent for decorating and room arrangement has made him one of the tops in his field and well known throughout the North County. They have a carpet department headed by *Gene Phipps* and *Bill Carroll*. These two gentlemen gladly assist buyers in all selections of carpets and furniture and works with over 30 different mills in order to offer the broadest possible range of prices and qualities. *Jeanette* says the new trend is towards gold carpeting and earthy tones and that beige is experiencing a real revival. Here I am with a white and yellow living room and she dropped that bomb on me. Howsomever, I think to each his own and that is how you get individuality . . . let those who want beige have beige . . . I still want white and yellow! *Bill Carroll* is also the manager of the store and maintains an excellent customer relationship.



Jack Brandt of J. R. Brandt Interiors.



Jeanette Macdonald, Bill Carroll, Jack Brandt and Gene Phipps.

Jeanette and *Bill* are available for consultation on any item but especially custom draperies — woven woods, wallpaper, etc. Hundreds of residents in the Rancho Bernardo area, Lake San Marcos, San Diego and our lovely Valley, have taken advantage of their cost plus and catalog buying . . . so why not order a new front room!

Speaking of new things . . . I was fortunate enough to be invited to a potluck where *Phyllis Stover* was the honoree and I must say, she does have a lot of friends and was a most lovely guest of honor.

Beautiful *Marion Ross*, Television and film actress, presided over the annual awards banquet for the Patio Playhouse. A sumptuous dinner was served at the Escondido Country Club to 150 avid theatre goers and it was a very posh affair. *Gene Klein* provided super entertainment by playing a really good piano and singing songs from Cabaret and the Fantasticks. *Mr. Klein* is a local music teacher and professional singer and to top off all that, he is beautiful! The Patio Playhouse *Angels* (the ladies auxiliary) were praised through song by all of the Board members and impromptu skits were given by local actors, satirizing the productions from the past season.



Gene Klein and Kathlyn Russell, Drama Editor for the Times Advocate.



"The Board": Jack Schweizer, Frank White, Jim Gray, Graham Humphrey, Candace Cameron, Beverly Seabaugh, Alice D'Amelio and Rex Hamilton . . .

The best actress award was received by *Stella Powers* for her work in "And the Deep Blue Sea" and Best Actor



Stella Powers Dean Richardson



Maude Hamilton Graham Humphrey

award was won by *Dean Richardson* for "Halfway Up a Tree."

Dean has quite a reputation in North County and never "goes dark" . . . he is always working in some play and right now is the lead in the Fantasticks being held in Poway. I was delighted to find out too, that he is my neighbor and we only live about a block from one another. I hope his talent is catching.

David Rethoret received two awards . . . Best Director and best actor in a minor role. Besides being so talented, I think *David* is one of the nicest people I have ever met and is always willing to help . . . not just be out front but is willing to run lights, sounds . . . build a set . . . even refinish furniture, which he did for me. He is a beautiful person.

I want to say too, that *Dave* has a lovely wife, *Jane*. I don't think enough is ever said about the gal who just takes care of things while her husband follows "the arts." My hat is off to these lovely ladies who are willing to give of themselves in that way so their men can happily pursue "their things."

PINTO PEOPLE!
 California's largest
 Pinto display (Usually
 over 250 at all times)
 All models & colors.
 Equipped and priced
 the way Pinto People
 want them!

JOE COBERLY
Coberly FORD
 WASHINGTON & FIGUEROA
 Direct or Collect (213) 748-2367

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

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



Beautiful Paige Henson

Marion Ross

Paige Henson who I think is one of the most beautiful women I have ever seen, received her award for best supporting actress in Berkeley Square, and believe me, she earned it. I have never seen anyone learn lines like she does. You give her the script one day and the next she is ready! Paige is presently directing "Royal Gambit" for the Patio Playhouse which will open in October. Good Luck, Paige with your new show!

Best supporting actor went to William Dennis for "Ten Little Indians" and we hope Bill will stay around for a long time. He is a wonderful addition to the Playhouse.

Last but not least was Maud Hamilton who picked up the award for

best actress in a minor roll in "Ten Little Indians." Maud not only acts, but is a journeyman silversmith — with her own business — and is also President of the Angels, the women's auxiliary to the Playhouse.

A Performing Arts Center containing an educational theater and television studio is being planned for Palomar Junior College and I think that is absolutely terrific. My first experience with theatre was taking a class in drama there from Mr. Buddy Ashbrook, who I think is a great instructor, but we always felt that it would be so much better 'learningwise' if we actually had a theatre. I can't think of a better teaching tool and I am so glad it is coming to pass.

Our Valley has something new in the way organizations . . . Women Pool Players. Betty Smith, Chairman of the group says they are considering forming a real league and competing with the men. How's that for another step in women's lib.

When I got some new plants for my front yard, one of my gifts was a lovely, large orchid plant. I recently met Mary Kirk an avid orchid lover who tells me that she belongs to the Palomar Orchid Society and that 100's of people are real "orchid nuts" . . . I certainly had no idea they had societies. They meet at the Vista Recreation Center the 2nd Wednesday of each month, so I thought I would pass that along.

Our Valley residents are really traveling afar to go to school these days and we usually read about colleges we are familiar with, but lo and behold I heard of one that was new to me . . . Bryan College in Dayton, Tennessee . . . Stephen Strauss, the son of Dr. and Mrs. Richard Strauss and Dave Ingraham, son of Mr. and Mrs. Merlin Ingraham both attend there. Steve is the son of our pastor and Dave was ASB President at Escondido Hi last year . . .

When we moved to this lovely area 21 years ago we always heard of Kuebler's Camp and then it became Wohlford Resort . . . my boys fished there many times and we hiked the hills around it . . . and I just noticed that Mr. Kuebler has just celebrated his 90th birthday. Congratulations. If you have never been there, take a lovely ride to Lake Wohlford and enjoy, enjoy . . .

I understand that Pauma Valley has a notable . . . Nels Kelly who has one of the most complete historic aviation picture collections in the world.

And to put in another plug for our pretty valley, Escondido checked in with the lowest level of air pollution in San Diego County . . . 'nuf said.

And last but absolutely not least, I end with my very best news for this month . . . I'm going to be a grandmother again . . . my lovely daughter Melinda Daffron is doing the honors . . . isn't life great!

Places and Faces

LA JOLLA COUNTRY DAY PARENTS ASSOCIATION



Mr. Donald Nickerson, headmaster of La Jolla Country Day School, greets members of the Parents Association Board. Left to right, Mr. Nickerson, Mmes. Robert E. Bible, S. Anthony Visconti, Donald Reniers, and Norman MacLeod, Jr., all of RSF.

The La Jolla Country Day Parents Board held a series of evening receptions on Oct. 8th, 9th, and 10th, to introduce the new headmaster, Mr. Donald Nickerson, to the parents of LJCD students.

The lower school parents met at the home of Mr. and Mrs. Frank R. Warren in RSF, the middle school at the home of Mr. and Mrs. Roy Ritchie of La Jolla, and the upper school at Mr. and Mrs. Norman MacLeod's home in RSF.

2nd SHOPPING CENTER AT LOMAS SANTA FE

Construction is underway on a second shopping center at Lomas Santa Fe in north San Diego County.

Called Plaza West, the new center will be located on a 10-acre site along the south side of Lomas Santa Fe Drive, west of Interstate 5, across the freeway from the 100,000-square-foot Plaza of the Four Flags Shopping Center.

Plaza West is being developed at a cost of \$3.5 million, according to Theodore E. Gildred, president of Lomas Santa Fe, Inc., the builder.

The new center will consist of three structures totalling 105,500 square feet, plus a new branch office of Southwest Bank which is nearing completion and will open this Fall. The other stores, scheduled to open in Spring 1974, will include Von's supermarket, Sav-on

drug store, and Handyman home and garden supplies center. In addition, there are two smaller stores totalling 11,400 square feet.

Parking will be provided for over 500 cars.

"Plaza West has been designed to complement the Plaza of the Four Flags both architecturally and by types of stores," Gildred said.

"Plaza West will have primarily large convenience stores, whereas the Plaza of the Four Flags, with many specialty shops, softgoods stores, and restaurants, lends itself to leisurely shopping. The combined centers, however, will provide one of the most complete concentrations of shopping facilities in the north San Diego County coastal area."

The structures at Plaza West will have red tile roofs and white slump-stone walls to blend with the Mexican Colonial architecture of the Plaza of the Four Flags, which was opened in 1969.

KONTINENTAL KARL



Any of the great beauties of the world will always be found looking their "natural" best, whether in elegance of formality or gay abandon. Never should they look "set" or "glued." The proportion of the style must becomingly fit their features and the hair must be cut to fall naturally into place so that it may be forgotten. Mr. Karl, of Kontinental Hair Fashions in Cardiff by the Sea, is an impresario in this field. His experience embraces great salons in London, Brussels, Frankfurt, Amsterdam and New York, as well as luxury liners encompassing the world.

BIX®

HiWay 101 and F Street • Encinitas 92024
(in the alley behind 101 Auto Parts)

Furniture Stripping Co.

• IS OPEN FOR BUSINESS •

• WE ARE •

A COMPLETE STAIN AND FINISH
REMOVAL SERVICE

• BRING US •

YOUR TABLES, CHAIRS OR YACHT

• LET US •

PREPARE YOUR TREASURES
FOR EASY REFINISHING

• WE WILL NOT USE •

LYE ACIDS OR HARMFUL MATERIALS

• WE WILL NOT •

DAMAGE OR LOOSEN VENEER
OR RAISE WOOD GRAIN

• PLEASE COME & SEE US •

714 - 753-9692

Successful Hairstyling and Hair Cutting, Coloring or Permanent Waving can only be achieved by the most experienced Hairstylists and should therefore only be entrusted to their capable hands . . . for this reason alone you should go to . . .

MR. KARL

winner of many National and International Hairstyling Awards:
PARIS, LONDON, AMSTERDAM, FRANKFURT, GRAND
DUCHE DE LUXENBOURG.

Gentlemanly Hair Styling

Why should the best hair cuts be reserved for only your wife: If your hair needs shaping or styling . . . but you wish to escape the clutches of your scissor-happy barber, call for an appointment . . .

Kontinental Hair Fashions

206 Birmingham in Cardiff-by-the-Sea
753-8300

"IT'S THE CUT THAT COUNTS"

TR

The Dressing Room
Boutique

118 S. Acacia
Solana Beach, CA. 92075
714-755-3707

Experience Skill Reliability

**WILLIAM COLEMAN
PAINTER**

INTERIOR EXTERIOR
also CABINETS

Telephone Evenings
753-0528

1939 Vulcan Avenue
Leucadia, Calif. 92024



SCANDIA BAKERY

Authentic Scandinavian & European Pastries
"There's no substitute for quality"

We use no preservatives
We specialize in wedding and birthday cakes
Pies - Cookies - Donuts
26 varieties of homemade breads
Catering Service

Drive thru - Ample Parking - Free Delivery
Open 7 days including holidays Weekdays 7 'til 11

149 LOMAS SANTA FE DR.-SOLANA BEACH
(2 blocks east of Hiway 101)

755-4026
753-1754

**WEST COAST
NATIONAL BANK
OPENS**



West Coast National Bank opened its first San Dieguito office at 1401 Camino del Mar in Del Mar on Friday Sept. 14, the sixth office for the 10-year-old North County bank. Officiating were James Watkins, Del Mar Chamber of Commerce president, Mrs. Jean Bice, bank assistant vice president and branch manager, Julie Miller, Miss Congeniality, Del Mar Mayor Jan Heinzman, Elmer Glaser, bank president, and John M. Cosh, bank executive vice president. Ceremonies continue through the month, with attendance prizes for those who visit and a potted chrysanthemum for everyone.



First to open an account at the Del Mar Branch of West Coast National Bank is Mr. and Mrs. James Watkins of Del Mar. Assisting are, from left, Mrs. Anne Collins, new accounts clerk, and Mrs. Jean Bice, bank assistant vice president and branch manager.

UNITED WAY



"HARD-HAT" DE BAKCSY. Voyd Barber, member Laborers' Local 89 fits Alex DeBakcsy with a hard hat for the United Way Construction Week which begins October 8th. DeBakcsy, General Manager Union-Tribune Publishing Company is Campaign chairman for the United Way campaign for \$7 million.

Places
BRASS TOWN

Brass Town is not only a fireplace shop displaying unusual qualities of beauty, but more than that, it is a family structure built on honor. In Europe, where businesses are often based on generations of family workmanship, an enterprise can stand or fall on the quality of that workmanship. The custom-built screens, the absolutely life-like gas logs, the magnificent accessories, are absolutely guaranteed by Brass Town and on that premise they stand. Integrity is the key to a successful operation anywhere in the world, and as in Europe, Brass Town has based its industrious efforts on three generations of men who guarantee their work.

Rex Brinn is the strength, stimulation and present director of both Brass Town shops. The famous Brass Town in Mission Hills in San Diego is located at 902 West Washington Street, and we are fortunate to have a new Brass Town in Escondido, at 1417 South Escondido Blvd.

These amazingly different fireplace stores also display metal art of a caliber that is usually found in decorator salons. A Trading Post, filled with Indian art was originated by Mrs. Brinn's father, Wilmer Fulton, in Glendale in the early 30's, and the shop also sold fireplaces and equipment to such a degree that Wilmer brought the fireplace business to San Diego in 1952, along with a young assistant, Rex Brinn. Being careful to include unique pieces of metal art, he found that both sold equally well from the big, homelike corner in Mission Hills. For the past 22 years, Brass Town has brought the incomparable joy and warmth of a beautiful, family fireplace to hundreds of homes in San Diego. The art work is a natural outgrowth of the family's original interest in the art of the Trading Post, and today, wood carving, sculpture and metal composition of extraordinary beauty bring another dimension to this wonderful, quality business.

The third generation is represented by the Brinn's daughter and son-in-law, Suzie and Tom Carpenter, who run the Escondido store. Tom, like Rex Brinn and Wilmer Fulton, is a man of initiative and fastidious family pride. He installs, creates, custom builds and completely guarantees his service of your fireplace, being an expert in the specialized knowledge of free-standing metal fireplaces. Rex and Tom both spend many 16 hour days, with the help of Kirk Welker, their cousin — perfecting their workmanship.

Thoreau said, "One generation abandons the enterprises of another, like stranded vessels" — how opposite is the history of Brass Town, with its strong men and perceptive women — a three-generation story of dedicated effort and artistic growth."

Each and every one of you is invited to 1417 South Escondido Boulevard to enjoy Brass Town.

Stombeck's



1105 CAMINO DEL MAR
DEL MAR, CALIF. 92014
755-8232

EXPERT TACK REPAIR
(fast service)

**WE OIL AND CLEAN
SADDLES**

**WE MEASURE FOR
DEHNER BOOTS
AND**

VOGEL BOOTS

Custom-made
Pytchley Hunt Attire
Made in England

Open Tues. thru Sat.
10 - 6 p.m.
Closed Sunday and Monday

Mobil
A good deal on a good tire.

**GRANT'S
MOBIL SERVICE**

CORNER LA FLECHA AND
LA GRANADA, RANCHO SANTA FE

756-2929

**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

Happiness is: THE JOY AND WARMTH OF A FIREPLACE



BRASS TOWN

- * All Accessories
- * Fine Metal Artwork
- * Custom Screens
- * Free Standing Metal Fireplaces
- * Absolutely Lifelike Gas Logs

1417 SOUTH ESCONDIDO BLVD., ESCONDIDO 747-0350
902 WEST WASHINGTON ST., SAN DIEGO 296-4307

OAKLAND,
the sunny side of the Bay

"GATEWAY TO JACK LONDON SQUARE"
COLOR TV — WATERBEDS
INDOOR—OUTDOOR POOL



- 15 MINUTES TO DOWNTOWN SAN FRANCISCO
- 8 MINUTES TO OAKLAND INTERNATIONAL AIRPORT
- 24-HOUR COURTESY CAR TO AIRPORT
- 150 UNITS — AAA APPROVED
- 2 BLOCKS TO BART STATION
- DISTINCTIVE RESTAURANT
- COCKTAIL LOUNGE
- EXECUTIVE SUITES WITH MINI KITCHENS AND BARS
- MEETING AND BANQUET SPACE
- COMMERCIAL AND FAMILY RATES
- TAKE BROADWAY EXIT OFF HWY 17

AAA *London Lodge*
BROADWAY AT 7TH ST.
OAKLAND, CALIF.

CALL 415-451-6316

TOUCH OF CLASS

STARRING
GEORGE SEGAL
GLENDA JACKSON

NOW PLAYING

for an
extended run

at the
**VALLEY CIRCLE
THEATER**

Mission Valley Center
297-3931

Appeeling Seens

by Kitty A. Peeling

Hospitals are lonely places at best (but oh, how heavenly when you need them), ennnnnnyway at my last, long sojourn, when everything printable had been read, in frustrating boredom I began reading "Minutes of Regular Meeting of Board of Directors of Rancho Santa Fe Association."

Not being a Rancho Santa Fe'er, this was not quite as enjoyable as say — oh — Einstein's Treatises on Relativity, until a re-appearing name finally clicked into an over-flowing bank of my memory computer!

Vernon Bellman. Not a common name like Jack Jones, etc. — but certainly it couldn't be the Vern Bellman of my youth. This Rancho Santa Fe Vernon Bellman was President of the R.S.F. Association and sounded very sensible, sagacious and shrewd.

My imagination saw him as well barbered, bald-headed and paunchy (though no doubt, he kept fit with golf every day and had a couple of martinis on the 19th hole). A good guy probably, but a wee bit stuffy.

Nope, the fellow just couldn't be my Vern who had been a cross between a Tarzan and Charles Atlas, with rich, luxuriant light brown hair.

All these details are complete and clear you see, because I had my first monstrous college crush (the kind a homely, lonely nobody "frosh" always cherishes) on this Senior Greek God who was the toast of the University of Washington; head of everything — and an All-American Football Star to boot.

Also that first college year as a lowly "pledge" I had the honor to room mate with Neva, the most popular and beautiful girl on the campus. Naturally she was Vern's girl, and wore his fraternity pin. (Always gauche pledges were "paired" with suave, sophisticated senior girls, hoping the polished veneer would rub off — in my case you can tell no amount of rubbing with five beautiful room mates produced the hoped for transformation.)

The greatest thrill of my 17th year came when Neva told me we were double dating one Saturday night.

The sorority sisters were determined I would be a social success. My uncontrollable red hair was bolted up into a chignon. My freckled, sun-burned face was powdered and mascaraed beyond recognition and my gorgeously beaded gown padded in all the strategic spots for my knobby flag-pole figure, still looked like a panty-girdle on a porcupine!

Too, I was warned not to laugh. Just smile coy and gentle-like. (The braces on my teeth sorta detracted from the desired "woman-of-the-world" effect.)

But who cared? I was to spend the evening near my adored — even maybe dance with him!

Never did remember who my date was, except he came up to about my armpits — and I think was sweatier! (The place we went dining and dancing was out of bounds to college kids which added to the excitement — and the sweat.)

Nope. The President Vernon Bellman and the college-swinging Vern Bellman couldn't possibly be the same man.

Still coincidences happen every day for me — miracles at least once a month — soooooo I wrote the venerable Mr. Bellman a letter — and forgot all about it when I got the hospital bill!

Weeks later back at work, checking in material at North County Living, Ruth Giffin handed me a message with a telephone number saying "urgent."

Yep. You've guessed it. There is only one Vern Bellman and now Rancho Santa Fe has him.

He took me to lunch. We hadn't seen or heard of each other in nearly thirty years.

But I cheated. I saw him first. I stood behind the venetian blinds and observed him as he drove up and waited for me outside the Village Press office. Sorta with disappointment and envy I saw that he hadn't gotten old like I.



Vernon A. Bellman, who lived up to his classmates' predictions.

a rather unlined face — pleasant, thoughtful, not full of Hell, but when we met, it broke into an engaging smile and the keen, appraising eyes held mischievous lights. The trim figure held no excess weight — and of course he still belongs to someone else! (No, not Neva.)

We ate and laughed and reminisced intimately like good, old, tried and true friends.

The rather tongue-tied sweating Frosh, I had had the blind date with, became a prosecuting attorney in Seattle. The guy who led the orchestra at that off-limits joint had become a leader of politics and once was Lt. Governor of the State.

DEL MAR Antique Show and Sale

DEL MAR FAIRGROUNDS
(MISSION TOWER BLDG.)

NOVEMBER 2, 3, 4, 1973

Fri. & Sat., 12 to 10 P.M. — Sun. 12 to 6 P.M.

GENERAL ADMISSION \$1.25

Children under 12 free accompanied by an adult

VALLEY EMPIRE



ANTIQUE
SHOWS

SUBSCRIBE NOW:

If you're
not reading
your own
copy of

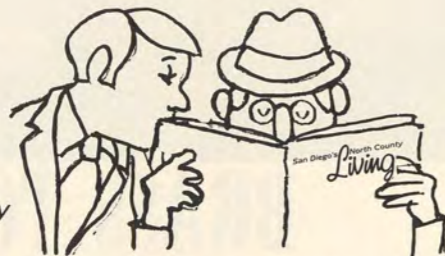
San Diego's North County

Living

Check enclosed

1 year — \$6.00 2 Years — \$11.00 3 Years — \$15.00

Mail to: San Diego's North County Living Magazine
Post Office Box Q, Rancho Santa Fe, CA 92067



Next Time You Give
a Gift of Love
Let Us Help You
Make it Beautiful

You Give the Love

We Create Jewelry

Unique & Beautiful

Vanlin's
Jewelers

1649 East Valley Parkway, Escondido
Next to Longs and Safeway

JANE BRETT
RANCHO SANTA FE
REALTOR
756-1442



LA GRANADA & PASEO DELICIAS

Cunningham Insurance of
Rancho Santa Fe now
boasts a full range of
financial services.

As well as the know-
how of a staff of 55 insur-
ance and financial experts.

How come?

New name.

Cunningham Insurance-Barney & Barney.

You see, Mrs. Cunningham just merged with one
of San Diego's oldest and largest insurance agencies.

Oh, she'll still be running the show. But now she

can offer a full range of
financial services not
available before in
Rancho Santa Fe.

All in all, a
mightier Bette
Cunningham

Bette
Cunningham packs
a lot of
muscle.

Casualty
Insurance—
Property
Insurance—
Surety Bonding—
Pension and Profit
Sharing Plans—Life,
Accident and Health
Insurance Plans—
Estate Planning—
Complete Claim
Service



BARNEY AND
BARNEY
INSURANCE

CUNNINGHAM AGENCY
BARNEY AND BARNEY Since 1909

Cunningham Insurance-Barney & Barney—Paseo Delicias, Rancho Santa Fe, Calif. 92067 Ph 756-2117



ASHLEY'S

Rancho Santa Fe MARKET
"In The Village"
756-1433

del Rancho Pools
 SAN DIEGO COUNTY LEADER
 IN CUSTOM DESIGNED POOLS

- NEW CONSTRUCTION •
- POOL CLEANING •
- REPAIRS •
- REPAIR PARTS •
- POOL TOYS •

AL HILL JR. — CONSTRUCTION
 DENNIS TOBER — REPAIR & SERVICE

753-6369

1163 First Street, Encinitas
 (Old Highway 101)

DICK BLACKLEDGE REALTY

 "The Office of Brokers"
 PASEO DELICIAS —
 RANCHO SANTA FE

Office and Home
 756-1720 OR 755-3163

★ BROKERS ★
 DICK & MARY BLACKLEDGE
 DOROTHY RANDALL

We went into hysterics when we remembered the red letter day I was to perform before *Paul Whiteman* who was then looking for a girl singer. Many details are hazy but some blare out like a desert sun. *That* day has always stood out like Niagara Falls! Many girls were trying out.

Neva was a fine pianist and she was to accompany me. It was her first big chance too, and she couldn't quit chewing her finger nails. I couldn't stop going to the toilet. Every time my name was called, little Minnehaha was by the waters of the Minnetonka. Both ends uncontrollable.

Needless to say the job went to a girl who held her nerves — and other things — better than I. (But a few years later, I did make the grade and auditioned for *Pops Whiteman* and he said, Oh, you're the girl we could never get out of the john that time!"

I tried to impress Vern with all the articles and books I had written around the world, but it all went blah and flat and inconsequential when he told me that he and Neva had married and produced a beautiful and talented daughter. What does one answer? I had a pet alligator once, 'till an unsympathetic landlady made us move; or that I had a beloved little dog whose death a year ago, is still too recent for me to talk about without crying a river?



his wife Nancy.



Proud Papa gazes at his finest production.

I left *President Bellman*, the man voted by his classmates the most likely to succeed over twenty-five years ago!

He's going to call me soon, because now we just must keep in touch.

But in real life why does it never happen?

I'll never get to meet his present wife and her friends and see their home. And of course, I'll never see all those pictures of his beautiful and talented daughter.

Kitbits

Again I thank so many of you for writing or calling me to tell me about interesting people you'd like to have me meet. *Keep it up.* More than ever, (if possible) I want to meet and talk to everyone in the world. My operated eyes seem like they might now stand those powerful kleig lights and I'm going back on Cablevision. For my first program I'm lucky to have a bang up denouement on dental work done in Medi-Cal with those two United States Administrators whose dental quality assessment program was designed to prevent just such dental abuses. *Samuel X. Kaplan*, founder and president, or *Dr. Jay Friedman* (or both) chief consulting dentist, will tell you all you could possibly want to know about the problems of finding good dental care.

In a controlled study of one plan covering 34,000 families in Southern California, they had to revise 24% of dental treatment plans and send them back to dentists for correction. Overall, about 16.2% of all dental work processed by USA on the West Coast and 16.9% on the East Coast is found to be inferior. In other words, without USA's quality assessments, one out of six patients would have received faulty treatment!

But there are only 24-hours in a day and only one of me to look up and ferret out people, so keep me posted and sooner or later I'll snag them.

And interesting people crop up in the darnedest places.

Gene Thompson, Whittier, who has a "Honey" of a Richardson cruiser in Wilmington, told me of *Gladys Chaffee* a woman — swordfisher, of all things. Twice, when I heard she and her boats were docked down in San Diego I tore down to discover she was seriously ill in a hospital. No visitors. Now I hear for the first time Gladys is up in Terminal Harbor or Fish Harbor — I get all those L.A. Inlets messed up.

Ennnnnnyway I tore up to Wilmington and she had just left with her crew to hunt the elusive broad-bill (and this they have sure been this summer; they must know they bring in around \$300.!)

Not discouraged I finally talked *Ross Hurd* who was doing beautiful cabinet work on a boat that belongs to one of Lawrence Welk's musicians, to take his specially-rigged sword-fish boat the *Sea Gal* out in pursuit of Gladys.

We could hear her voice on the ship to shore inter-com (and it will sound real nice on Cablevision) as she informed fellow fishermen of the status quo — which was lousy. We couldn't catch her, so I waited in the harbor for her

return. Gad! It's thrilling in that L.A. Harbor (I always think of Longfellow's "Ode to the Sea" — you know: "Ah, what pleasant visions haunt me, as I gaze upon the sea ..."). As we sat aft one night on *Jim* and *Maxine Barnes'* matronly little cruiser "The Union Jack" we watched a huge *Jap Maru* (ship guided into her berth by two tough, small no-nonsense tugs. Stevedores and myriad of cranes worked all night unloading massive cases of all shapes and intriguing designs.

It was also fun to go with *Lawrence Johnston* (you know he's one of the vitally concerned people looking for the lost treasure in our harbor) to a most attractive bar where there is a big colored waterfall and the men's room has a lounge with such rare treasures as old newspapers bearing headlines: "Luistania Sinks," "Dewey Beats Truman" (no one ever steals any of these things, ain't that sumpin'?) and *Roger Smedley*, so attractive, though he will comb his hair with an egg-beater, went all the way to Anaheim to fetch me entertaining and knowledgeable *Leonard Baker* a former film producer who now has a sail boat and is preparing to go around the world and honest and truly he's looking for some adventuresome soul to share the trip with him — preferably a woman. (Before Women's Lib, I probably wouldn't have had the nerve to print this, so you see there is really good in everything.) Some lonely gal will read this and might take Leonard up on his offer and not only sail off into the sunset but off into the sea of matrimony as well — and Women's Lib and I will be responsible.

Come to think of it *Trudy Maris* of La Costa would be a terrifically, fascinating companion for this — or anything. She has such a full life and the things she's accomplished — must put her name in my little black book for a cablevision interview. If she'll really let down her hair, it ought to be a rap-session you wouldn't like to miss.

Despite all these interesting diversions Gladys didn't return before I had to come home. (But so help me Gladys C., as Captain Ahab pursued and finally caught the White whale, one of these days I'll snare you, and then I hope you'll talk a leg off me, telling me the where and why of you!)

My choice of words was bad, I didn't have to come home. I wanted to come home, because *Vicki Gore* always has enjoyable, lively parties. This one was a Tripoli (never played it before, so you see it was a "learning" party too), affair given for *Mary Anne Maroney* who is *Lothaire Dean's* sister and has two "Fancy Pants" stores. One in San Fernando and the other in San Diego. Also learned about Intestinal By-Pass Cross section operation. (How come there's so much everybody else knows but me — and if Marianne hadn't had to leave the table to go you-know-where, I'd never have known about it.)

Don't know how it is at intimate men's parties, but with women, when one of the girls leave to powder her nose we all talk mad and fast about her. And when I've just met someone I'm the maddest, fastest talker.

Ennnnnnyway if you are one of the rare people who can't lose weight, you can have an operation cutting out some of your colon and in some way this seems to automatically cut down your weight. After you have this done you must be careful for nearly a year about having any liquor and certain foods, but after that according to my informants you can reasonably eat anything. *Al Hirt* also had one of these operations, but Marianne being a San Diegan is our celebrity and I also hear she does other things that the San Diego Union loves to write about, sooo down in my little black book must go the name of Marianne.

Once a month the M.O.W.W. (Military Officers of World Wars) meet and have gay times. They have so many old — and new — times to reminisce about.

This time *General* and *Mrs. Walter Rogers* who had the affair in and around their luscious garden home with the breathtaking ocean view, had not only 60 members, but also nineteen guests!

Congratulations to: The City of Oceanside and members of: The Women's Club of Oceanside; The Business and Professional Women's Club; Oceanside Junior Women's Club; Epsilon Sigma Alpha; Rebecca Lodge Auxiliary; Soroptimist Club; American G.I., Forum Auxiliary who made possible a Club Women's Park at the corner of Mission Avenue and Brooks Street. It was dedicated on Labor Day and it was truly an accomplishment!

To the American G.I., Forum of Oceanside. Once again all youse guys and gals have done such outstanding civic work that you have won too many national honors to be enumerated here.

The North San Diego County Chapter of the American Society of Woman Accountants under the Presidency of Oceanside's *Lothaire Dean* placed 1st in their division in the National Award program for the year 1972-73. There are 87 chapters in the National Organization.

The Oceanside Soroptimists will set up a memorial *Book Fund* in the name of *Lana Dudley* who was a long and valuable resident of our Town.

Books remind me that *Helen Nelson* our Oceanside librarian told me to be sure and let all of you know that November 11 to 17 will be Children's Book Week. These books are selected by a group of librarians and educators who know what children like and want to read.

At the last meeting of the Inter-Community Organization Council *Dave Laurent*, the new live wire manager of the Oceanside CofC, came forth with a beautiful idea. Should keep my mouth shut about it until *Uhlen Melton* who is investigating the possibility, gives us the go ahead. It's to have a get-together shin-dig of some sort with all the organizations in Town participating. We're all for it, but the big question is — is the Oceanside pier all for it? 'Cause that's where we'd like to hold it!

Chiquita Abbott
 Realtors

Call us
 for
 Coastal Properties!

Unique Opportunities

755-6791 Del Mar 453-5464
 "In the Plaza"

The symbol
 of friendship



"The Most Famous Basket in the World"

known around
 the world

TELEPHONE 753-3137



COAST
 Brake & Wheel

MUFFLERS BRAKES

WHEEL ALIGNMENT

GOODYEAR TIRES

444 First St., Highway 101
 Encinitas, California
 753-6272



Rancho Santa Fe
Pharmacy

WE FILL PRESCRIPTIONS
PROMPTLY

Delivered if you would like!

El Tordo & La Granada

756-2433



ALLAN LEONARD
REALTOR

714/756-2453

on
VIA DE SANTA FE
in
RANCHO SANTA FE

Old Damascus
RESTAURANT

HOME OF THE
FAMOUS SHISH KABAB
Shish Kabab at its best
Authentic Lebanese Food
Exotic mixed drinks
Atmosphere of old Arabia
Truly Cosmopolitan
Lunch Mon.-Fri. 11-2:30
Dinners Mon.-Sat. 5-9:30
3683 Fifth Avenue San Diego
297-3228

"Browne & Vogt"
Engineering Surveyors, Inc.

726-0920
SUBDIVISION
LAND SURVEYORS
TOPOGRAPHICAL SURVEYS
621 SO. SANTA FE AVE.
VISTA, CALIF. 92083

Periphery

SPACE CENTER VISIT

by Wade Townsend

I would like to share with you the most interesting, exciting, unforgettable experience which happened to me between the week of May 10th and the 15th, 1973.

I was invited to go on a 5-day tour of Cape Kennedy Florida, from the California Museum of Science and Industry, Space Science Colloquium group and Jet Propulsion Laboratories.

On Thursday evening, May 10th Mother and Dad drove another high school student and myself to the San Diego Airport where we flew to Los Angeles International Airport. We met our group of 206 adults and students including the staff members of the Jet Propulsion Lab and Rockwell Corporation who designed "Sky Lab." We departed 11:30 p.m. on a United D-C8 chartered flight, arriving in Orlando, Florida at 7:30 a.m. Eastern time Friday morning and the temperature was 85.



Wade Townsend, ready to leave for Cape Kennedy.

Greeted by officials from NASA (National Aeronautics and Space Administration), and were then chauffeured by American sight-seeing buses to the Holiday Inn Surfside at Daytona Beach, our headquarters for this trip. After checking in and finding our room we were told that the first day was not scheduled and a free day for all. A former high school friend now living in Florida met us at the hotel and drove us to St. Augustine to do some sight-seeing. Then on to Jacksonville to his home and had a great afternoon and even managed to get in a swim. Back to the hotel in the evening.

Saturday we were awakened at 6:30 a.m., dressed, had some breakfast and off to "Disneyworld," on our chartered buses for the day. A great time at one of

the most beautiful amusement spots I have ever been to and thought the Disneyland in California was the best — but have now changed my mind. Just a beautiful day weatherwise and all, and we all had a great time!!

Back at the hotel at 5:30, had dinner at a beautiful cafeteria and then the rest of the evening we were shown many classified NASA films on space. One was on Apollo 17 which was the launch last December.

Sunday after breakfast we were again chauffeured this time to Cape Kennedy Space Center for an entire tour of the facilities which took an entire day. First of all we went into the museums and were lectured on "Sky Lab" and the future space shuttle launchings. We then viewed previous space capsules, suits the astronauts wore, saw a working mock-up of the Moon Rover and so many many more interesting things. The building is really indescribable as there is so very much to see. Five special chauffeured NASA tour buses took us on a tour around the entire Cape Kennedy facilities where we viewed such things as launch pads from the old Mercury Gemini series and toured an entire control center for Apollo launches.

Our next stop was the launch pad for the Sky Lab work shop — meaning the launch pad where the Sky Lab was ready to go up on Monday morning. We were within 1/4-mile of this most exciting and impressive rocket. The closest any civilian is allowed!

Then saw the unbelievably immense vehicle assembly building where the Apollo series and Sky Lab were assembled. Also saw part of the assembly of the next Sky Lab which is scheduled to be launched in the fall. Back to the museum for more viewing, stopped in the gift shop and purchased a book on the story of the Space Center and a few gifts, and took in as much as we could and just too interesting to leave. During this tour of the Space Center we were very fortunate to have as our guide for the day, Walter Cunningham, one of the former astronauts for Apollo 7, which was the first stepping stone in Apollo series to the Moon. Back on the buses and off to the hotel.

That evening scheduled program at the hotel was a formal banquet in honor of Walter Cunningham and Sister Clorice Lolich the coordinator of this trip and the Director of the Colloquium. A delicious full course Roast Beef dinner first and then a talk by Mr. Cunningham and his topic was "The Benefits of Space."

Monday, The Big Day — and were up and at em real early. The buses took us to the Space Center where we viewed the launching from a specially reserved area. Cloudy, sprinkling, poured Sunday evening, and thousands of people all around. We were approx-

imately 3-1/2-miles from the launch site and at final Count Down with all our special cameras and equipment including special telephoto lenses which magnified the rocket many times we were ready and took as many pictures as we could. The sight of that majestic rocket taking off into the heavens was absolutely breath-taking and in fact I shook all over during the entire launch. The clouds a crimson red and we watched the rocket until it was out of sight. Absolutely unbelievable and to think I was right there to see it all!!!



Seconds after the rocket launch. (Photo by W.T.)

After the launch we went by bus to a hotel in Cocoa Beach where in a special auditorium we had a so-called rap session with Walter Cunningham and his wife discussing this Sky Lab Launch. While there I also viewed thru the telescope the moving of the gantry support system for the Tuesday launch. We did not see too much of this rocket during our Space Center tour on Sunday as it was covered by the gantry.

A free evening back at our hotel and after a delicious dinner in our favorite cafeteria we returned to the hotel. During the evening we were informed of the cancellation of the Astronaut Launch due to mechanical difficulties of the Sky Lab. A Great Disappointment to All!!!

Tuesday, final day and since the launch was cancelled we had a free day choice of Cypress Gardens, St. Augustine, the Space Center or stay at the hotel. After we checked out of our room with luggage all ready, I boarded the tour bus and returned to the Space Center. Had the opportunity in a small group to take many pictures of the area. Also had our pictures taken inside of a mock-up of the Moon Rover. From there to the airport where we met the rest of the group and then escorted by special airport vehicles out to our plane. The reason for this was United Airlines has no terminal at Orlando Airport so we had to be escorted out to the runway. Boarded and took off at 7:30 p.m. Eastern time and arrived in Los Angeles at 8:30 Pacific time. A quick flight, almost as fast as flying in a Rocket!

We arrived in Encinitas an hour later, safe, happy, although very tired. A great

welcoming home by all of my family, even Jolie, our poodle. Such a great trip and excellent food every day all added up to an unforgettable experience.

The five days were so full of activity and very little sleep and little free-time that after telling Dad, Mom, Nanna and Diane about the trip — another very late evening — I went into my bedroom, shut my door, went to bed, and slept until noon the next day!

The last item on my exciting agenda was a banquet in Los Angeles where we viewed all the launch pictures taken by the students and adults. Mom and Dad were also invited to this great affair.

One of Mom and Dad's customers at the restaurant was supposed to go to the Sky Lab launch in Florida but because of business commitments he was unable to make the trip. Last week he gave me the "Sky Lab Necktie" which was a gift for officials only. What an honor for me!

The entire experience was magnificent ... and one I shall never forget!

*This interesting story was written for us by Wade Townsend, son of Mr. and Mrs. Robert Townsend, owners-managers of the Country Squire Gourmet Restaurant in Rancho Santa Fe. □

PEARL LAND COORDINATOR

With the opening of the North County Industrial-Commercial Fair, sponsored by the Northern San Diego County Associated Chambers of Commerce, Friday, Oct. 19, through, Sunday, Oct. 21, the spotlight is again centered on the Del Mar Fairgrounds.

The home of the Southern California Exposition and Del Mar Race Track is known far and wide and is easily accessible by major freeways from all San Diego County — all Southern California, in fact.

Features include ample free parking and no admission charge, with exhibits inside the Bing Crosby Hall.

Refreshments will be served just outside the building and in the Harvest Hall, next door, the Junior League of Women, San Diego, is holding its annual rummage sale, the largest in the world, Oct. 15, through the 23rd.

Fair exhibitors include manufacturers, distributors, and retail shops throughout North County as well as area artists and craftsmen.

Miss North County, chosen in a Beauty Pageant, Oct. 6th, at Lomas Santa Fe Country Club, and her court are reigning over the three days of festivities.

Entertainment includes musical numbers, fashions, magic and other programs by personalities and groups well-known in San Diego County.

The Northern San Diego County Associated Chambers of Commerce are "united" in their goal to make North County and all it offers known to the general public. □

If you want to know
what's going on
on Wall Street,
ask Shearson Hammill

MEMBERS NEW YORK STOCK EXCHANGE
Village Center, Rancho Santa Fe, 756-1161
from Encinitas 753-6338
from Escondido 746-4200 - from San Diego 297-4666

SOLANA CARPET CLEANERS
For the Finest in Professional Cleaning

NEW JET "STEAM"
AND EXTRACTION METHOD
The First Of Its Kind On The West Coast

- Deep-Down Steam Cleaning
- Doesn't Soak Carpets
- Extracts Embedded Grit & Soil
- Restores Carpeting
- Lifts Pile
- Brightens Colors
- Sanitizes, Deodorizes
- Soil Retarding

ALL IN ONE
GENTLE
ACTION
NO
BRUSHES

The Most Complete Steam Cleaner
On The Market Today
Call Your Local Cleaner
Lower Prices . . . Quality Work 753-2511



Rancho Santa Fe
Pharmacy

HAVING A PARTY?

We can provide ice cubes,
glasses, a bartender, and all the
necessary mixing ingredients!

El Tordo & La Granada

756-2433

KRASNE'S
SPORTING GOODS & GUNS

TENNIS, ARCHERY,
CAMPING, FISHING,
BACKPACKING

GUNS — Sold, bought,
traded, repaired

118 W. GRAND — ESCONDIDO

Monday Thru Saturday

9:30 — 5:30, Friday til 9 P.M.

6TH & MARKET — SAN DIEGO

SHIRLEY KEETH
REAL ESTATE



Shirley Keeth

756-3706

Rancho Santa Fe, Calif.
Paseo Delicias at La Granada

Shaun-Mar Boarding Kennel

GROOMING — ALL BREEDS

Open Mon. thru Sat.
9 a.m. to 5:30 p.m.

(Sundays by Appointment)

2120 Jimmy Durante Blvd.

DEL MAR 755-3222



Rancho Santa Fe
Pharmacy

YES, WE HAVE SNACKS!

We have milk, orange juice, cold meats, bread, cheese and sandwiches in our "emergency food" refrigerator. And crackers, salted nuts, olives, potato chips and corn chips are always fresh on our shelves.

El Tordo & La Granada
756-2433

ANTIQUE JEWELRY & GLASS
CHINA, FURNITURE, ETC.

ROSIES
Rancho Santa Fe

PHONE 756-2659
OPEN DAILY 9-4 P.M.

ROSE RANSON
BUYING & SELLING
ALL TYPES OF ANTIQUES

Pets are Pals



Why didn't you tell me? This is a cat's box!

Please Adopt Us — Visit

The Rancho Coastal Humane Society
389 Riqueza, Encinitas, Ca. 92024
Phone: 753-6413

SOON!

Your tax deductible contributions are needed. Please Help Us to Help Them.

PHOTOGRAPHY by MR. HALL
Rancho Coastal Humane Officer



YOU can get the rest of me out.



Who took my can opener?



I'm the Calico Cat. Do you have a Gingham Dog?

UNLAWFUL FOOD PRODUCTS

It has come to the attention of the Rancho-Coastal Humane Society, that unlawful food products are being sold in California markets.

Most shoppers are unaware they are purchasing forbidden items when they pick up that can labeled Kangaroo Tails or Sea-Turtle Soup.

Senate Bill 1614, signed by the Governor and filed October 29, 1971, amending section 6530 of the Calif. Penal Code declares these foods to be unlawful.

The amendment states it is unlawful to import into this State, for the purpose of sale, any dead body, or part, or product of an alligator, crocodile, polar bear, leopard, ocelot, tiger, cheeta, jaguar, sable antelope, wolf (canus lupus), or zebra.

Also, a cobra, python, sea turtle, colobus monkey, kangaroo, vicuna, whale, sea otter, free roaming feral horse, or Spanish lynx.

Violation of this state law shall constitute a misdemeanor.

Many stores throughout the state still carry products containing products made from kangaroo tails and sea-turtles on their shelves.

continued from page 82

space between is filled with tears, excellent vision results in most cases. Since the soft lens usually conforms to the distorted eye, surface vision remains essentially the same. This is not necessarily true in all cases, however, so the decision to use conventional or flexible lenses should be made by your doctor.

WHY SHOULD CATARACT PATIENTS HAVE SOFT CONTACT LENSES?

During cataract surgery, a portion of the eye, the crystalline lens, is removed and must be replaced with a heavy "cataract" glass. Because of the optics involved, these cataract glasses magnify everything about 30%. If the operation has been on only one eye and the vision in the unoperated eye is normal, the patient will see double as a result of this size difference. A contact lens does not effectively change the size of things, so both eyes can work together.

The soft contact lens brings added confidence to cataract patients because no serious damage will be done if the lens is left in place for long periods of time. Older persons with calloused or arthritic hands appreciate this assurance since they are usually concerned about their own ability to apply and remove lenses on schedule. Many persons in their late 70's and 80's are enjoying restored vision after cataract surgery thanks to soft lenses.

MUST SOFT LENSES HAVE SPECIAL HANDLING EVERY NIGHT?

All contact lenses should be aseptized regularly. The boiling procedure is recommended to eliminate any accumulated bacteria from the surface of the lens and thus to avoid eye infection or inflammation. But don't think that you have to watch a saucepan on your stove. The aseptizing is accomplished in a small, convenient, self-timed device that takes little more effort than cleaning and storing ordinary contacts.

ARE SOFT LENSES DIFFICULT TO APPLY AND REMOVE?

Placement and removal are not difficult for most people. Your doctor will help you develop an easy method of handling the lenses. However, soft contact lenses do stay on the eye more securely than conventional hard contacts and this is one of their major advantages.

HOW YOUNG CAN A CHILD BE FITTED WITH CONTACT LENSES?

If contact lenses are necessitated by surgery or injury, they may be fitted upon youngsters of any age. Ordinarily, soft lenses are not prescribed for children under ten or twelve. But if a child must wear lenses, it is reassuring to know that they will not be rejected because of discomfort.

HOW LONG MAY SOFT LENSES BE EXPECTED TO LAST?

Since they are relatively new, no real statistics have been established. Soft contact lenses will probably last about as long as hard contact lenses if they are properly handled and cared for according to the instructions. They cannot pop out of the eye, so it is likely that fewer soft lenses will be lost.

CAN I WEAR COSMETICS WITH CONTACT LENSES?

Certainly! When you begin wearing your new lenses, you will take a new pride in your personal appearance. Eye makeup will assume a very important role, and you will be delighted with the results. You will be advised of the few restrictions when you get your lenses. For example, you must be cautious with hairspray because it can permanently damage the surface of a soft lens.

Your doctor would prefer that you do not wear any mascara or eye makeup on the day of your examination because these materials can get into your eye and interfere with the lens fitting procedures. It is perfectly all right to wear eye makeup after that.

DO ALL CONTACT LENS SPECIALISTS FIT SOFT LENSES?

Working with these new lenses requires, among other things, special equipment which is not available in the offices of many ophthalmologists and optometrists. Visiting your family eye doctor will offer reassurance and his cooperation will be of help. If he does not fit soft lenses himself, he will be glad to recommend competent professional care.

WILL I GET TO TRY SOFT LENSES BEFORE MAKING A DECISION?

You must wear lenses during your examination because this is part of the

method your doctor will use in determining how you are to be fitted.

HOW CAN I BE SURE THAT SOFT LENSES WILL WORK? ARE THEY GUARANTEED?

A doctor cannot guarantee results. He promises quality eye care and will do his professional best to see that lenses are fitted in an entirely satisfactory manner.

The doctor cannot know your motivation nor judge your personality, but he will run a number of tests to make certain that you can wear contact lenses. And you may be assured that he will not attempt to fit you with them if he thinks that you will have serious difficulty.

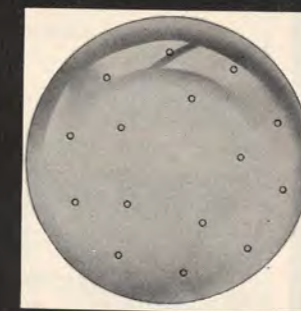
AREN'T THERE ANY OTHER DRAWBACKS TO SOFT LENS WEAR? THEY MUST HAVE SOME FAULTS.

Except for some intermittent blurring when lenses dry during the adaptive period, there are very few. Those persons who cannot wear soft lenses are eliminated during the examination and the others find them a superbly comfortable way of achieving clear, efficient vision without wearing glasses.

For further information about the soft lenses, Dr. Victor L. Copeland, Optometrist, invites your questions. Dr. Copeland's address is 802 Elm Avenue, Carlsbad, and the telephone number to call is 729-4327.

Air Conditioned Contact Lenses?

A Major Development in
Contact Lenses through the
Use of a Laser Beam



DR. VICTOR L. COPELAND

The advantage of placing a pattern of holes in a conventional contact lens allows tears to circulate more freely and thereby eliminate irritation that might develop. A new process utilizing 9,600 degree heat of a laser vaporizes the holes in the plastic, making them unnoticeable to the wearer.

VICTOR L. COPELAND, O.D.

802 Elm Avenue Carlsbad, California 729-4327

Inklings

by Pat Walker



PLOP, SPLOT, BURP!

If there was anyone in the immediate area who did not make the Del Mar Beach Party this year, I surely don't know who it was! The beach was jammed with over 500 plus people singing, making sand castles, body painting, talking, sudsing down the brew, eating, picking sand out of their eyes, and generally participating in the best beach party ever. Up until the very day of the party, ticket sales were very slow, probably due to the continuous March weather which we had all September. But Old Sol came to the picnic, and on the day of, all available tickets for the

fantastic barbecue were sold. *Jess Breceda* did his thing with the beef and what happens to beef when he barbecues it is quite incredible. *K. C. Shore* and some friends danced for the crowd, and *Swede Throneson* and friends had an old-fashioned song fest with the accompaniment of a ukulele and a professional gut-bucket artist imported from Milan. It was the tenth picnic sponsored by the Del Mar Civic Association, and by far the most fun. All ages were involved in the various games. Many people flitted their attentions between such pastimes as volleyball, water balloon tossing, and tug-of-war to the death! It was worth washing sand out of every nook and cranny of the picnic basket when we got home. It's nice to make a memory!

GRAND GRAND OPENING!

I have said it before, and I am sure that you are tired of reading it, but I think that people in North County do things with a flare unmatched by people anywhere! Take *Sigmon Vardii's* Grand Opening (at long last!) of Sig's Backroom in Del Mar. The shop interior



Sigmon Vardii greets Mr. and Mrs. Marlin Skiles.



Carl Kaplanoff doesn't understand what women see in this pastime!

has been under face lifting for about 150 years it seems (I am sure I have tripped over at least as many paint buckets and carpenters), and now all the corners and edges have been put together and it is ready to present an absolutely gorgeous new face of lime and turquoise to the public. But Sig just doesn't open the front door and call it official. He held a great feast and party to baptize the new entity. Great pots of hot and cold goodies, salads, munchies, cheeses, pick-and-chews, and good old-fashioned solid meat were piled and heaped on plates. The patio entrance to Sig's was jammed with about 200 people who came to chat and chew. And in the corner was the table heavily laden with ice

cubes, glasses, and various clear and different colored liquids which shall remain nameless. I did run into two old friends there though, *Jim Beam* and *Jack Daniels*, people I don't see too much of, but surely do enjoy their company when we meet! It was like a gala Hollywood opening. We missed the Kleig lights, but that was about all. There were balloons and festoons galore. And the beautiful people attended in droves. Now that's what I call an opening that takes itself seriously!

WHERE ARE THE ROUSTABOUTS?



Circus goes through Del Mar automated style.

Sometimes the nicest things happen by accident! I was traveling from Solana Beach to Del Mar in my 5,000th car pool trip that week (well, my nerves and gas bill think so!) and I was roused from my grouch by the ding-dong of the Del Mar Railroad Station crossing alarms. But it was a stop worth making!



Mary Bob Chessler and Kay Wasser.

Instead of the usual Amtrack, it was the circus train heading for San Diego. We all sat there open-mouthed as animal cage-cars passed not 5 feet from us. Animals of all sizes, purrs, and roars! Cars in which people were making human pyramids. Cars in which plates were spinning around on flexible rods. Cars where the "Flying Zucchini's" were bounding through the air. Obviously the circus people put their traveling time to good use! Parts of the train looked like a Gypsy caravan where families relaxed amid laundry hanging from rafters. It wasn't quite like taking a sleepy trip downtown at midnight on your father's arm to see the circus truck in and unload, but I know that it still is exciting to see visitors "from another world" go through our community. They must have thought so too, ... but in reverse. I caught some of them taking pictures of us as we were snapping shots of them!

DELTA GAMMA

Two neighbors in Rancho Santa Fe had been best of friends for many years, but neither knew the other was a Sorority Sister. There are Delta Gamma women tucked everywhere in North County and a half of them don't know the other half. In order to bring all ends together, the San Diego Alumnae Chapter of Delta Gamma are holding informal socials in various neighborhoods. All San Dieguito residents

CORY BROTHERS



The Greatest Men's Clothes
in Town
Santa Fe Plaza
and Lomas Santa Fe
753-4552
755-6653



UCB has:

Checking Accounts
Savings Accounts
Safe Deposit Boxes
Trust Services
Loans (Including Real Estate)
Master Charge
Drive In Banking
"... and the best tellers
in town, or your money back."

James K. Bullock, Manager

755-1595



The Friendly Store . . .
where fashions for you,
your family, your home
don't cost a fortune and
S&H Green Stamps add
to your savings, too.

755-9381

Walker
Scott



Your best bargain in
golf is the "right"
equipment.

"Let your clubs do the work."
That's some of the oldest (and
best) golf advice you'll ever
get. Make sure you have the
equipment to do the job for
you consistently. We stock all
top brands including Lynx, this
year's most popular irons.
Come in and browse around.

Kevin Fleming—P.G.A. Golf Director

Phone 755-1547

At the peak of Lomas Santa Fe Drive,
just east of Interstate 5.

The public is invited to
the Golf Shop on the
first level of the
main Clubhouse.

Caroline & Alice
SPORTSWEAR
DRESSES



Fun
Fashions!

755-4061



La Cantina
liquors

At The Fountain

Visit Our
WINE
CELLAR

Lomas Santa Fe Shopping Center
Plaza of the Four Flags
Solana Beach

La Cantina
liquors

who are DGs are invited to a get-acquainted evening at the Sun Valley Road home of Barbara Stoddard at 7:30 p.m. on Monday, Nov. 12. (755-4872) The national philanthropy of the DGs is aid to the blind by contributing to the Taped Textbook Center for Blind College Students in conjunction with the Braille Transcriber's Guild Tape Library at the Blind Recreation Center in Balboa Park. In California, DGs help the Blind School Children's Center for Blind Pre-schoolers in Los Angeles.

HERE KITTY!



Dirkie Chubbic and friend Nanny Nickerson sit with "Sanichi" hoping that one of the passing cars might contain his owner.

There is nothing as refreshing in this world as the direct approach. The Chubbic family, who live on MacKinnon Avenue in Cardiff, announced

directly to the world that they had become the headquarters, training grounds, and rest and rehabilitation center for an enormous, beautiful Siamese visitor who they dubbed "Sanichi." Jean Chubbic, house-mother, took paint brush in hand and lettered a sign larger than her combined children and hung it on the front fence for all to see. If "Sanichi's" master passes by the house he can't help but see the announcement of his residence. Jean says he is such a lovable guy that she will reluctantly give him to the owner who will inevitably see the sign.

SIT AND SHOP

The Del Mar Unit of the Women's Auxiliary of the Children's Health Center will have a benefit fashion show and luncheon at the Lomas Santa Fe Country Club on Monday, November 5. Fashions are by Caroline and Alice of Lomas Santa Fe Shopping Center who will present regular and Christmas styles. Members of the Unit will be the models. Tickets are available through the Unit Chairman Joyce Edgar of Del Mar.

NO FROST!

The most enormous pumpkins I have ever seen are in the window of DiCarlo's Delicatessen (next door to Price Drug in Solana Beach) and they are worth taking the kids down to see.

One of them has got to be well over 100 pounds! Margie and Louie DeCarlo would like you to guess the weight of the pumpkins, and whoever



comes closest will be awarded the monsters. What a Jack-o-lantern they would make! The giant orange beauties were grown on the Woodruff farm located on the highway east of San Luis Rey Mission. Woodruff's are also famous for their giant corn. These beautifully colorful biggies are really something! DiCarlo's is pretty interesting too. Their shelves abound with enough fodder to keep a label-reader like me happy for an entire morning. I perused around and found neat things like sour salt, bocce ball sets, gnocchi,

Sicilian pizza, Kosher soaps, and individually-made canoli, the sight of which can blast a diet to oblivion. They also carry huge 4" cookies which would tear the heart out of any kid when he opens his lunch box. (Fortunately, under consideration for those patrons who do not resemble Twiggy, they also carry shiny fruit and cold diet drinks in their ample coolers.) Take a look at the pumpkins at DeCarlo's. They are quite unique.

NO PORNOGRAPHY IN THIS CHEESE CAKE!

"Big Al" Meisner and Harry Adams of Rye, New York had children. Their children married each other. That made Al and Harry in-laws. They also had a problem. They hated the weather in Rye, New York. So Harry came to San Diego as a pension consultant and began Pension Designs West in San Diego. But that left retired Al in Rye ... still hating the winters. Then Harry realized that the West had no superior cheese cake producers in the tradition of Lindy's or Reuben's. They had friends in the East who wanted there Demar Cheese Cake on the West Coast, so the two men merged again only this time as the first western franchise of Demar Inc. with home offices in White Plains,



Al Meisner adds finishing touches to a batch in the mixer.



Harry Adams shows a marble beauty from the refrigerator racks.

New York. Their territory for the all-cheese no-water delicious sinful beauties goes from the border to north of Los Angeles.

Says Al of Harry, "He's a real nice guy, you know! He is my grandson's and granddaughter's grandfather!" The two in-laws work well together, but they make you feel like you have just walked into the middle of an Abbott and Costello routine in progress. Al says, "We're doing all this (motioning his arm around the plant) for my grandkids." "What he means to say," says Harry, "is that he is doing this for my grandkids." And then they are off and running. And their two delightful wives, Yvette and Myra only add to the repartee.

...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe

VILLAGE TRAVEL

Via de Santa Fe 756-3709

Maxine Statsman - Owner, Manager

...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe
 ...now in rancho santa fe

Happy
Hairem
Coiffures

SPECIALIZING
IN
FACIALS
WAXING
PEDICURING-

Enjoy the skillful services of Mary Lou Leonard, formerly of La Costa who is available Wed., Thurs., and Fri. from 9 to 5 by appointment.

957 - Lomas Santa Fe Shopping Center
755-2211
755-0159



Piano Lessons CAN be FUN! Excitement and enthusiasm reigns in our group piano classes! Special piano rental program. FREE Organ Classes. Band Instrument Rental Program

the music hall

Escondido 747-2604
Oceanside 722-4201
Solana Beach 755-9369





Sewciety News

Famous Burlington, Logan-tex, Deering Milliken, Scottex, Knitaway, etc. Make your selections from full bolts in the newest colors and patterns. New patterns, sewing notions and trimmings are in, too.

755-9381

Walker
Scott

Association Bulletin and News

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, AUGUST 16, 1973, 9:00 a.m., the BOARD ROOM.

Present: President Weindling, Directors Hoover, Whitehead, Wingert, Wrenn and Brown.

Absent: Vice President Chubbuck.
Also Present: Manager Grahl, Temporary Recording Secretary Baker, Association Members, Press.

MINUTES OF PRECEDING MEETING

The minutes of August 2 meeting, on motion made and seconded, were unanimously approved.

PERSONAL APPEARANCES

Mr. Jonathan C. Gibson, Chairman of the Subcommittee on Roads, former RSF Planning Commission, reported on the recently completed survey by DeLeuw, Cather & Company of San Francisco, made during last fiscal year, on traffic patterns and related matters on the Ranch. An extensive report of their findings has been presented to each member of the Board. Mr. Gibson presented a condensed version of that report and highlights thereof.

Basic Conclusions: No need for the enlargement of any of the highways in Rancho Santa Fe, probably until 1995. That applied to even the most traveled of these highways, Via de la Valle, and included El Camino Real, one of the least traveled in

Rancho Santa Fe. Most traffic in the Ranch is local, not through, traffic.

Special Attention to Via de la Valle: County Road General Plan had recommended an alternate location for that road, or at least a supplementary road south of the San Dieguito River, taking off from Highway 5, joining S-5 in the vicinity of Hodges Dam. Placed great stress on having that road built, which is in the County's Plan.

Major Recommendations: (1) Encourage building of Via de la Valle by-pass.

(2) Although it might not be popular, ask Sheriff's Office to upgrade the enforcement of traffic laws in Rancho Santa Fe: speeding, passing improperly, etc.

(3) Association cooperate with San Dieguito Citizens Planning Group and citizens of local communities in opposing proposed new developments and roads that would increase volume in the Ranch.

Captain Putman, Commander, Oceanside Area, and Lt. Zylstra, of California Highway Patrol (CHP), were introduced. Captain Putman briefed the Board on the responsibilities and functions of the CHP. He noted the area in which Rancho Santa Fe is located accounts for only 8% of the traffic accidents in North County. He noted that the policy of CHP concerning the issuance of traffic citations has changed and that policy is now to issue warnings, either written or verbal, rather than citations. This depends, of course, on the severity of the violation. Considerable discussion occurred concerning speed limits, regulatory signs, and pavement

markings as traffic control items. Captain Putman observed that all of these were effective only if enforcement was also possible. The CHP is, of course, limited in the number of officers available to any particular area. Units are concentrated in areas where problems are the worst, although there are frequent patrols into other areas. If repeated statistical patterns are developed, area supervisors will move units to meet anticipated problems. Captain Putman was complimented by President Weindling for his presentation and he, in return, expressed his appreciation for being able to meet with the Board.

OLD BUSINESS

Report on Hire Property. Association option expired August 5, 1973. Offer of \$105,000 to purchase the property not accepted by Mr. Hire. No further action planned.

NEW BUSINESS

Subdivision, Parcel 2/1, Block 17, (Coberly) consisting of 13.5+ acres into 4 sites of 2.7, 5.3, 2.9 and 2.6+ acres. On motion made and seconded, approval contingent upon a site visit and recording of deed to restrict this portion of Lot 2, consisting of 13.5+ acres, to not to exceed 6 building sites, was unanimously granted.

Keeping of 3 Horses, (Bullette) Parcel 5/4, Block 37, 2.93 acres. Decision deferred pending visit to site.

Keeping of 2 Horses, (Ericson) Parcel 3/5, Block 37, 2.19 acres. Decision deferred pending visit to site.

Planning Commission Chairman Wingert reported Mr. Guy McCorison is working with Post Office Department personnel on expansion and rearrangement of Association Offices. Post Office people are reviewing possible alternatives of construction and financing. The concept of retaining a community center of the School, Library, Garden Club, Association and Post Office as a basic arrangement is being pursued.

Park & Recreation Board Chairman Whitehead reported on the joint meeting with Golf Activities Committee Chairman Wrenn, Green Supt. Cable, Mr. and Mrs. D. Chubbuck, and Mrs. Mary Cowan to discuss mutual problems concerned with trails maintenance. Decision was to select a section of trail in poor condition and rehabilitate it on a trial basis in an effort to determine the best method of maintenance. The transfer of the tractor to County Maintenance Department is being finalized.

Mrs. Whitehead, for Board consideration, reported a recommendation to consider a head tax of \$10 per year per horse, except in the case of horse breeding farms. Their usage is limited, so a flat fee for them. It was moved and seconded that a head tax on horses kept by members on the Ranch be set and instituted. After discussion, the motion was passed unanimously, the matter of appropriate fees being returned to the Park & Recreation Board for study and recommendation to this Board of Directors.

Mrs. Whitehead noted the existence of the unpleasant odor in the vicinity of the Golf Maintenance shed, caused by decaying grass clippings, not sewage. Through the courtesy of the Garden Club, RSF Engineering Company has provided comments and sketch which, it is believed, will solve the problem. Proposed solution is being investigated.

Mrs. Whitehead noted the new 4-way STOP at the intersection of La Granada and Paseo Delicias, and requested a letter of appreciation be sent to County Traffic Advisory

Committee Secretary Mr. F. B. Julian, Jr. **Golf Activities Committee** Chairman Wrenn reported the addition of 3 members to the Committee: Messrs. P.A. Helms, Jr., H.B. Palmer and R.E. Brickman, the recently elected 3 to the Board of Governors of the Men's Club.

Chairman Wrenn reported the Committee had voted against closing the Snack Bar. He advised that the Committee recommended that the Board give serious consideration to the acquisition of approximately 10 acres in Block 19, bound by Avenida de Acacias, Via de la Cumbre and No.1 fairway, to provide for expansion of the tennis area. The President requested the Planning Commission to consider this in its review of recreational facilities.

The following recommendations were presented: That Green Fees be waived for (1) Member Guest Tournament on August 18; (2) practice on August 17; (3) and Jack & Jill Tournament on August 19, 1973. On motion made and seconded, approval was unanimous.

Mr. Wrenn noted that a 5 year plan identifying construction or reconstruction items, costs, and amortization periods would be presented to the Finance Committee at the next meeting on August 22. He observed that this plan would call for considerable rehabilitation in rebuilding greens, traps and tees. Some of these facilities are over 50 years old, for instance, and do not have satisfactory drainage. Attempt was made to determine amortization periods utilized by other clubs and courses for facilities of this type. The SCGA was contacted and it advised there are no figures in this area, each club or course devising its own system. SCGA is, however, striving to develop statistics of this type and will keep us advised. Subsequent discussion involved amortization proposed in the 5 year program and the pay back at 7% interest. Mr. Weindling observed that the Board would require a rather complete analysis of capital flow and repayment and a determination of what happens after the 5 year period.

Mrs. Lillian Ritt, upon being recognized from the audience, asked if relocating the Snack Bar would not save \$6,000 per year. Mr. Weindling replied that the Snack Bar operation was considered part of the Restaurant & Bar and a review of these operations was being considered by the Manager pursuant to a previous Board request. He also referred to the previous comment by Director Wrenn wherein the Golf Activities Committee recommended against closing the Snack Bar.

Manager Grahl reported the following items: Receipt of copies of letters from Counsel to Mr. Rosen requesting information on the timely completion of his residence; and to Mr. Blackledge's attorney, Mr. Shapiro, noting the reasons for disapproval of the proposed Blackledge subdivision.

Receipt of County Planning Commission agenda for August 24 wherein the developer of the Titelman property had requested relief from the requirement that residences constructed on the property be connected to a public sewer.

In compliance with a Finance Committee recommendation, the deposit of \$100,000 of Association funds in a 60 day Certificate of Deposit at 10.4%.

Receipt of a copy of a letter from Internal Revenue Service to Mr. Kaiser, an Association member, stating that IRS Field Unit was investigating his inquiry concerning the Association's legal right to increase prices (See 8/2/73 minutes).

Receipt of a petition containing 54 valid signatures of members requesting a Special Meeting on the evening of Wednesday, August 22, 1973 for the purpose of considering and taking action on proposed amendments to the Association Bylaws. These proposed amendments had been referred to

Counsel and, upon receipt of his analysis, a comparison of the proposed and existing Bylaws would be prepared and mailed to the members. This mailing is anticipated to be in the hands of members on Monday, August 20, 1973.

Building Commissioner's Report for July indicated 2 homes completed; 41 under construction; 4 permits issued.

RECESS

The Board was recessed at 11:55 a.m. for a field trip to inspect properties.

Keeping of 3 Horses, Parcel 5/4, Block 37, 2.93 acres. At the site, on motion made and seconded, approval was granted. President Weindling abstained.

Keeping of 2 Horses, Parcel 3/5, Block 37, 2.19 acres. At the site, on motion made and seconded, approval was unanimous.

ADJOURNMENT

The meeting was adjourned at 12:30 p.m.

Gwendolyn P. Whitehead, Secretary
David C. Hoover, Director

MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD AUGUST 21, 1973, AT 9:00 A.M. IN THE BOARD ROOM.

Present: President Frobes, Vice President Duncan, Consulting Architect Hope and Members Day, Reitz and Ward.

Also Present: Building Commissioner Mow-

ery. (Manager Grahl and Recording Secretary Duffield in attendance during discussion of Keeping of Animals).

The minutes of the previous meeting were approved.

NEW CONSTRUCTION

Sanson, D. (Preliminary) Residence & Guesthouse — Parcel 3/3, Block 35, El Camino Real. Architectural design acceptable with suggestions.

ADDITONS & ALTERATIONS

Ward, N. Swimming Pool — Parcel 3/3, Block 20, Lago Lindo Approved. Does not include approval for structures covering pools, including inflatable covers.

Franklin, P. Swimming Pool — Parcel 3/2, Block 35, El Camino Real. Approved. Does not include approval for structures covering pools, including inflatable covers.

Hertfelder, G. Conversion of Garage — Parcel 2/14, Block J, Zumaque. Approved.

Weymouth, A. Addition to existing residence — Parcel 2/4, Block 33, El Acebo. Approved.

Riley, G.B. Addition to existing residence — Parcel 2/5, Block 30, La Flecha. Approved.

Helms, P.H. Addition to existing residence — Lot 76, Map 2089. Approved.

Ruiz, R. Tack Room — Parcel 5/1, Block 43, Via del Alba Approved with suggestions.

KEEPING OF HORSES

Linneman, D.L. (escrow Delp) Three ponies at Parcel 2/1, Block 9, El Mirlo. 2.43+ acres

SERVING ALL NORTH COUNTY



FROM A ROOM SIZE REMNANT TO A HOUSE FULL

CARPET & REMNANT RED BARN

★ FACTORY DIRECT ★

- Large Selection of Home & Commercial Carpeting
- Indoor-Outdoor • Padding
- Linoleum & Floor Tile

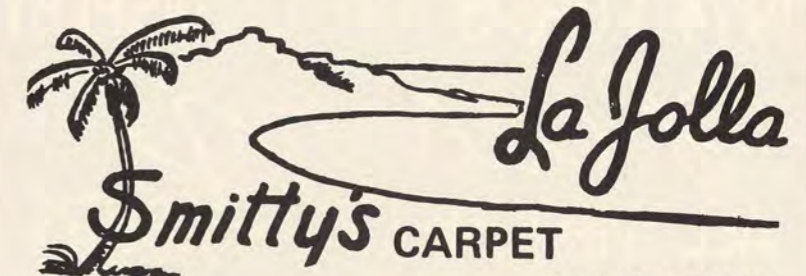
DO-IT-YOURSELF TOOL RENTALS

EVENING APPOINTMENTS
FREE ESTIMATES

744-1284

SAN MARCOS 1331 DESCANSO JUST OFF HWY 78

For Those Who Want the Very Best



Member



CHARLES SMITH
Owner

27 Years
in La Jolla
And
Rancho
Santa Fe

'STEAM WAY' METHOD 459-3269

ALONG WITH 'CERTIFIED' SHAMPOO

STEAM WAY THE BETTER WAY



The applicant withdrew application as presented.

VARIANCE REQUEST

Kersgard, C. Association requires one hundred feet setback from all property lines for horse shelters; applicant requests sixty feet setback from the north property line. The Art Jury advised approval to the Board of Directors.

MISCELLANEOUS

Royce, D. Paint samples for Residence, La Granada. Approved.

Royce, S.W. Construction of Sign — Via de la Valle and Via de Santa Fe. Approved.

Village Travel Service Construction of Sign — Via de Santa Fe. Disapproved as submitted. Art Jury suggested sign be placed in window or flush against the wall.

Kelts, B.D. Construction of Storage Shed and Tool House. Approved. Art Jury requested that screen plantings be placed so as to

screen structures from road. Also, landscape plan to be presented for consideration. Work to be done as expeditiously as possible.

Gardner, F. Awnings — Avenida de Acacias. Deferred. Art Jury requested that additional plans be submitted for next meeting.

Wyman, W. Removal of trees — Art Jury advised Mr. Wyman that no trees would be removed from his property on El Arco Iris.

Letter from Adm. Link — read and answered.

C. David Frobes
President
E.L. Reitz, Secretary

MINUTES OF SPECIAL MEETING OF RANCHO SANTA FE ASSOCIATION HELD WEDNESDAY, August 22, 1973, 7:30 p.m., RANCHO SANTA FE SCHOOL

Present: President Weindling, Vice President Chubbuck, Directors Brown, Hoover, Whitehead, Wingert and Wrenn.

Also Present: Manager Grahl, Temporary Recording Secretary Baker, Asst. Manager Mowery, Legal Counsel Stanley, Association Members, Press

At 7:50 p.m., President Weindling opened the meeting, noting that the delay in starting was due to the large audience and the requirement of register Association voters at the door, and the difficulty encountered with the TV monitor sound. He introduced each Director, identifying the Committee assignment of each.

President Weindling stated that the purpose of the special meeting was to vote on proposed Bylaws amendments and that only Ranch residents and voters would be allowed to speak. He then discussed briefly the purpose of the Rancho Santa Fe Protective Covenant and the existing Bylaws.

Attorney John Stanley, of Donnelley, Hulden & Stanley, was appointed Parliamentarian.

The President introduced Manager Grahl who outlined the voting procedure to be followed during the evening. Mr. Grahl noted that voting would be in accordance with Article III, Section 7, of the Bylaws, and that, while a vote could be taken either by voice vote, standing, or written ballot, the only practical way to verify a vote was by the written ballot; that, in order to verify the ballots, each must be signed as the voter had signed the register upon entering the hall and provide his printed name and box number.

President Weindling appointed the following tellers to count the ballots: Mesdames Ann Conkey, Dorothy Gardner, Mary Schulte, Mr. Paul Morenz; Mesdames Gina Blesso, Kay Wasser, Betty Burton, and Joyce Duffield.

The President then declared the meeting open for business.

Mr. T.A.L. Loretz moved that speakers be allowed 72 minutes "Pro" and 72 minutes "Con," and that the principal speaker with "Pro" and "Con" be allowed 10 minutes each and all other speakers be allowed 3 minutes each. The motion was seconded by Mr. L.B. McLaughlin and passed by voice vote, after considerable discussion.

A motion by Mr. Ray Griset was made that voting on the proposed amendments be by written ballot on the form showing the 6 amendments and be deposited by the members when leaving the meeting. The motion was seconded by Mr. McLaughlin. Mr. Ben Gardner moved for an amendment to the motion: that the ballots be placed in an envelope and sealed. Mrs. Lillian Ritt seconded the amendment to the motion which was defeated on a voice vote. The original motion by Mr. Griset was voted upon and carried by voice vote.

Dr. Donald J. Ritt moved the adoption of all 6 proposals, seconded by Mr. R.J. Blake.

Dr. Ritt then spoke as the principal speaker in favor of adoption of the proposed amendments to the Bylaws.

The Chair recognized Director Wingert to present a review of the checks and balances we have in effect under the Covenant and the existing Bylaws. A question was then raised from the floor by Mr. W.T. Rasseur concerning the membership of the Committee For The Preservation Of Rancho Santa Fe. This question was ruled out of order by the Chair, since Mr. Wingert had already been recognized as the next principal speaker. At that point, however, for the information of the meeting, Dr. Ritt asked the members of the Committee (CFTP/RSF) to stand. Upon completion of Mr. Wingert's comments, the following members were recognized, alternating "Pro" and "Con," commencing with Mr. E.A. Day, as follows: "Pro" — Messrs. E.L. Freeland, D.B. Moon, J.R. Nelson, MD, Dr. K.E. Shuler; "Con" — Messrs. L.B. McLaughlin, R. Griset, R.M. Clotfelter, T.A.L. Loretz.

Mrs. Linda Alexander, upon being recognized from the floor, stated that she had not yet made up her mind concerning the proposed amendments, but asked how she could make her wishes known to the Board. The Chair asked Director Chubbuck to respond. Mr. Chubbuck stated that several methods could be utilized, such as: attendance at the meetings of Committees on Golf, Tennis, Finance, Maintenance District, Park & Recreation, Planning, and Community Relations, and by writing letters to the Board of Directors.

Mr. J. McReynolds moved for adjournment; the motion was seconded and passed by a voice vote. The meeting was adjourned at 9:25 P.M.

Gwendolyn P. Whitehead, Secretary
Dixon Chubbuck, Vice President

MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD SEPTEMBER 11, 1973, AT 9:00 A.M. IN THE BOARD ROOM.

Present: President Frobes, Vice President Duncan, Consulting Architect Hope and Members Day, Reitz and Ward.

Also Present: Building Commissioner Mowery and Recording Secretary Duffield. (Manager Grahl in attendance during Subdivisions and Keeping of Animals, etc.)

The minutes of the previous meeting were approved.

NEW CONSTRUCTION

Miller, E.T. Residence — Parcel 1/8, Block 9, El Mirlo. Approved with suggestions.

DeBakcsy, A. Residence — Parcel 5/7, Block 31, Via de la Valle. Approved.

Hayt, J. Residence — Lot 132, Map 2129, Avenida Maravillas. Approved.

Wood, K.A. Residence — Parcel 7/3, Block 36, Rambla de las Flores. Deferred for resubmission of elevations and birdseye view perspective.

Wyman, W. (escrow Bellman) Condominiums — Parcel 1/4, Block 30, Paseo Delicias. Deferred pending resubmission of plans showing elimination of Unit No.3.

PRELIMINARY STYLE CHECK

Cologne, G. Residence — Parcel 8/8, Block 9, La Bajada. Architectural design acceptable.

ADDITIONS & ALTERATIONS

Taylor, W. Addition of Hobby Room — Parcel 4/5, Block 18, Lago Lindo. Approved.

Griswold, E.L. Addition to existing residence — Parcel 4/1, Block 44, Via del Alba. Approved.

Weymouth, A.H. Stable — Parcel 2/4, Block 33, El Acebo. Approved.

Carlson, R. Addition to existing residence — Parcel 9/1, Block 47, Las Planideras. Approved with stipulation that skylight be flush with roof.

Lee, J. Tennis Court — Lot 48, Map 2129, Sobre los Cerros. Approved. Does not include approval for outside lighting.

SUBDIVISIONS

Larson, H.G. Parcel 2/2, Block 31, Via de Santa Fe, consisting of 2.77^o acres into sites of 1.37 and 1.39^o acres. The Art Jury advised approval to Board of Directors.

Glasgow, H.L. Parcel 9/1, Block 32, La Gracia, consisting of 6.82^o acres into sites of 2.21, 2.18 and 2.42^o acres. Art Jury advised approval to Board of Directors. Votes: Three in favor, one abstained, one absentee.

KEEPING OF HORSES

Linnemann, D.L. (Resubmission) (escrow Glass) Two ponies on 2.43^o acres at Parcel 2/1, Block 9, El Mirlo/Via de Fortuna. Art Jury advised approval to Board of Directors with stipulation that approval was for two Shetland ponies.

Weymouth, A.H. Two horses on 2.50^o acres at Parcel 2/4, Block 33, El Acebo. Art Jury advised approval to the Board of Directors.

VARIANCE REQUEST

Cowan, B. Parcel 3/12, Block 6, Via de Fortuna. Association regulations require shelters

to be 100 feet from all property lines. Applicant requests variance to 50 feet from easterly boundary. Art Jury advised approval to Board of Directors.

COVENANT ACCEPTANCE

Alderson, C.M. Portion of Lot 1 of Anza Hieights, Map 2928 (Por of Lot 1, Block 33, Map 1742). Deferred for consultation with legal counsel.

Metzger, L. Parcel 14, Maggie Branson Tract — The Art Jury advised disapproval to the Board of Directors.

MISCELLANEOUS

Addition to Association Parking Lot behind Association Office Building. Approved with suggestion that consideration be given to overhead lighting in parking area.

Letter from Village Travel Service regarding erection of sign. Approved.

Rosen, R. Paint sample for residence — Approved.

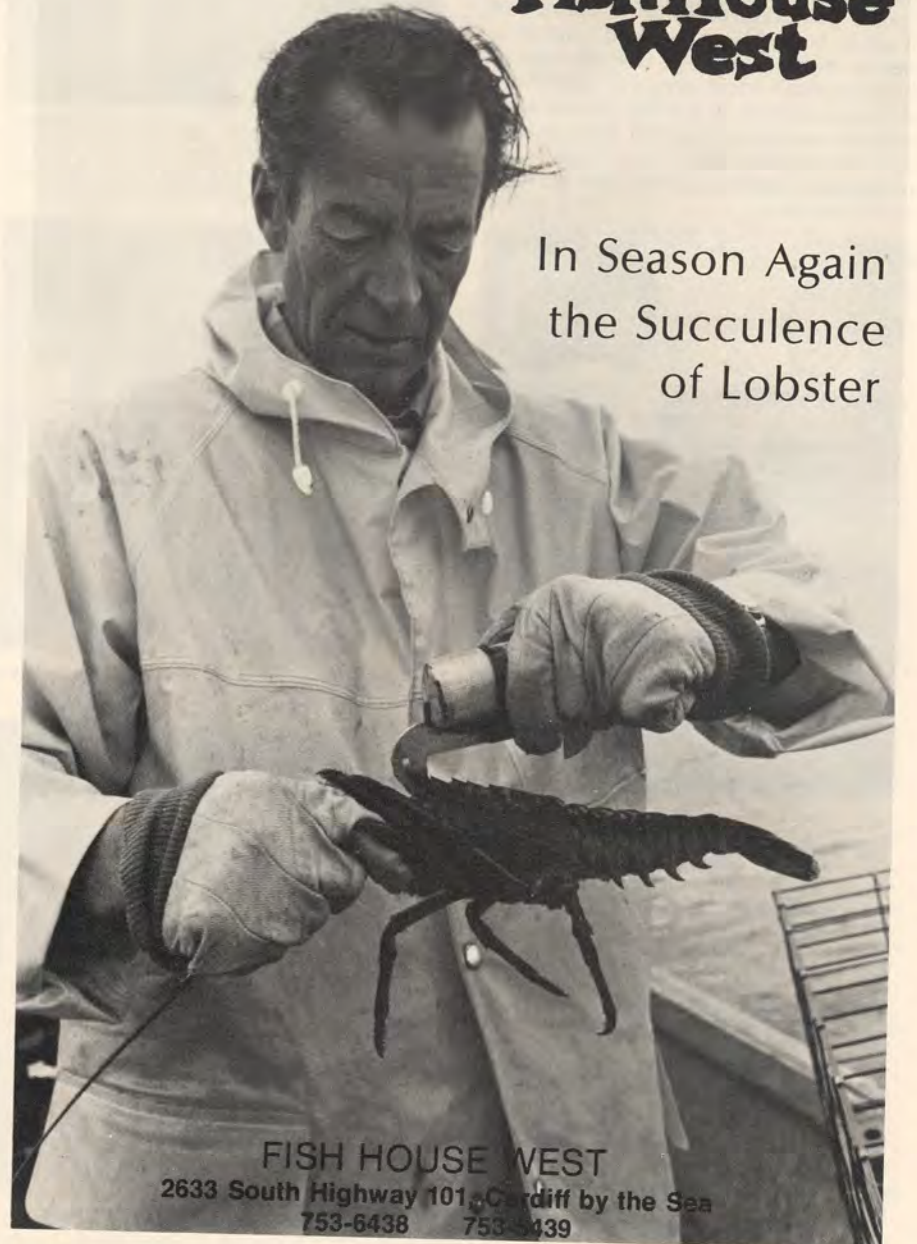
C. David Frobes, President
E.L. Reitz, Secretary

FISH HOUSE WEST

Across the street from *Fish House West*, there is a fleet of small boats that comb the ocean offshore from Cardiff, Del Mar, Encinitas and La Jolla for fish to be served immediately in the restaurant. Freshness is not a matter of weighing, packing, freezing and transporting — finally to be unpacked and cooked — not at *Fish House West*. The local fleet catches and brings — and it is cooked for you, often on the same day.

The lobster traps are full — the season is in — the succulent, sweet meat is awaiting your pleasure. *Fish House West*, in Cardiff by the Sea, across the street from the ocean, at 2633 Highway 101.

THE LOCAL CATCH



In Season Again
the Succulence
of Lobster

FISH HOUSE WEST
2633 South Highway 101, Cardiff by the Sea
753-6438 753-6439

EL RANCHO FORD
~POWAY~

**ANNOUNCES THE NEW
1974 FORDS ARE ON DISPLAY**

Leasing

**ALL MAKES OF FORDS
PINTOS · MUSTANG II's · MAVERICKS
LTD's · THUNDERBIRDS · TRUCKS**

Lowest Lease Rates · Immediate Delivery

*North County's Fastest Growing
Ford Dealer*

GARY BISZANTZ'
EL RANCHO FORD
12255 POWAY ROAD, POWAY
748-1400
Evening Service for Your Convenience

Lensing In On La Jolla

By Alice Dutton

The Lense this month would have to be wide-angle to follow the pursuits of La Jollans as they proceed with social, cultural and sport events with customary zeal. Zonta Club of La Jolla headed by Mrs. Grace Stewart, president, chose Rancho Bernardo Saddle Club for their annual fall Horse Show, held this month, October 13 and 14. August Handley, horse show manager. Chairman Mrs. James E. Rupert of La Jolla was assisted by club officers and members including La Jollans Helen Lovenberg, Mrs. James Hansen, Mrs. Stanley Smith, Mrs. Gilbert Alm, Mrs. Helen P. Anderson, chairman of selling sponsorships to the event, open and free to the public. The Saturday show features Jumpers, Sunday, Western and Saddlebreds were featured in their respective rings. The Class B show drew owners from as far as Northern California. Proceeds from the show benefit one of Zonta's main local projects, the International Center at UCSD. Zonta contributes monthly financial help as well as maintaining the Center used primarily as a meeting place for students of all nations.

seated dinner of gourmet fare chosen by the lovely hostess with her usual fair and care. Mr. and Mrs. Irwin opened the dinner hour, by dancing "solo," to the anniversary waltz, before other dancers joined them. Al Ames and His Amiables, club dance orchestra, played engaging "old and new," melodies at the late-summer-fall gala.



Joseph R. Irwin, Miss Marilyn Dupre, Mrs. John J. Irwin and Mr. Irwin are seen prior to their annual party at La Jolla Beach and Tennis Club for area and out of town guests.



Also Mes. Edward C. Strauss, C.M. Alderson and Grover Godwin.



Mr. and Mrs. Robert Driver of San Diego were among guests of Mr. and Mrs. Donald B. Smith of Rancho Santa Fe, in the Directors' Room. Smith is executive-vice-president and general manager of the Del Mar Thoroughbred Club, which is now undergoing extensive remodeling and expansion of many areas of the complex, with completion slated for the 1974 racing season.



Other guests of Mr. and Mrs. John J. Irwin were Mr. and Mrs. James O. McReynolds.



Mr. and Mrs. Gilman B. Allen left and Mr. and Mrs. J. Donald Scott of La Jolla were among officers and members of La Jolla Social Service League. Mrs. Allen is League president, and the foursome were among hundreds of members interested in League House projects. This was the League's day at the races at Del Mar Turf Club. Mrs. Scott is chairman of the Holiday Bazaar November 14th at Darlington House, with proceeds of the event benefiting League House and the Assistance League.



Mr. and Mrs. Ralph Giffin, editors and publishers of North County Living Magazine.



From left, Helen Lovenberg, Mrs. James E. Rupert and Mrs. James Hansen of La Jolla at their day at the Del Mar Thoroughbred Club, during the 34th season, not only were studying the day's racing program, but deep in plans for Zonta Club of La Jolla's next benefit, their annual horse show, held at Rancho Bernardo Saddle Club, this month. Mrs. Rupert, chairman, Miss Lovenberg and Mrs. Hansen were among officers and members assisting with the project.

The windup of summer parties did not cease until mid-September, although Mr. and Mrs. John J. Irwin of Rancho Santa Fe, held their annual anniversary dinner dance a little earlier this year. The romantic setting, La Jolla Beach and Tennis Club where the Irwins met approximately 100 guests in the handsome Walnut Lounge before a



La Jolla Social Service League featured in a previous issue of this magazine, for their day at the Del Mar Thoroughbred Club during its 34th season in Del Mar, had a most successful turnout of members and guests. The annual affair benefits the League House which offers residency to older women of limited means.

Mr. and Mrs. Earl Brian Jr. left, were guests of Mr. and Mrs. John C. Mabee of San Diego in the Directors' Room during the closing days of the 34th season at Del Mar Thoroughbred Club. Brian is health and welfare secretary in Gov. Reagan's cabinet. He is considering running for the U.S. Senate. Mabee is on the Board of Directors of the Thoroughbred Club.

TREASURES & TRIFLES AUCTION

The fathers of students of The Bishop's and San Miguel Schools will organize and hold an auction for the scholarship fund. The date has been set for Friday, October 26, 1973.

A year ago, the San Miguel boys organized their own auction, raised in excess of \$1,200 and had a bundle of fun in the process.

The fathers' affair will be titled "Treasures and Trifles." We will need an abundance of items to auction, so this summer search your cupboards, closets, attics, and storerooms for all manner of items that you can donate. Everything will be appreciated that is salable: new, antique, precious, inexpensive, practical or humorous. We will also be asking businesses to donate merchandise and services, so if you have any candidates in this category, please let us know.

The Treasures and Trifles Auction will be an exciting and fun-filled family night with something for every age and every purse. Put this date on your calendar now and start thinking about things you would like to donate to this worthy affair.

You will be hearing from us again when school commences next September.

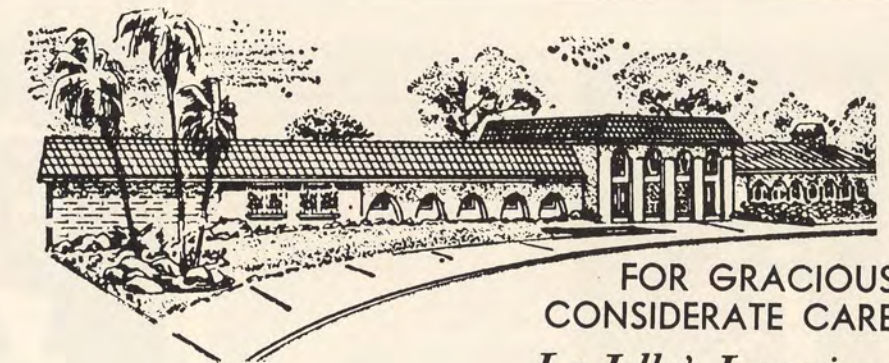
HUTCHISON TO EXHIBIT AT RANCHO CALIFORNIA



Olivenhain artist, Milburn Hutchison will be showing his latest paintings of the rural scene inspired by the area in which his old farm house is located.

Hutchison is one of fifty of the Southwest's finest artists to be invited to the 9th Invitational Art Show on October 20-21. The show is being sponsored by the Chriswood Gallery at Rancho California, located on Highway 395 at Temecula.

"Hutch" has been honored with a listing in "Who's Who in American Art."



FOR GRACIOUS CONSIDERATE CARE

La Jolla's Luxurious

Torrey Pines Convalescent

WITH CONTINENTAL ELEGANCE

- Private Suites with Fireplaces
- Barber and Beauty Shop
- Private Telephones
- Grecian Formal Gardens
- Electronic Patient Surveillance
- Electric Beds
- Dining Room
- Soda Fountain - Malt Shop

453-5810

2552 TORREY PINES RD.
(JUST NORTH OF ARDATH ROAD)

OCCUPATIONAL - PHYSIO THERAPY - PIPED IN OXYGEN - CARDIO PULMONARY REHABILITATION
TELEVISION - PILLOW SPEAKERS - LIBRARY

24 HOUR R.N.'s - OPEN MEDICAL STAFF - SPECIAL DIET

SHOPPERS BAZAAR



Custom Boot Tailoring
and Cuffs

Shoe and Boot Repairing

Shoes for the Family

Marshall's
112 W. Plaza
Solana Beach
755-1776



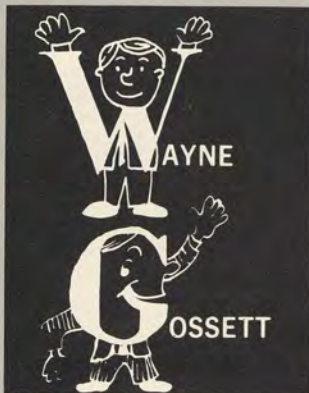
The finest selection of Domestic and Imported Wines; beer and spirits! Complimentary ice and glasses for your party. Early orders are appreciated! Diners Club cards honored. We deliver in Rancho Santa Fe without charge.

In the Plaza at 15th Street in Del Mar
ZEL'S PLAZA LIQUOR
Del Mar, California 55-945



Featuring steaks and seafood. Dancing and entertainment every night except Sunday. On the beach in Del Mar with a beautiful surf view. Superior food, wonderful atmosphere, cocktails, of course.

Open from 8 a.m. to 2 a.m.
THE FIRE PIT
Del Mar California
755-9345



We're just a small "country" Ford Dealer and we're proud of it. We just give good service and sell new Fords for less. Compare Prices Buy the easy "Gossett Way" with individual payment plan. We lease cars and trucks, and have Rent-A-Cars.

"We make you happy."
WAYNE GOSSETT FORD
1424 Encinitas Boulevard
Encinitas, California 753-6286



Tennis is the name of the game! We have everything for the tennis buffs! Expert restringing, too. Large selection of tennis wear. Fishing, Archery, Baseball, Basketball, Skin Diving, Guns and ammunition.

Monday thru Saturday 9:30 to 5:30
GINDERS LA JOLLA SPORTING GOODS
1051 Wall Street La Jolla
59-3359



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



**RIVERBOAT
RESTAURANT**

**REUBEN
E. LEE**

moored at
HARBOR ISLAND, SAN DIEGO

Interior Design Notes

PUT YOUR MONEY WHERE YOUR FEET ARE



Floorcoverings probably take the greatest beating of any furnishings item in the home. But no item is more important, for both functional and decorative reasons. Yet many tend to try and economize in their buying of floorcoverings. Such economy is shortsighted in my opinion. I also believe a greater portion of the decorating budget should be given to better quality carpet. This article will discuss various features and points to consider in buying floorcoverings.

Wood and Nylon are the two most important fibers in the carpet and rug market today. Wool is still the ideal choice and remains the leading carpet fiber in terms of softness, luxury of touch and visual beauty. It is naturally springy and is crush resistant, and it is versatile in its adaptability to styling. It needs cleaning less frequently than synthetics, but stains should be removed immediately and not allowed to set because of the bifiber's porosity.

Of all the various synthetics available, Nylon remains as the top man-made fiber. It is strong and durable and has a great affinity for color and interesting texture and styling. Although nylon may require more frequent cleaning than wool, it cleans easily since it is not a porous fiber and thus the stains cannot get into the fiber itself.

Choice of texture depends on need and the customers' personal preference. Both long shag and shorter denser pile carpeting are popular. However, at the present time, we at La Jolla Interiors are selling more of the plush shag — a medium length shag. Our customers feel this is better looking and easier to vacuum and keep clean.

There are many exciting pattern selections offered by the carpet industry. These include plaids, florals, stripes, and swirl patterns. These special items are available from the manufacturers' regular line or on special order. But for proper coordination with other decorative items in the room, the assistance of your interior designer is a necessity for making a proper selection.

Indoor-outdoor carpeting is having a field day and sales are booming. However, despite its many practical features, I feel that this type of carpeting has limitations for interior work. The finish and feel of these carpets is quite harsh and should only be considered for the kitchen.

Regarding color — the sky is the limit. Both wool and Nylon can be dyed to match anything you desire. This is

another area where the assistance of the professional decorator can be very helpful. In most cases, special dyeing is no more expensive than stock colors.

Don't overlook the tremendous impact a specially designed rug can give your room either. We have rug manufacturers that will create marvelous designs and/or styles to the specifications of the designer. Of course, you can have your choice of fiber, pile style, and density. Extra time must be allowed for delivery of specially designed rugs.

Present-day "shortages" are happening in every field it seems. The carpet industry is no exception. We are told the shortage of yarns is fast becoming a reality. So if your present carpet is becoming threadbare, it may be the time to do something about it while stocks are plentiful.

If you are in the market for floor-covering, please consider its importance both functionally and decoratively, and make your selection and investment as carefully as you would in the selection of new furniture or custom-made draperies.

Questions regarding decorating problems are welcome. No obligation, of course. Please call or write Mr. Milo, La Jolla Interiors, 7470 Girard Ave., La Jolla Calif. 92037. □

LUXURY HOMES COMPLETED

Five luxury homes have been completed at Rancho del Cielo, a new community in north San Diego County, within the Rancho Santa Fe School District.

The homes were built by McK Land Development, Inc., Solana Beach. They range in price from \$93,900 to \$124,900. Each of four homes has four bedrooms, separate dining room, family room, brick or slumpstone fireplace, breakfast nook, and kitchen with built-ins, including range, oven, dishwasher and disposal.

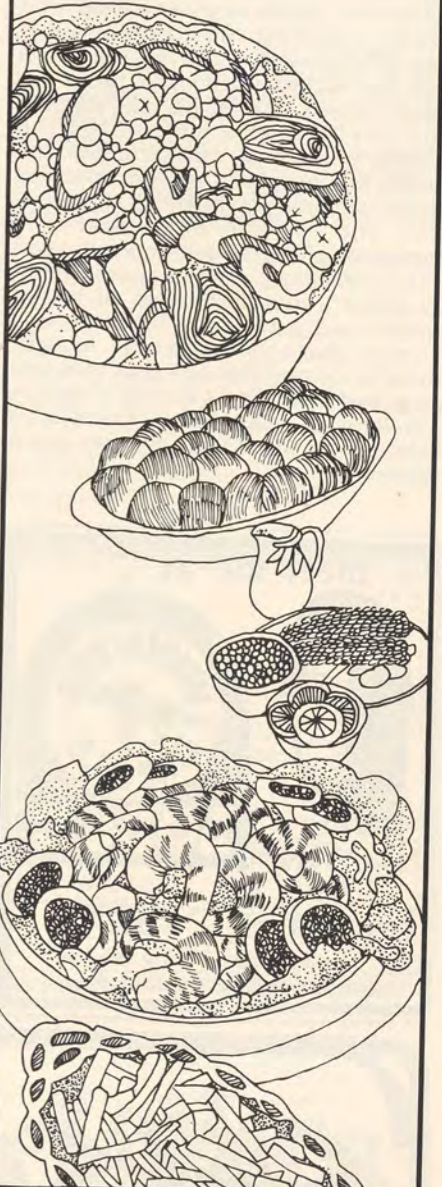
The largest home has five bedrooms, three baths and such additional features as an over-sized stone fireplace, plank doors, separate laundry room and hobby room.

Sizes range from 2,301 to 2,716 square feet.

Purchase price includes front-yard landscaping and carpeting allowance.

Architecture is ranch and California mission. All homes are on large estate lots, from 2.5 to 3.3 acres which lend themselves to small horse ranches. Underground utilities contribute to unobstructed views of rolling country hillsides and nearby lake.

Exclusive sales representative is Lomas Santa Fe Realty, headed by Chuck Ripley, vice president of sales. The office is located at the Lomas Santa Fe Drive exit of Interstate 5.



let us do the catering
Forget all the work and worry. We have a complete catering service.
call 745-8708
LEISURE TIME CATERING
511 North Escondido Blvd., Escondido

Louella Liverwurst Says...



**MIGHTY GOOD FUN,
FOOD & GROG**

If you're looking for a place to dine that's really and truly good, close to home, and friendly ... take a short hop up Oceanside way and try *Marty's Valley Inn*. Under new ownership, *Bob Brooke* is now assuming managerial duties, ably assisted by *Dick Jamison*. If you are lucky, you'll draw *Dena* for your waitress (ask for her, she's great!) and your VIP treatment is assured. Even if you are dieting, cascaution to the winds this once and try the "glorified spud" with your dinner. It's super-terrific, and you can drink skim milk tomorrow. The serve-it-yourself salad bar is excellent ... lots of goodies here to put on your basic bed of mixed greens, and you can go back as many times as your appetite dictates. At night there's a combo that sets your toes tapping, and if you don't want to dance — it's almost as much fun to watch or to listen. All-in-all, it's an evening you'll enjoy ...

**CONGRATULATIONS,
PROUD PARENTS!!!**

It's a boy ... appropriately named *James Norman Durkin III*, and the parents are the popular *Norm Durkins (Here's Cheers)*, Solana Beach. Tiny Master James weighed in cribside at 7 lbs, 2 ounces when he arrived on Wednesday, September 19th at high noon ...

SNOOZIN' & CRUISIN'

Supervisor *Taylor* and pretty wife, *Jean* are back in town after a 2-week sabbatical and well-deserved vacation. aboard P&O's "Spirit of London" to Alaska ...

NEW BOOK WELL RECEIVED



F. Howard Wescott M.D.

"What You Should Know About Your Doctor And How To Find Out" is the title of a recently published book by *F. Howard Wescott M.D.* of Rancho Bernardo. Dr. Wescott deals in a sensible, easy-to-read manner about all the questions the average layman has about this subject, and even includes a related chapter on dentistry by *Allan L. Sanders DDS*. Dr. Wescott's book is available in bookstores throughout this area, and — should you like to glance through one — they are available at the Village Press offices, both in Rancho Santa Fe and Rancho Bernardo ...

BLACKLEDGE BUILDING BEGINS



We're all watching with great interest the progress of the new *Blackledge Building* on Via de Santa Fe, Rancho Santa Fe. At this writing, just the dirt has been pushed around — but we've seen the plans, and it promises to be a mighty pretty addition to our town. Two additional offices (in addition to Blackledge Real Estate) are included and rumor has it they were rented before one inch of dirt was removed. Occupancy (with a little bit of luck) around New Year's ...

LOUELLA LOVED IT!

We're referring to the highly successful 19th Annual Country Friends Fashion Show which was a highlight of the Fall season. Held on a beautiful Tuesday afternoon, the 18th of September, all the beautiful people of San Diego County watched as *Michael Novarese* displayed his designer fashions via *John Hogan* models ... sprinkled hither and yon with scintillating jewelry from *Jessops*. Everything sparkled — right down to the final drop of *Almaden* champagne!



The Flower Children of "Fete des Fleurs" ... Designer *Michael Novarese* and Society's Star Reporter, *Louella Liverwurst*.

APOLOGY!

Well, we goofed up the Rancho Santa Fe Plaza ad last month by not making everything crystal clear. They are now leasing their new building for exclusive shops, a deli-restaurant (like wow! do we need that one here in the village!) and for a medical office. If you'd like to talk space, tariff, etc. please call *Mrs. Hard* at 756-2681 or 756-2436 ...

CONGRATULATIONS!



West Coast National Bank Del Mar branch manager, *Mrs. Jean Bice* congratulated winners of door prizes won at a drawing September 21. The winners are *Miss Jeanne Weiss*, 10-speed Schwinn bike, *Gordon L. Wilson*, Char-O-barbeque, and *Mrs. William T. Mason*, Porta-Bike. All of the winners are residents of Del Mar.

BEAUTIFUL POWDER-PUFFERS

Among the entrants in the recent Powder Puff Derby were many of the fair sex from this area. Although not in the top of the winner's circle this year, they enjoyed every minute of the flight and related activities. This year, starting point was Palomar Airport in Carlsbad.



Pilot *Wanda Cummings*



Harriet Booth, Rancho Santa Fe

**NEW GOLF COURSE OPENS
AT WHISPERING PALMS**



Happy doing at *Whispering Palms* last month when *Supervisor Taylor* officially cut the ribbon which heralded the opening of the brand new additional 17 hole golf course at *Whispering Palms Country Club*, part of *Golf Course Inns of America*. The festivities started with a golf cart parade to the ribbon-cutting site on the new course, and the weatherman was all smiles for the occasion ...

meet me at

WINNERS CIRCLE LODGE
755-6666

at the entrance to the Del Mar race track and So. Calif. Fair

Little Bavaria
all the atmosphere of
an Alpine inn
Specializing in German and
American food
Lunch, Wed., Thurs., Fri.
Dinner and Dancing Fri., Sat., Sun.
Carmel Valley Rd. Del Mar
755-1383 755-1454

Surf Side Realty
RANCHO SANTA FE
756-3208

LA JOLLA 459-0616 SOLANA BEACH 755-1539 FALLBROOK 728-6125

Charles A. Chapin & Associates
BROKERS:
Charles A. Chapin
George A. Baldry
ASSOCIATES:
Howard L. Wellman
James L. Jarnagin
714/756-1121
Across from the Inn / Paseo Delicias / Rancho Santa Fe



for LOVERS

OF GOOD FOOD...AND LOVERS, TOO!

REC'S
Fogcutter

2858 Carlsbad Boulevard • Carlsbad, California • 729-7646

TOURNAMENT UNDERWAY



Whispering Palms Country Club, one of two North San Diego County courses hosting Gene Littler's \$520,000 Golf Course Inns of America Tournament, has been expanded to 27 holes.

The additional nine holes opened for play on Sept. 29th and was included in the official tournament layout when the pros began the first of eight consecutive weekly 54-hole tournaments Oct. 10.

The sponsoring Golf Inns of America has guaranteed \$400,000 in purse money.

The new nine holes measures a sporty 3237 yards with a par 36. It will

Left to right: Ted Vallas, President of Golf Course Inns of America; Jake Werschkul, Golf Pro at Whispering Palms; and Gene Littler, Vice President of Golf Course Inns of America.

be coupled with Whispering Palms' present front side to provide a tournament test of 6508 yards with par 71.

Pros also will be playing Golf Inns' El Camino Country Club in Oceanside that measures 6769 yards with par 72.

Whispering Palms' new nine was designed by Harry Rainville, a well-known San Diego golf course architect, and professional Billy Casper. Also

assisting in the design were Ted Vallas, president of Golf Course Inns of America, and Littler, who serves the firm as its executive vice president.

The architects took full advantage of the gently sloping terrain and two conspicuous lakes, which come into play on five of the nine holes. The greens are above average in size and afford delicate cup placements. Bunkers, 51 in total, are strategically placed along fairways and around greens.

In order to toughen the course for tournament play, officials made significant adjustments to two holes on the present front side. The fifth hole, normally a par-five, was shortened to 449 yards and made a par-four. And the present par-five seventh hole was lengthened to 551 yards.

LAUGHLIN & CULVER CO. HAS EXCEPTIONAL GROWTH

Laughlin and Culver Co., one of Rancho Santa Fe's newest real estate and investment firms has proven to be a dynamic and progressive organization with sales participation, over the last 15 month period, involving properties with an aggregate value of approximately \$9,000,000.

In analyzing this total, Byron Culver notes that \$5,868,000 of the sales value involved properties in Rancho Santa Fe and the North County area. The balance of the sales in excess of \$3,000,000 ranged from ranch properties in Oregon to condominiums in Santa Barbara County.

Laughlin and Culver Co., founded in the spring of 1971, set up its first office above the Rancho Santa Fe Pharmacy. The original staff consisted of Byron and Sherry Culver and Robert Laughlin, with Byron specializing as a consultant involving agricultural properties and operations. Bob Laughlin worked in commercial and land sales and Sherry emphasized Rancho Santa Fe residential properties.

Business expanded quickly and the office headquarters moved in March of 1972 into its spacious and modern Culver Building located on El Tordo Street. Challenged with the opportunities and demands for the diversified needs of its clientel, Laughlin and Culver enlarged its staff to the present day status of eight full time employees, and two part-time real estate women.

Real estate brokers with the company are William Quinn, land and investments and Robert Laughlin, investments. Byron Culver specializes in ranches and agricultural properties; Sherry Culver is staff coordinator and director of public relations. Real estate salespeople are Robert Wood, residential and ranch properties, John Howe, Frances Jones and Jerry Shockney, residential properties. Joan Holmquist and Judy Levine are part-time real estate saleswomen and Nora Pfeifer is receptionist and secretary for the company.

AT LA JOLLA OPTICAL OF ESCONDIDO
IT'S PERSONAL — IT'S IMPORTANT



Plenty of passes for the girl wearing these glasses! Christian Dior's startling fashion frames, clustered with precious stones set in 14-carat Gold, are available for a mere \$22,000.00 Several women have purchased the frames. However, for those who can't afford the real thing, copies sell for around \$250.00. Every shape, color, material and tinted lenses as well as childrens' frames.

LA JOLLA OPTICAL Monocles
Lorgnettes

J. T. NORMAN: DISPENSING OPTICIAN

457 E. Grand, Escondido, Calif. 92025 Phone: 746-0274

7966 Herschel Ave., LaJolla, Calif. 92037 Phone: 454-6119

Get There First

Want to fly to Orange County, San Jose or Oakland? Only Air Cal can do it! Want the best of all services to San Francisco? Air California has it! Ask your travel agent. He'll agree that one of the most convenient things about life in Palm Springs is the unequalled Air California service to all California. First and best, that's



AIR CALIFORNIA 737s

Also serving Sacramento, Ontario, Oakland, San Francisco, San Jose, San Diego and Orange County. For reservations call Air California (714) 327-8556 or your local travel agent.



BULK RATE
U. S. POSTAGE
PAID
SAN DIEGO, CALIF.
PERMIT NO. 497



A sign of good living...



One to look for in North County when you have a big stake in the future. A sign that spells confidence. Security. It marks the places—Oceanside Federal Saving places—where your savings earn highest available interest, compounded daily. Where services abound. And where your funds are insured safe! When you have a lot to live for—and plan for—there's a lot to save for...at Oceanside Federal Savings. Look for the sign!

Oceanside Federal Savings AND LOAN ASSOCIATION

5¹/₄
per annum
Passbook
Account

5³/₄
per annum
90-Day Certificate
\$1000 minimum

6¹/₂
per annum
1-2 Yr. Certificate
\$1000 minimum

6³/₄
per annum
2½-5 Yr. Certificate
\$5000 minimum

Offices in: OCEANSIDE • VISTA • FALLBROOK • CARLSBAD • LOMAS SANTA FE

2026.008.020