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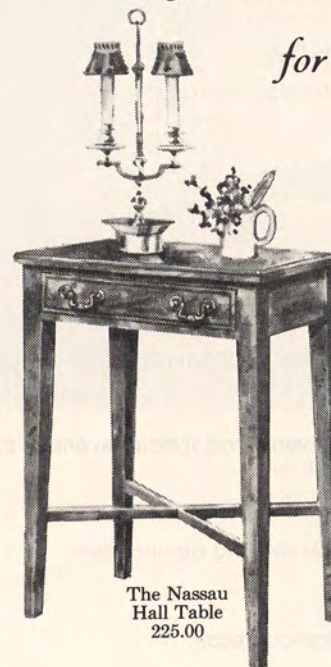
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ABOUT THE COVER:
UCSD's Central Library is the focal point on the La Jolla campus. Our cover article this month examines UCSD's quick rise to national prominence with an accompanying piece suggesting that all is not well within the spaceship-like library.

Photography by Kenneth S. Lipovsky.

SAN DIEGO'S north county living

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Soaring.

As the decade of the seventies began, a bright new symbol appeared on the San Diego scene: the soaring forms of San Diego Federal Savings. Then, there were only four offices to be identified by the Association's new logo; now, during San Diego Federal's ninety-second year, it appears on forty-five offices throughout the State, extending northward to the San Francisco Peninsula and across to Sacramento. Like birds in flight, this symbol represents freedom, exploration, the attainment of new heights. We think it says: "California, soaring ahead!" It is symbolic of our pride in this great State and our expectations for its future.



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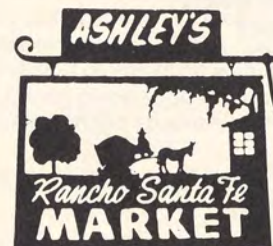
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**THIS IS
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by Don Dedera

A Giving of Life

It had come into our home a couple of years ago, most sadly, following the death of a mother who had attached to it a thousand girlhood dreams of becoming a vaudeville and movie star.

Her piano.

Somehow in its numerous travels it acquired a coat of grainy paint much in vogue during the 1950s. Called "antiqueing," this particular variety was based upon a grayish cream with brownish-green brush swipes which were supposed (I suppose) to resemble the texture of wood. The decoration, alas, was not a success.

It was too ugly to look at and too dear to sell. So it huddled off in a corner of a room generally to be ignored while a busy family earned some bread and painted the house and entered high school and got off to college. Mostly we tried to camouflage the piano, covering it with a Navajo rug for a while, or during holidays decking it totally with boughs of juniper.

In retrospect, God only knows what people thought of our disfigured piano. I think I now remember visitors shielding their eyes from it, in the manner of Indian men in the presence of their mothers-in-law. In all these months not once did someone utter a word about a musical instrument, which, in many homes where they exist, is the most elegant object. Our friends must have been too embarrassed to let the subject enter conversation.

And so. The other day in a post-New Year's interlude, we suddenly noticed, as if for the first time, an object we had been stepping around and visually avoiding for far too long.

"It's a disaster," said my lady.

"Well, when you lift the lid, it does have lines," said I.

"It's supposed to have a mess of cigaret burns and faded rings where wet glasses were set down. That's why it was antiqued, I think."

"Maybe we should sell it."

"I can't. Just can't. Can't bring myself."

"Storage would kill us."

Hummmm. "Okay. Let's strip it and find out what's underneath."

That is easier said than done. Not much of a baby grand of the 1920s era can be dismantled by your average clumsy home handypersons. So the

bulk of it required the placements of tarps and newspapers to protect the floor from drips and gobs.

The seat was done first. As it shed its graceless coats, it emerged as a veneer, quartered and matched to give a circular effect in a grain of dark hardwood (don't ask what kind; it's simply beautiful). Encouraged, we tackled the piano itself. A vacuuming restored the master cabinetry and instrumentation of the interior—the cast frame bearing the name, "Cable & Sons, New York." All strings, hammers and dampers seemed in order, although a couple of keys were slow to recover.

It took a couple of days to strip off the paint and, unavoidably, the original varnish. As sheets of paint surrendered to the putty knife and darker finish dissolved under steel wool, warm, exquisite wood emerged: oak veneer gracefully curved for the case and stout walnut, square and tapered, formed the three legs. Pedals, hinges, rods, screwheads and pins proved to be brilliant brass. A bowl of milk and soft cloth restored the ivory keys to a uniform, mellow, off-white. We found no burn marks or water stains.

The job done, we looked again at the piano.

"I feel as if we managed to release someone from prison."

"It is as if we gave it back its life."

The piano now is so gorgeous we have moved it to the center of attention in the living room. That move called for the total rearrangement of that room and several others. Anything which didn't fit in with the freshened spirit of the piano went somewhere else, or into storage. Anyone who comes to the door these days is immediately seized and marched to the piano with the expectation that a compliment will pass.

We're now studying ways of refinishing the wood, wondering if we want it satin or shiny, darker or the way it is. But for the moment, it glows in woody warmth. A piano tuner is on the way and a candelabra complements the music stand.

Maybe we'll have Liberace over for a sherry some night. Now, in our house, if he sits down to play, no one will laugh. ■

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DINING WITH DUKE

by Duke Marston

San Diego is blessed (or is it beset?) with a plentitude of steak houses. For a long time we seemed to be a steak and salad bar town with many Mexican and several Italian restaurants thrown in. Unfortunately, with few exceptions, these steak houses reflect a sameness of beef quality, menu selection and decor.

However, nestled in a conclave of three restaurants joined under one roof (at 3833 5th Ave., San Diego), lies George Pernicano's **Casa di Baffi** (house of the moustache). Here is served the finest beef in town. Filet mignon, New York strip and top sirloin are prime grade Eastern beef cooked to your choice and seasoned as it pleases the chef. No catsup or steak sauces are available here. Try to bring your own and it will be confiscated. (It has happened before!)

Steak dinners include much more than just steak—salad with tomatoes, onions and cucumber in a savory vinaigrette dressing; deep-fried zucchini, eggplant and mushrooms; pasta of the day (rotelle in an Alfredo style sauce on my most recent visit), and a fresh green vegetable of the day.

The menu covers far more than beef. The veal is of high quality and is served in many styles. Regulars here consider this the finest veal in the city and it certainly is among the best. Veal Marsala, Saltimboua and Francese are among the selections.

Seafood is represented as well, but I generally stay with the superb beef and veal.

Diners who prefer a lighter dinner may order a la carte on pasta offerings. There are many.

The staff at **Casa di Baffi** makes you feel at home immediately and when you are offered seconds on pasta or the green vegetable of the day it's reminiscent of sitting at your mother's table again.

The service, while competent as well as friendly, can be slow at busy times because the one-person kitchen can handle just so many orders. The restaurant does not advertise, relying strictly on word of mouth for its clientele. It seems they want to keep it semi-secret lest the kitchen be thoroughly overwhelmed.

Though food has always been excellent and service fine, the wine list leaves something to be desired. The

Italian selections are more diverse than almost anywhere in town and the other imported wines also seem representative (although I wonder how many Chateau Lefite Rothschild at \$250. per are sold).

It is a shame that the California selections are limited to only three good, but not exceptional, wineries. Even this might be forgiven but for the wine prices, which reflect the quality of the food rather than that of the wine.

All in all, however, **Casa di Baffi** is a must for the beef or veal lover.

The San Diego Hilton on Mission Bay has thoroughly revamped its main restaurant, **The Tradewinds**. Many dollars and extensive thought and planning have gone into the new informal dockside atmosphere. Table settings have done away with tablecloths and they have added specially engraved pewter service plates.

Waiters and waitresses have changed to informal dress while retaining the quality of cart service. The menu was revised to reflect the new decor and is now being updated again to remove the last vestiges of "hotel dining." I have noted a marked improvement in service under the new manager. He replaced a tuxedoed maitre d' whose job seemed more ceremonial than effective in getting good food to the table.

Once the new menu is put in service I will review **The Tradewinds** and report on whether the food and wine match the service.

Another excellent place to head when you are not super hungry is **Weight Wise** at 4722 Clairemont Mesa Blvd. in Clairemont. Lunches are economical both in price and calories. Fresh baked fish with green beans and a salad is only 130 calories and \$1.65. You can add a delightful ice cream parfait for another 80 calories and 80 cents.

At dinner the menu really expands with special low-calorie versions of several familiar chicken, veal and seafood dishes. Portions are in both men's and women's sizes and calories and ounces are listed for each.

Many real dieters eat just a dessert for lunch because they can indulge a sweet tooth without heavy calories. Many others eat here because the food is wholesome and tastes good and is not served in huge portions. ■

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MUSIC

by Troy Reynolds

EULOGY TO A JAZZ KING

Jazz great Erroll Garner, whose keyboard mastery won him international acclaim and provided inspiration for many contemporary talents, died on Jan. 2 at the age of 53.

Garner, who had been hospitalized with emphysema and released from Cedars Sinai Medical Center just a week earlier, died of a heart attack en route to that hospital. His body was flown to his hometown of Pittsburgh for funeral and burial services.

Garner was a master of improvisation who once said of himself that he could not play a song the same way more than once. He could not read sheet music, but was able to memorize any song in one sitting by just listening to it. He started playing the piano at the age of three when he simply stood and reached up to the keyboard. Fully grown at 5-foot-2, he still carried a copy of the New York yellow pages with him to put on his stool to help him reach the keys before he sat down to play.

His style of easy-moving, piano-bar improvisation had considerable impact on other contemporary jazz renditions. Not the least of his admirers was Les McCann, who was interviewed in this column last month. McCann has said of Garner, "He's the man who taught me how to move my fingers. I could listen to him all day and all night and still not know what he was going to do next."

Garner's most well-known composition was "Misty," which he recorded in 1956. Both Johnny Mathis and Sara Vaughan were to make hits with the song, singing lyrics that had been added by Johnny Burke. More recently, the piece was featured on the sound track of Clint Eastwood's thriller, "Play Misty for Me."

He also wrote "Dreamy," "Gaslight," "Solitaire" and "That's My Kick," the title tune of the album that was voted the best piano recording of the year by the International Critics Poll of Jazz and Pop Magazine in 1967. His other albums include "Gone, Garner, Gone" and "Concerts by the Sea."

Garner was born in Pittsburgh in 1923 of a very musical family. His late father was an amateur musician, as are three of his five brothers and sisters. Another is a professional arranger. Garner appeared regularly on that city's radio station KDKA at the age of seven with a group called the Candy Kids. At age 11 he was sailing and playing as a substitute pianist on Allegheny riverboats.

He continued to play locally until 1944, when he went to New York, eventually to join the Slam Stewart Trio. By 1948, he had formed his own trio, which appeared in the Paris Jazz Festival that year. It was there that he was dubbed "the man with forty fingers."

He returned to Paris in 1957 to receive the French Prix du Disque for jazz recording. That distinction, with his selection that year as the best pianist by the International Jazz Critics Poll, as well as the first of his five appearances with the Cincinnati Symphony Orchestra, marked 1957 as Garner's most distinguished year.

He made his debut at New York's Carnegie Hall in 1959, and performed with the National Symphony Orchestra in Washington during the 1974-75 season. His last album, "Magician," was issued in 1975. It is destined to become a collector's item.

PICK-UPS: Jazzman **Tony Ortega** recently moved to North County from Los Angeles, where he had been doing some recording for Jazz/Records . . . The University of San Diego has tentatively scheduled **John Clemmer** for a concert appearance this month. The date and details will be announced soon. This is the second in the USD jazz concert series, co-sponsored by the Society for the Preservation of Jazz. **Les McCann's** concert, reported here last month, was their first offering. Look for details . . . As we went to press we received word that **KFSD-FM's** late-night jazz program would end Jan. 8. **Hal Rosenberg**, owner and general manager, made the decision based on low revenues and low ratings for the midnight to 6 a.m. show. A jazz lover himself, Rosenberg said it was a tough decision to make, but one that had to be made. This despite appeals to listeners some months ago to show support for the show in order to save it. Hundreds of listeners responded, but apparently the advertisers didn't respond in kind. So, San Diego loses its only regular jazz show. Unfortunate. Perhaps another station will pick up the ball . . . Look for **KCST-TV** (Channel 39) to bring more live interviews and music from top jazz performers onto their "You're On" program. The show with **Les McCann** and the **Joe Marillo Quartet**, aired last month, was but the first of many . . . Speaking of Joe Marillo, he's no longer at the Oceanus, which is now no longer the Oceanus, but a new Alfonso's. Joe has packed his show off to La Costa and Pacific Beach, where he can be heard Sunday nights at José Murphy's on Mission Blvd. and Tuesday nights in the La Costa lounge. ■

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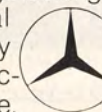
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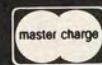


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AROUND TOWN

SPECIAL EVENTS

Funk Razor

Community Video Center Benefit (Channel 24) Feb. 11, 8 p.m.-1 a.m., at the Adams Street Theatre. KGB Cruiser will M.C. the event, which will feature the Christopher R. Theatre Troupe and dance and mime performances. Adm. \$4. 263-2424.

Abraham Lincoln Birthday Observance:

Display of original document signed by President Lincoln a few days before his death giving Mission San Luis Rey back to the Franciscan padres, as well as related documents of his assassination. Feb. 12-18. 9 a.m.-4 p.m. Sat. & Mon.-Fri.; 1:30-4 p.m. Sunday. Mission San Luis Rey, off Hwy. 76, 4 mi. east of Oceanside. Adm.: 50¢; under age 12, 25¢. 757-3651.

30th Annual San Diego Camellia Show: 1-5 p.m. Feb. 12; 10 a.m.-5 p.m. Feb. 13. Conference Bldg., Balboa Park. 232-5762, MWF.

A Fashion Picnic to Raise Bread

San Diego Bar Association Annual Fashion Show luncheon Thur., Feb. 17, at the Hotel del Coronado. This year's theme, "Fashion is a Picnic," will again feature fashions from Bullock's San Diego. Fund raising event for law related philanthropies. Reservations & information: 282-1113.

FILMS & LECTURES

The California Gray Whale: Nature film, 3 p.m. Saturdays and Sundays through Feb. 13, Museum, Torrey Pines State Reserve. Free with parking permit (car, \$1.50; bus, \$5). Phone 755-2063.

Latin American Film Series, Third College Auditorium, UCSD. "The Principal Enemy," Jorge Sanjines' latest film deals with the theme of oppression and feudal conditions in the Altiplano. Feb. 2, 4 p.m. Free.

Over the North Pole to Rome: Palomar College Wednesday night Planetarium program marks the beginning of the Vernal Equinox and the beginning of Spring in Southern California, the North Pole and ending the journey in Rome. Feb. 2, 9, 16, 23. 7:15 and 8:30 p.m. Free.

"Zen and the Natural Person," slide show presentation by Robert Gray on the leisurely exploration of man's relationship with nature, Feb. 3, 8 p.m., Montgomery Jr. High, 2470 Ulric St., admission free, presented by the San Diego Mesa College Community Services.

Dancing Don Quixote

Rudolf Nureyev's film "Don Quixote," Mandeville Auditorium, UCSD. Premiere screening of film choreographed and directed by Nureyev and performed by the Australian Ballet. Feb. 3-5, 8 p.m. and Feb. 5, 2 p.m. Evening admission is \$1.50 for all students and \$2.50 for the general public. Matinee admission is \$1 for all students and \$2 for the general public.

The Psychology of Abortion. UCSD Extension course primarily aimed at counselors of young, unwed mothers, but open to anyone interested. Course instructor: Cynthia D. Martin, Ph.D., clinical psychologist. Feb. 4-6. 452-3400 for registration information.

Thank Goodness it's Friday. Women's Center Friday evening programs. 5-7:30 p.m. Beer and wine 25¢. Feb. 4—Body Awareness and Massage. Feb. 11—Women's Legal Rights. Feb. 25—A Visit to China. 1125 Torrey Pines Rd., La Jolla.

"Look Better, Feel Better: Aesthetic Plastic Surgery," a one-day workshop offered by UC San Diego Extension. Facts and benefits presented by members of the San Diego International Plastic Surgery Assoc., a section of the San Diego County Medical Society. Feb. 5, Sat. 9 a.m.-4 p.m., Room 1105, Basic Science Bldg., School of Medicine, Matthews Campus, UCSD. Fee: \$19. Bring bag lunch.

A Pizza Opera

A new way to gain insight into Wagner's masterpiece "Die Gotterdammerung." Opera buff and theatre organ enthusiast Preston Fleet has turned over his colossal enterprise, Organ Power Pizza in Pacific Beach on Feb. 7 at 7:30 p.m. Gaylord Carter will provide the accompaniment for two important German films that are drawn from the same source material as Wagner's "Ring Cycle." The films, directed by the last Fritz Lang, will include excerpts from his 1925 "Siegfried" and its 1927 sequel entitled "Kriemhilde's Revenge." George London, director for the San Diego Opera's "Die Gotterdammerung" will also speak.

"Should There be Greater Government Regulation of our Energy Future?" University of San Diego Law and Economic Debate series. Pro: Stuart L. Udall, former Secretary of the Interior. Con: Mr. Bruce Johnson, associate director for research, Law and Economics Center, School of Law, University of Miami. Salomon Lecture Hall, USD campus, Feb. 9, 8 p.m. Free.

"Getting the Job You Want: The Practical Side of a Job Search." Three sessions offered by UCSD Extension. Aim is to give the job seeker a practical, results-oriented approach. Feb. 9 through Feb. 23. 7-10 p.m., Room 352, Roosevelt Jr. H.S. Fee: \$34.

"Hunza—The Valley of Eternal Youth," travel film narrated by Renee Taylor taking you to the land of Shangri-La high in the Himalayas, Feb. 10, 8 p.m., Montgomery Jr. High, 2470 Ulric St., admission free, presented by the San Diego Mesa College Community Services.

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"The Hazards of Being Male: Surviving the Myth of Masculine Privilege," a UC San Diego Extension program with author Herb Goldberg. A program for both men and women. Help for the male to free himself from old destructive patterns and enrich his life. Feb. 12, 9 a.m.-4 p.m., Room 104, Third Lecture Hall, Third College Campus, UCSD. Fee: \$20. Bring bag lunch.

"A Black Woman Speaks," Mandeville Auditorium, UCSD. Beah Richards, stage, TV and movie actress will give this lecture. Feb. 15, 8 p.m. UCSD students: \$2. General admission: \$3.50.

David Brower sponsored by the Environmental Law Society, University of San Diego. More Hall, Feb. 16, 7:30 p.m.

"How Did Houdini Do It? One Man Knows." Patrick Culliton at Camino Theatre, University of San Diego. Feb. 17, 8 p.m. \$2 general public. \$1 non-USD students. Tickets at door.

"Should Private Corporations Exercise Social Responsibility?" University of San Diego Law and Economic Debate series. Pro: Mr. Louis B. Lundborg, former Chairman of the Board, Bank of America. Con: Dr. Henry Manne, director, Law and Economics Center, School of Law, University of Miami. Salomon Lecture Hall, USD campus. Feb. 23, 8 p.m. Free.

"Creation Theory" Dr. Duane Gish. Feb. 24, 8 p.m. Salomon Lecture Hall, University of San Diego, \$2 general public. \$1 non-USD students. Tickets at door.

Dr. Joseph Fabry will speak about Viktor Frankl. Feb. 25, 12:00 noon, Salomon Lecture Hall, University of San Diego. Free.

"How to Publish What You Write," a practical weekend program on marketing free-lance writing. Offered by UC San Diego Extension. Feb. 25, 7-10 p.m. & Feb. 26, 9 a.m.-4 p.m. Room 111A, Chancellor's Complex, Matthews Campus, UCSD. Fee: \$31.

PERFORMING ARTS

"Butterflies Are Free": A warm, lovely, funny play by Leonard Gershe. Feb. 4 & 5, Patio Playhouse, 1511 E. Valley Parkway, Escondido. 8 p.m. Adm. \$2.50. 746-6669.

Concert Interlude: San Diego Symphony interpretive discussion between conductor René Klopffenstein and guest artist Janina Fialkowska. Feb. 4. Backstage tour, 11:30 a.m. from stage door. Program, 12:05 p.m. in Grand Salon. Civic Theatre, 202 C St. Adm.: \$1. 239-9721.

Fred Waring Show: Feb. 4. 8 p.m., Civic Theatre, 202 C St. Adm.: TBA. 236-6510.

"Make A Million": Norma Barasch/Carroll Moore play, Feb. 4-Mar. 6. 8:30 p.m. Fri. & Sat.; 7:30 p.m. Sun. Coronado Playhouse, Silver Strand, Coronado. Adm.: TBA. 435-4856.

Young People's Concert: "Music, Dance and Dancers" by San Diego Symphony, Feb. 5. 10 & 11:30 a.m., Civic Theatre, 202 C St. Adm.: \$2; child, \$1. 239-9721.

"Arms and The Man": Early comedy by George Bernard Shaw (1894), controversial when it was first written, 8 p.m. nightly except Mondays; 2 p.m. Sundays; through Feb. 6, Old Globe Theatre, Balboa Park. Admission: \$4.25 matinee/\$4.75 weeknights/\$5.25 Friday and Saturday evenings; student discount (matinee). Phone 239-2255.

Eduardo Delgado: Young Argentinian pianist, Feb. 6, 3 p.m., P-32 Palomar College, San Marcos. Adm: \$2/1. 744-1150, ext. 255.

Ballet Pacifica will present "Ballet Highlights" Feb. 6 & 7, at 8 p.m., Laguna Moulton Playhouse, Laguna Beach. 494-7271.

Opera Town Hall: Fritz Lang's silent films "Siegfried" (1924) and "Kriemhilde's Revenge" (1927), accompanied by Gaylord Carter on Moller organ. Films are same story as Wagner's "Ring Cycle." George London, director for San Diego Opera's "Gotterdammerung" closes the evening. Feb. 7. Dinner, 6 p.m.; program, 7:30 p.m. Organ Power Pizza, 1165 Garnet Ave., Pacific Beach. Adm.: \$2.50. 232-7636.

New Music and Music Theater by UCSD Composers. Feb. 8 & 22, Atomic Cafe, 8 p.m. Recital Hall, UCSD. Free.

San Diego Symphony: Charles Ketcham conducts; Carol Rosenberger, piano, Feb. 10, 11, 8 p.m., Civic Theatre, 202 C St. Adm.: \$4/5.25/6.50/7.50/8.50. 236-6510.

"Imaginary Invalid": Farce by Moliere about hypochondriac, Feb. 11, 27, 8:30 p.m. Thurs.-Sat.; 2 p.m. Sun. San Dieguito Little Theatre, Bldg. 6, Del Mar Fairgrounds, Via de la Valle exit from Int. 5. Adm.: \$3.50; student & senior, \$1.75. 755-7358.

Los Angeles Philharmonic: Calvin Simmons conducts; Silvia Marcovici, violin, Feb. 12, 8 p.m., Civic Theatre, 202 C St. Adm.: \$5.50/7/8/9.50. 224-2063.

"Luv": Stage play, 8 p.m. Fridays and Saturdays, Jan. 28 through Feb. 12; matinee, 2 p.m. Sunday (Feb 12); North County Community Theatre, 121 W. Orange Ave., Vista. Admission: \$3.50; under age 15 and senior (matinee only), \$2. Reservations required. Phone 726-9802.

Opera Preview: Wagner's "Gotterdammerung" by San Diego Opera Co., Feb. 15, 7:30 p.m., 3rd floor Lecture Room, San Diego Public Library, 820 E St. Free. 236-5800.

"Seascape": 1975 Pulitzer Prize winning comedy by Edward Albee, Feb. 15-Mar. 20, 8 p.m. nightly except Mon.; 2 p.m. Sun. Old Globe Theatre, Balboa Park. Adm.: \$4.25 matinee/\$4.65 wknights/\$5.25 Fri. & Sat. eves; student discount (matinee). 239-2255.

"Kking Ubu": Surrealistic travesty, Feb. 17-20 & 22-27, 8 p.m., Theatre, Univ. of Calif., San Diego, Adm.: \$3.50; student, \$2.50. 452-4559.

Evening of Music Theatre—"Andante Cantabile" (Omaggio à Rossetti) and "Cass." Two large-scale music theater works from England, staged and directed by Roger Marsh. (free) Feb. 17, 8 p.m. Mandeville Center, UCSD.

"The Father": Gripping drama by August Strindberg, Feb. 18, 19 & 23-26, 8 p.m., Main Stage, Dramatic Arts Bldg., San Diego State Univ., 5402 College. Adm.: Wed. & Thurs., \$2.25/student & senior, \$1.50; Fri. & Sat., \$2.75/student & senior, \$1.75. 286-6884.

La Jolla Chamber Music Society Benefit Concert: Conductor Peter Eros performs at piano w/guest artists, Feb. 18, 8 p.m., Sherwood Hall, La Jolla Museum of Contemporary Art, 700 Prospect St., La Jolla. Donation: TBA. 459-6645.

The Dance Players: Modern dance, Feb. 18 & 19, 8 p.m., Studio/Theatre, Women's Gym 208, San Diego State Univ., 5402 College. Adm.: \$2.50; student, \$1.50. 223-6028. Sponsor: SDSU Choreographers' Ensemble.



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Duo Piano Concert: Pianists Cecil Lytle and Tamas Ungar, Feb. 19, 8 p.m., Mandeville Auditorium, UCSD. Donations \$3.00, students \$2.00.

Danielle Ardajour, French Pianist, 2:00 p.m. **French Parlor**, sponsored by the French Club.

Piano Recital, 8:00 p.m. **Camino Theatre, Camino Hall** Feb. 19, Univ. of San Diego. 291-6480.

St. Paul's Chamber Orchestra: 4 p.m., St. Paul's Church, 2728 Sixth Ave., Feb. 20. Donation: \$2.50. 298-7261.

Actors Quarter Theatre: "The Loss of Roses," 8:30 p.m. Fridays and Saturdays, through Feb. 19. Admission: \$3; student, military and senior, \$2.50. "Timothy Thomas and the Mermaid," children's play, 2 p.m. Saturdays and Sundays, through Feb. 20. Admission: adult, \$1.50; children, \$1. 480 Elm St. Phone 238-9609.

"The Queen and The Rebels": Drama by Italian playwright Ugo Betti, 8 p.m. nightly except Mondays; 2 p.m. Sundays; through Feb. 20; Carter Centre Stage, Balboa Park. Admission: \$4.25 matinee/\$4.75 weeknights/\$5.25 Friday and Saturday evenings; student discount (matinee). Phone 239-2255.

"Gotterdammerung": Final part of Wagner's "Ring Cycle" by San Diego Opera Co. 8 p.m. Feb. 19; 7 p.m. Feb. 22; 8 p.m. Feb. 25; 2:30 p.m. Feb. 27. Civic Theatre, 202 C St. Directed by George London. Starring Alberto Remedios as Siegfried; Anna Green as Brunnhilde. Henry Holt of Seattle Opera Co. conducts. Adm.: \$5-16. 236-6510.

Juilliard String Quartet: Feb. 20, 8 p.m., Spreckels Theatre, 121 Broadway. Adm.: \$3/5.50/7.50/8.50. Sponsor: Sinfonia. 454-5655/276-9022. Ticketron outlets.

Los Angeles Philharmonic: Gennady Rozhdestvensky conducts; Itzhak Perlman, violin. Feb. 26, 8 p.m., Civic Theatre, 202 C St. Adm.: \$5.50/7/8/9.50. 224-2063.

Dance/L.A.: Feb. 26, 8 p.m., Studio, Palomar College, San Marcos. Adm.: \$3. 744-1150, ext. 255.

Evening with Linda & Bert—Linda Vickerman & Bert Turetzky perform their own compositions. Feb. 28, 8 p.m. Mandeville Center, UCSD. Free.

SPORTS

San Diego Mariners, 7 p.m., Sports Arena, 3500 Sports Arena Blvd. Adm.: \$3/5.50/7.50; includes parking. 224-4176. **Feb. 1,** Phoenix. **Feb. 2,** Calgary. **Feb. 12,** Birmingham. **Feb. 13,** Phoenix. **Feb. 16,** Quebec. **Feb. 24,** Minnesota. **Feb. 26,** Houston. Bus rts 28, 34, 37.

Aztec Basketball, San Diego Univ., 8 p.m. Peterson Gym, 5402 College. Adm.: TBA. 286-6947. **Feb. 5,** Fullerton State. **Feb. 17,** Long Beach State. **Feb. 19,** Fresno State.

Agua Caliente Race Track: Greyhound racing, 8 p.m. Wednesdays through Sundays. Free general admission; kennel club, \$1. Thoroughbred racing, 11-race card, 1 p.m. Saturdays and Sundays. Grandstand, \$1; clubhouse, \$2; reserved clubhouse, \$3. Tijuana. Pari-mutuel betting. Phone 239-8121.

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Ave. Revolucion at Calle 7a, Tijuana. Pari-mutuel betting. Admission: \$1.25 general/\$2 reserved/\$3 loge/\$3.50 Cancha Club. Phone (714) 232-5306 or (903) 385-1612.

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11th Annual Jack in the Box Indoor Games: Invitational track meet for world class athletes, Sports Arena, 3500 Sports Arena Blvd. Feb. 18 High School events, 6 p.m. Open competition, 7:30 p.m. Reserved seats: \$7.50/6.50/5.50/4.75. 224-4176.

ART EXHIBITS

Environmental Work & Mini-Drama: "The Maze," setting created by Patrick Ireland in the museum. Christian Boltanski, narrative photographic sequence. La Jolla Museum of Contemporary Art, 700 Prospect St. La Jolla. 454-0183.

Ballet Set & Costume Designs: 125 watercolors of set & costume designs by European artists of the School of Paris—Braque, Ernst, Gris, Miro, Picasso, etc. Fine Arts Gallery, Balboa Park, 232-7931.

Frederic & Eileen Monaghan Whitaker: Annual exhibit of watercolors. A. Huney Gallery, 3746 Sixth Ave. 296-1522.

Western & Rural Paintings: Works by Austin Deuel, Frank Hamilton, Mary Lehman, Ron Stewart, Jack Jordan, Robert Wagoner, Bill Shaddix and Olaf Weighorst. Also classic Indian jewelry. Kesler Art Galleries, 2481 Congress St. & 2521 San Diego Ave., Old Town. 291-0119.

Sheryl Wolfson, Prints: Corridor Gallery, San Diego Public Library, 820 E St. 236-5800.

John Brodie, Mixed Media: Drawings & paintings. Reception, 5-8 p.m. Feb. 5. Artists' Co-operative Gallery, India Street Art Colony, India & Washington Sts. 296-0200.

Nancy J. Wostrel, Watercolors: Sensitive depictions of our county by San Diego artist. Knowles Art Center, 7420 Girard Ave., La Jolla. 454-8515. Feb. 11-March 10.

Three-Artist Show: Paintings, collages and prints of Patt Beutel, Frances Crowell and Mavis Parker. Knowles Art Center, 7420 Girard Ave., La Jolla. 454-8515. Thru Feb. 10.

"Art of the Malakula Islands": Exhibit & programs, lobby, San Diego Public Library, 820 E St. Free. 236-5800. Thru Feb. 20.

Frederic & Eileen Monaghan Whitaker: Annual exhibit of watercolors by La Jolla couple. Works by Frederic Whitaker, N.A., encompassing 69 years of experience, and Eileen Monaghan Whitaker, A.N.A., one of top women watercolorists. A. Huney Gallery, 3746 Sixth Ave. Thru Feb. 296-1522.

48 Rugged Wheels in 7 Ways by Marc Van Der Marck: A series of works on paper combining photographs and drawings of industrial structures and bicycle wheels by a young Dutch artist. Thru Feb. La Jolla Museum.

2nd Annual Regional Invitational Enamels Show: Exhibitors incl. June Schwarcz, Phyllis Wallen, Peggy Oberlies, Linda Lundell, Fred Ball and Carole Wilcox. The Sculpture Gallery, 3030 Fifth Ave. 298-7000. Thru Feb.

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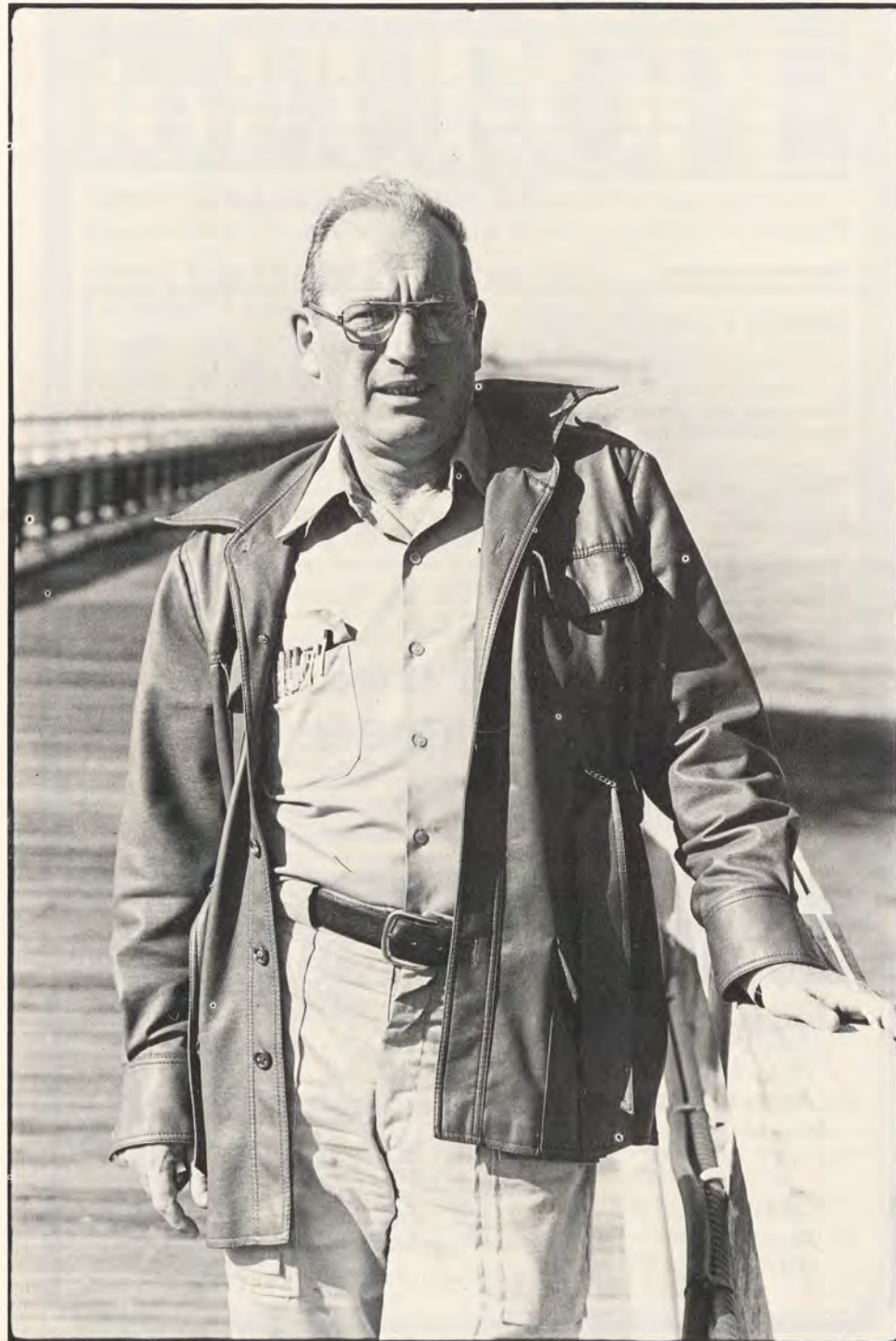
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Awards from federal, state, local and private funds for research are expected to total \$86.9 million for the next fiscal year.

UCSD-SO HIGH SO SOON

By Igor Lobanov

Photography by Marshall Harrington



22 | FEBRUARY 1977

Nestled snugly on 1,200 acres of eucalyptus groves near the sea north of La Jolla is a special place of learning.

The University of California at San Diego, scarcely 15 years old, has vaulted to national prominence as a research center.

The cluster of buildings on the mesa, which spills down onto La Jolla Shores, includes four colleges, one of the finest medical schools in the nation and a world-renowned oceanographic center. Also included in the UCSD complex are the research headquarters for the University of California's Institute of Geophysics and Planetary Physics and the Institute of Marine Resources.

Its faculty today includes 48 National Academy of Science fellows, 46 American Academy of Arts and Sciences fellows and three Nobel Laureates.

UCSD ranks third among the nation's universities in total funds budgeted for research and second in federal monies for research.

According to Harry Moore, manager of University grants and contracts, the Projected Operating Expenses for fiscal year 1976-77 at UCSD are \$190 million, with awards from federal, state, local and private funds for research expected to total \$86.9 million.

The great bulk of this total is in federal funds, which during the period from 1964 to 1976 increased from \$7.1 million to \$79 million.

Why was UCSD able to tap the federal coffers so effectively?

The U.S. General Accounting Office, in a recent report on the geographical Distribution of Federal Science Funds to Colleges and Universities, noted that during the decade 1964-74 some 20 universities realized over 200 percent growth in federal R & D funds.

◀ *Dr. William Nierenberg, director of the Scripps Institution of Oceanography, oversees the University's largest research center. The institution is the leading grant recipient on the UCSD campus with an average of 200 projects underway at any one time.*

The GAO studied four of these universities (including UCSD) in depth. Among the elements noted as accounting for the progress in getting these funds were: "Recruitment of outstanding researchers, who in turn were able to attract funds for their projects; a commitment by the university's administration to a strong research program; and creating an academic environment containing intellectual excitement and interaction between the various departments."

Given these factors, how did UCSD reach the top levels of scientific preeminence so quickly?

A DREAM OF EXCELLENCE

Dr. Paul Saltman, vice chancellor Academic Affairs and a biologist who still runs his own lab (and personally administers \$120,000 in research grants), cites three factors for the rapid rise in research stature: The dreams of the leaders who founded UCSD, primarily Drs. Roger Revelle, Herbert York and David Bonner; the plan to build from the top down, and a commitment to excellence.

The fantasy of a new and great scientific institution in San Diego first flickered through several erudite heads in the early 1950s, but it must have surged most intensely with Roger Revelle. This craggy giant of a scientist spent three decades at Scripps Institution of Oceanography, as a research geologist and then as director. He molded the ocean study center into a world power in oceanography whose fleet of vessels now roams the seven seas.

As Scripps moved into its mature position of leadership following World War II, Revelle began to realize that, in order to keep on growing, the institution needed an accompanying environment of basic sciences and the humanities. He wanted the graduate students there to have more training in physics, chemistry, mathematics and biology. "You can't get first-rate people here," he said, "unless you also have the humanities and social sciences. Science alone would be dull."

By the mid 1950s he had started stumping in the hallowed halls of Berkeley for a new graduate school of science and engineering. This plan was later modified to include humanities and the arts. He kept dogging the Regents, pushing hard for a campus near the Scripps facility. (The UC leaders were considering several other locations.) Eventually, the present site was chosen for what would be the southernmost campus in the UC system.

By 1961, Revelle's size-15 shoes had trampled on too many toes in Berkeley for him to get the chancellorship of the fledgling institution. The post went in-

stead to Herbert York. Revelle received a measure of recognition when the first campus was named after him.

Roger Revelle's most significant contribution was not in lobbying, but in recruiting. He personally brought in a roster of scientific superstars to insure that the new university would have instant academic status: Harold Urey from the University of Chicago in physics; Baird Hastings, a microbiologist from Harvard; Keith Brueckner from the University of Pennsylvania in physics, and David Bonner from Yale in biology. These are but a few of the team that made the trek to La Jolla. These in turn brought others, and the critical mass of talent began to grow. Bonner, in particular, brought in specialists in the biomedical field.

These people came because they saw an opportunity to grow with a young campus which they could help to shape. They foresaw an unfettered atmosphere, free from many of the rules and bureaucratic procedures which shackle more established seats of learning.

UCSD ranks third among the nation's universities in total funds budgeted for research and second in federal monies for research.

Many came to experience the sparkling interaction of ideas between various departments. An example of this today is the School of Medicine, where a number of the faculty have split appointments. Many serve on the medical instruction team with concurrent duties in biology, chemistry, aerospace or mechanical engineering and sciences. In this way they can pursue both teaching and research in each area, while benefiting from cross pollination of ideas through interaction with colleagues across the face of the campus.

The value of this concept has been proven, for the school can claim more members of the National Academy of Sciences who earned that honor while at UCSD than can many entire states.

BUILDING FROM THE TOP

"We deliberately set out to build from the top down," says Revelle, "putting together a graduate department first, providing opportunities for research and for working with graduate studies (in the labs)."

There continues to be a great deal of interdepartmental mingling in both teaching and research. This to and fro movement of ideas is what Saltman calls a "marvelous churning and flowing and upward mobility of bright people." And it is happening in the pluralism of educational styles which sprang from the original critical mass of people studying the sea.

Although Revelle's dream was for a group of mini-universities in several disciplines, each with a faculty of from 150 to 200, the result today more clearly resembles university-wide departments.

Another critical contribution to this new entity came from UCLA historian (and, for a time, Chancellor at UCSD) John E. Galbraith, who fought for a strong library at the La Jolla campus. "You can't have a great university without a great library," he said. "Without a great library, we could not draw the great people who are here." Says Saltman, "We're not selling the idea of beaches and palm trees to get people to come to La Jolla. We're selling the concept of an environment of teaching and learning."

UCSD, the great experiment in interacting academic disciplines, could have failed, for it was conceived when the demand for higher education was growing. This demand has now tapered off and the original plan for a university with 27,500 students and 12 colleges has been revised downward to the present level of some 10,000 students and four colleges. Also, the projected plan for a 50-50 mix of graduate-to-undergraduate students has shifted to the present 15-85 ratio.

The decline in so-called "real dollars" (the buying power remaining after the ravages of inflation) has created an overall higher student-to-faculty level (19 to 1) than in the two giants of the UC system, Berkeley and UCLA.

"This is difficult," says Saltman, "when we're in the same game (competing for research talent and funds) with Cal Tech, Stanford, Harvard, Yale and Princeton."

Despite the cutback in "real dollars" and a turnover in Chancellors since the university opened, the faculty, according to Saltman, has remained remarkably stable.

Another reason for the continuing vitality in learning at UCSD has been attributed to the practice of bringing specialists from various academic disciplines into centers for interdisciplinary study. For example, the university's Center for Science and Public Policy brings together faculty from physics, political science, oceanography, etc. While other universities also have such centers, Saltman feels that the commitment at UCSD is greater. Such a process, he declares, brings

people from the strengths of their various departments (there are 19 at UCSD) into a type of "floating crap game," an entity which—like the gambler's group—has its members coming and going, but continues to function as long as the center holds.

Yale microbiologist Bonner, who came west to found the UCSD biology department, dreamed of a new and different medical school. He fantasized a totality which would have the school as an integral part of a combine including a hospital and the general campus research facilities. The medical school came into being in 1968, but the concept of an adjacent university hospital was not to be. Instead, the university took over the existing County Hospital 15 miles away and began reshaping it into a medical school research and clinical care center.

Bonner, who died tragically of cancer before the school was opened, would nonetheless be pleased that the greatest degree of departmental interaction occurs between that school and the general campus as graduate students flow back and forth from the campus laboratories to the hospital.

The Bonner concept for the new school of medicine represents a reversion in medical teaching philosophy which—ironically—has allowed it to reach its current state of superiority. In 1967, according to the school's Dean and Vice Chancellor of Health Sciences, Dr. John Moxley, medical education had moved away from the Biomed Research Era—the "We can lick any disease with enough money and research" philosophy which began during World War II. The trend was to the so-called "Health Manpower Era," where the focus was on providing immediate care to local communities through training more doctors and opening clinics in store fronts, disadvantaged neighborhoods, etc.

MEDICAL SCHOOL DRAWS TOP TALENT

Bonner had visualized the framework for the medical school as an Institute for Human Biology. This more traditional approach to medical education meant that the school's founders could go to the font of biomedical research, the National Institute of Health in Washington, for research talent. The results were gratifying. From the NIH and other leading Eastern medical centers came a top researcher in pulmonary medicine (Dr. Kenneth Moser from Georgetown), a leading clinical investigator in cardiology (Dr. Gene Braunwald from Harvard), top specialists in cardiovascular research (Drs. Daniel Steinberg and John Ross, Jr., both from the NIH) and experts in human genetics research (Drs. William



Nyhan of the University of Miami, John S. O'Brien from the University of Southern California and Jay Seegmiller from the NIH).

These people wanted the opportunity to be far more clearly integrated into a campus. The new medical school would permit this, for it was organized with only ten departments (most medical schools today have two dozen or so), with the remaining schools derived from campus departments—especially those of biology and chemistry.

With the arrival of leading scientists from the East, the La Jolla school became an instant and prestigious biomedical presence on the national scene. Within two years, UCSD medical students had gained the top rungs of the National Board of Medical Examiners tests—a lofty place long occupied by students from Harvard and other eastern eminences.

The caliber of the faculty at the new medical school can be further attested

"We're not selling the idea of beaches and palm trees to get people to come to La Jolla," says Paul Saltman, vice chancellor of academic affairs. "We're selling the concept of an environment of teaching and learning." UCSD Photo

to by the people they have lost. For example, so far the institution has had three department chairmen leave—and all departed to take over equivalent departments at Harvard.

With the focus on research, the clinical side of the training at UCSD began to lag. Dean Moxley feels that the acquisition and conversion of the county hospital will counter this.

Among the developing projects at the school are the formation of a cancer center, a coordinated program with Scripps in marine biomedical study and possible centers in cardiovascular and genetic research.

According to Moxley, the current strength of the school will allow such

centers to be put together by adding only a few people to an existing nucleus of talent.

Nobel Laureate Renato Dulbecco, a former Fellow at the Salk Institute, will return in mid-1977 to a joint appointment with UCSD and Salk. He will be attempting to knit together the science threads ongoing in the two research centers.

To those who say that the true need in medicine today is for more doctors, Dean Moxley would concur, but he adds that, "It is essential to continue with research for, if there is no research, doctors in 1997 will be practicing the same medicine as those in 1977."

Roger Revelle
molded Scripps
Institution of
Oceanography into
a world power in
ocean studies
whose fleet now
roams the seven
seas.

OCEANOGRAPHY INSTITUTE DOMINANCE CONTINUES

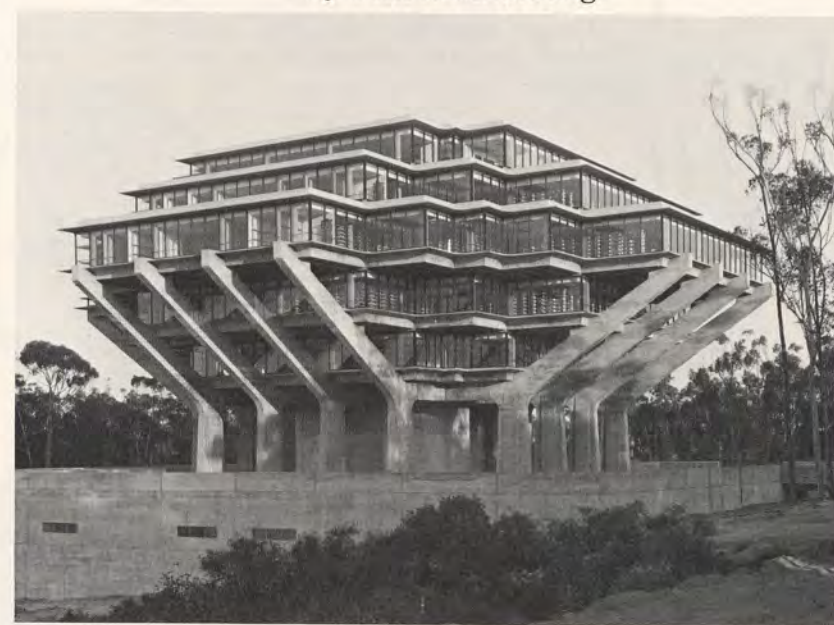
The leading grant recipient on the UCSD campus is the Scripps Institution of Oceanography. The reason is evident: an average of 200 projects are underway there at any one time, ranging from deep ocean studies of manganese nodule fields to analysis of the hemoglobin of fish in the Amazon River and their ability to see in unclear waters.

The institution's Director, Dr. William Nierenberg, recently noted several areas of research which will be particularly important this coming year:

□ Climatology—the study of the oceans and atmosphere—a field which he says will experience major developments within the next two decades. NORPAX, (which stands for North Pacific Experiment), is a project sponsored by the National Science Foundation and headquartered at Scripps. Three dozen scientists from a dozen universities are studying the large scale fluctuations in thermal structures of the northern Pacific Ocean as they relate to the atmosphere. The long range goal is vastly improved weather

Technology Threatens UCSD Dominance

By Phil Muilenburg



In just a few short years, UCSD has risen to national prominence and the surrounding communities have benefited from its location in North County. A myriad of industries, large and small, have been spawned by the research being done on campus; the arts are flourishing in this area; scholars of international importance have come to the area to use the facilities of the campus. And from the very start, Revelle and the others who had a hand in planning UCSD regarded the library as the hub around which the rest of the campus would be located.

Their plans are now in jeopardy since a report from the Office of Library Planning has suggested that 47 percent of the books at UCSD be moved to storage somewhere in Los Angeles. The plan has been offered as a way to save money for the UC system at large and to "modernize" the libraries by removing card catalogues.

The Academic Senate at UCSD has greeted the proposal with horror and the consensus is that the library would be effectively destroyed if this plan were to be enacted. But the momentum behind the plan is large and the opposition to it has to be mounted quickly if this disaster is to be averted.

One of the librarians at San Diego has said that UCSD would become "just another junior college" if the bulk of the collection were removed. If the proposal is enacted, all the books which have not circulated in the last few years would be stored in a warehouse and would not be

catalogued by any conventional system, but by a system that would be, in the words of the library technocrats, "computer compatible."

The threat to UCSD is great and San Diego has a good chance of losing its ability to generate grants and research monies if the library is cut back. North County would no longer be an internationally important research center and the other cultural and economic benefits of a great university would be lost to the area. Historically, excellent universities have had excellent libraries and while San Diego's library is well on the way to becoming an excellent resource center, its day may never come.

The library at UCSD is unique among the libraries of the UC system. It ranks as a major research library, a classification it receives because of the size and scope of its collection, and it is open to the public. Anyone from the community is free to use all of the resources of the library on the same basis as any scholar. From research services to the special collections, the library is open to all and on any day hundreds of people not associated with the university come and make use of the collections. The plans to remove books from UCSD would harm more than the scholars; it would severely limit the information available to the citizens of San Diego. ■

Phil Muilenburg is a Ph.D. candidate in literature at UCSD and coordinator of the Third College writing program.

"It is essential to continue with research for, if there is no research, doctors in 1997 will be practicing the same medicine as those in 1977," asserts Dr. John Moxley, dean of the UCSD medical school and vice chancellor of health sciences.



prediction in this area and for the entire North American continent.

□ The federally-sponsored Deep Sea Drilling Project, also managed by Scripps under a National Science Foundation contract. This undertaking represents a cooperative effort with the governments of West Germany, France, Japan, Russia and Great Britain. DSDP researchers are currently shifting their focus from the deep ocean climate to study the continental shelves—with hope, says Nierenberg, of developing new technologies to find minerals in the sea.

□ The institution's Marine Physical Laboratory. This research unit is expected to increase in prominence this year, reflecting a growing interest in physical oceanography, particularly in the area of multi-channel seismic profiles. These profiles, according to Dr. George Shor, one of the senior scientists in the lab, are a sophisticated seabottom reflection system to measure the structure of the rock layers beneath the ocean floor. A 4,000 foot hose with hydrophones attached is trailed behind a Scripps ship to measure manufactured sounds bounced off the surface of rock layers down to the level of the earth's mantle. This spring, an expedition to the western Pacific will explore the ocean margins—the continental slopes and trench areas off Sumatra. "It requires," says Shor, "a long streamer, a big noise (from a compressed air gun) and a lot of processing by computer."

□ The fourth major area, according to the Scripps Director, is the land and water-based seismic and other earth science research being done by the staff and students at the Institute of Geophysics and Planetary Physics.

The science underway at UCSD is wide-ranging and, despite the overall curtailment of teaching and research funds, the university in the eucalyptus has continued to grow.

And, its special qualities remain.

Today, the University of California is acknowledged to be—along with the universities of Illinois, Michigan and Wisconsin—one of the leaders in U.S. public education. The UC system is being used worldwide as a model for contemporary higher education institutions.

But time is taking a toll. The University of California, now over 100 years old, is reaching middle age and is becoming slowed down by the increasing weight of bureaucratic rules and policies.

UCSD, a mere 15-year-old baby in the system, is still young enough to retain the vitality that brought that special quality of greatness to the La Jolla campus. ■

Harry Moore, manager of University grants and contracts at the UCSD campus, is in charge of administering the campus' \$86.9 million in research awards from federal, state, local and private funds. This figure amounts to over 45 percent of the \$190 million University budget.



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MOVIES ON SCREEN

By Alan Pesin/Mary Moreau



CARRIE

Brian DePalma's *Carrie* is about a young, shy high school girl, unathletic, unpopular and unattractive, who becomes the scapegoat for every malicious and indifferent mind in her school. Carrie's mother is an anti-sexual, religious zealot.

In the opening scene in the girl's locker room, Carrie has her first period. Thinking that she is dying, she becomes irrational, charging the other girls, screaming and grabbing. In turn the teenage girls attack Carrie, incensed against her incredible naivete. Even Sue, a normally kind and mature girl, like Ralph in "Lord of the Flies," is overcome by the mob psychosis and joins in.

The gym teacher, sensitively played by Betty Buckley, comes to Carrie's aid, punishes the tormentors with after-school workouts and encourages Carrie to improve her self-image. Sue, contrite, decides to make amends in her own way. She sacrifices her Senior Prom date, forcing her high school hero boyfriend Tommy into taking Carrie to the dance. Meanwhile Chris, a vicious, vivacious, spoiled snip, makes plans to humiliate Carrie in revenge for the gym teacher's detention.

A strange mixture of power and vulnerability, pale Carrie slowly discovers her telekinetic ability. Her gradual transformation from a timid, withdrawn, under-confident child, to the young woman of extraordinary inner strength and supernatural power that attends the prom, as played by Sissy

Carrie White (Sissy Spacek) seeks comfort from her mother, Margaret (Piper Laurie), after the girl had unleashed her telekinetic powers at a school prom in *Carrie*.

Spacek, is an indelible performance in an impossible part.

The subject of *Carrie* is woman. All the main characters are female. Among them exists triangularities of image. Three women comprise the mother persona: the neurotic, evangelistic, fanatic, Carrie's mother (Piper Laurie); the sympathetic, firm, admirable gym teacher, Miss Collins; and Sue's mother, the fashionable, upper-middle-class lady, dressed in a tunic-style pants suit, drink in hand, listening to the afternoon soap operas in her unimaginative, luxurious, too neat, suburban home. Their contrasting life styles, generations apart, project disparate models for the growing girls, pulling them in different directions.

The three girls, too, define another triangle: the humane, idealist Sue; the self-centered, bored, sexually manipulative Chris, and the childlike and mystic Carrie.

Like in his *Obsession* and *Sisters*, director DePalma further reveals his eclectic infatuation with Hitchcockian themes, motifs and techniques. Similarities to *Psycho* abound: the insane, dominant mother; the neo-Victorian house; the screeching sound track. Even the shot from *Psycho* of the back of Martin Balsam's legs as he ascends the staircase finds its counterpart when Carrie and Tommy walk up the

steps to be crowned king and queen of the prom in the "Bates" High School gym.

For all its imitative qualities, however, DePalma's composition and sound tracks are more natural and his heightened moments just as brilliant. When Carrie returns home from the prom, her house is filled with hundreds of burning candles. A crane shot moves over the high school dance floor, travels sideways, pans and finally rests briefly on Carrie and Tommy. The circular panning shots of Hitchcockian lovers becomes an unending, spiraling shot of Carrie and Tommy dancing around and around and around.

Lavished with style and humor (the after-school, exercise-set piece, the drag-strip goofing around) and fraught with excesses (the wild-eyed, dart-studded Jesus; the thunder and lightning observation of Carrie's eruption of independence; the "gotcha!" ending) *Carrie* possesses a transcendent quality, an intelligence beyond both story and style.

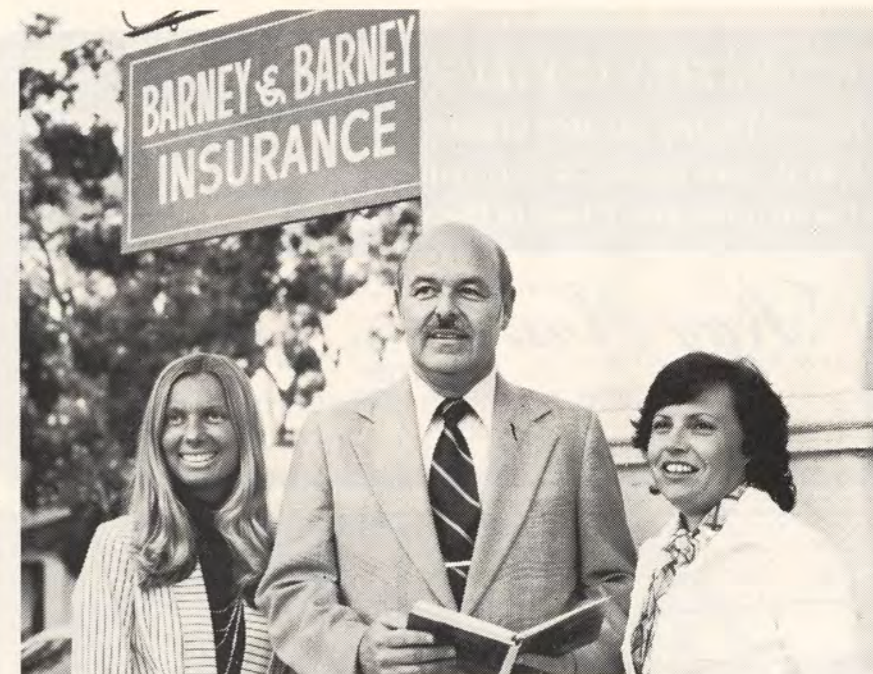
It is, in effect, a revenge movie. But unlike *Death Wish* and those movies where the hero is cloaked in the garb of justifiable homicide, the indiscriminate nature of Carrie's revenge touches the good, the bad and the uninvolved. Much closer to the nature of this time, when motiveless snipers and psychotic killers wreak havoc without direction, *Carrie* carries a significance outside the movie theater walls.

NETWORK

Another Paddy Chayefsky (*The Hospital*, *The Tenth Man*) diatribe on the present state of affairs, *Network* attacks television, large corporations, dehumanization and the Arabs. A film that could have been comedic or satiric, it is instead mere hysterical ranting and raving, in short, a tempest in the proverbial teapot.

UBS, a dying television network, gets an overdose of Vitamin B12 in the form of two young energetic, amoral hotshots, who think in terms of shares, ratings and profits. Like the single-minded warthog who deviates neither to left nor right, Faye Dunaway and Robert Duvall take over UBS, putting it in the black by hiring soothsayers, gossip mongers and Third World radicals who perform real terrorist activities on location.

Against this outrageous duo stands the craggy-faced, middle-aged William Holden as the head of the money-losing, autonomous news department which Dunaway turns into a three-ring circus. While we are supposed to feel sympathetic toward this man who lectures us on humanism and deep, lasting relationships ad tedium, we can't help suspecting Holden of gross incompetence both as program chief and hu-



Pictured from left to right: Mrs. Nancy Javor, Manager; Hastings Garland, Partner; Mrs. Joan Bowen.

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MOVIES

manist: his news department is fourth out of four networks; he cavalierly leaves his wife of 24 years at the first twitch of Dunaway's skirt. So much for the hero.

The patsy, played by Peter Finch with his usual exceptional talent, is a newscaster who, having "run out of bullshit," cracks up on live television, threatening to commit suicide in front of his viewers, much to the delight of his audience and Dunaway and Duvall who exploit his nervous breakdown. When Finch no longer delivers the ratings, Duvall, Dunaway and the rest of the New Breed, after being converted to a new world vision by the head of the corporation (Ned Beatty), gather to discuss his assassination, which they decide must be done live. Think of the ratings!

Meanwhile, Chayefsky involves Dunaway and Holden in a most unlikely romantic relationship as a metaphor no doubt for how timid men view the women's movement. When near-impotent, menopausal Holden makes love to prematurely orgasmic Dunaway, she's on top, naturally. She steals his job, defiles his manhood, exploits his friend; she is, in his words, television incarnate, but, of course, he still loves her. Why? One wonders.

While histrionic acting worked so well for director Sidney Lumet (Loving Molly, Serpico) in Dog Day Afternoon, a bizarre comedy, here it works against the too-serious tone of the screenplay, reducing the characters to caricatures. Lumet's forte, a strong, unconventional anti-hero, one man or woman against the multitude, is lost on Holden, a conventional wimp.

Owen Roizman's photography is interesting. In one shot, a mirrored coffee table gives Dunaway a centaur-like image with four legs. The lighting of Dunaway and Holden accentuates their age differences instead of minimizing it, and in the dark board room scenes, numerous identical, colored lamps add a garish ladies' luncheon quality, but no light. The excellent casting, directing and photography, however, fail to save Network from Chayefsky's windy rhetoric, one-dimensional characters and misanthropy.

Chayefsky has been writing for TV for 25 years. Supposedly, Network is a key movie; that is, the characters are based on real people, which brings up the embarrassing probability that Network is the autobiography of an obtuse, misogynistic, self-pitying, menopausal emotional wreck. We preferred the Chayefsky who gave us Marty. ■

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\$10,000	\$131.34	12 yrs	\$8,912.96	\$18,912.96

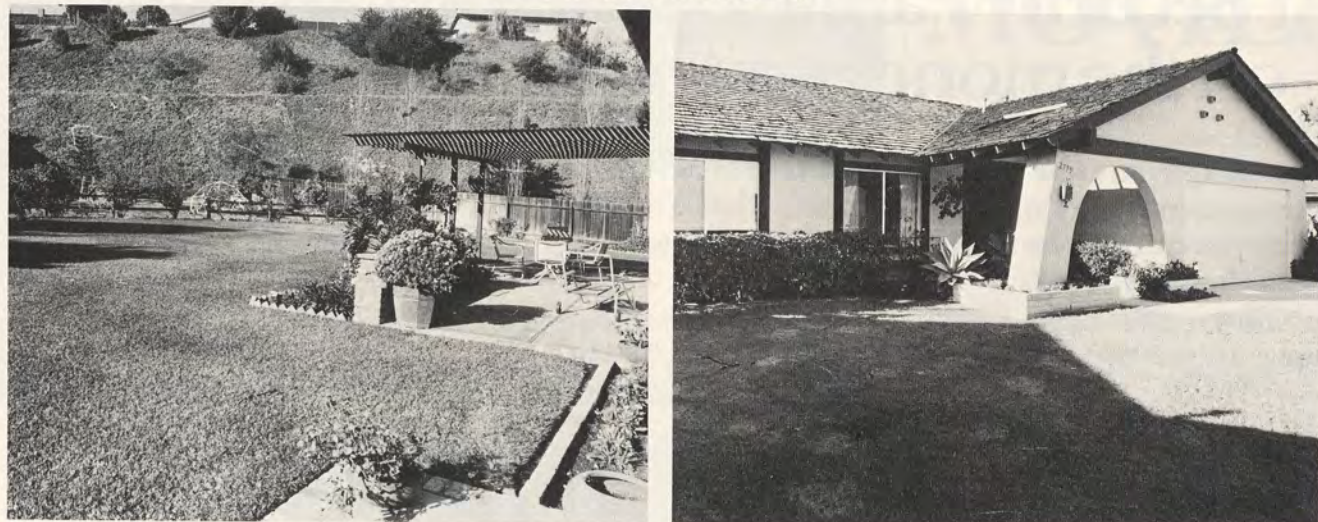
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There are over 1200 Washington avenues, streets, roads, boulevards, drives and lanes in America, including 25 in San Diego County.

GEORGE NEVER SLEPT HERE

By Lou Stein

No San Diego County innkeeper ever bragged that "George Washington slept here." However, George Washington has been galloping commemoratively through 11 of the 13 consolidated communities in San Diego County for more than 100 years.

There are 25 Washington avenues, streets, roads, etc., in Carlsbad, Ocean-side, Vista, Escondido, Ramona, Julian, La Mesa, El Cajon, Lemon Grove, San Marcos and San Diego City. (Historically, Old Town Plaza in San Diego City was originally designated as "Washington Square" in 1849 by Lt. Cave Coutts, surveyor and mapmaker for the local "ayuntamiento" or town council.)

One doesn't have to read much history to be convinced of the unusual naming honors accorded to Washington these past 178 years. The maps of U.S. cities, counties and states are sufficient documentation of the established legend of hero-worship for this illustrious national leader.

"First in war and first in peace," Washington is also "first" as a name for places throughout the U.S.A. 178 years after his death the name-memorializings to this hero are an astonishing pyramid of geographical statistics: 1 state; 31 counties; 121 cities, towns, and villages; 257 townships; 10 lakes; 8 streams; 7 mountains, and 14 colleges.

There are over 1200 Washington avenues, streets, roads, boulevards, drives, etc., in America. And who can tally the public schools, libraries, parks, post offices, fire stations, fraternal chapters, ferries, trains, boats, districts and public squares that have been named for this famous American?

COAST TO COAST COMMEMORATION

This name-heritage of Washington is a continental muscle that stretches from coast to coast. Put the map of the U.S. in your mind's eye. Note that in Maine, Washington County is a fistful of land southeasterly in that state. This fist of county seems to be bulwarking



the Atlantic Ocean to the southeast and pushing back New Brunswick, Canada, to the northeast.

Now span your mind's eye of the U.S. map to the Pacific Northwest. Here, in Oregon, Washington County is within arm's length of the Columbia River to the northeast. To the west, Washington County is within walking distance of the Pacific Ocean.

County naming was the prerogative of the early colonial governors. The "spirit of '76" swept aside the tradition of naming counties for English royalty: in 1776 Virginia named a county for Washington; in 1777 New York erased Charlotte County from its records and established it as Washington County; and in 1781 King's County in Rhode Island also was changed to Washington County. Thereby a special heroic style of place-naming marched along with the vitality and growth of our new nation. The name of Washington warped and woofed into the fabric of the New World nation: at the time of Washington's death in 1799, 10 counties already had been named in his honor.

By the opening of the nineteenth century, a whole generation of Americans had little or no contemporaneity with the vigorous patriots of 1776. But the name of Washington appealed to them as a symbol of freedom and lib-

erty. So from 1800-65 a continuing cult of hero-worship for this great leader named 18 more counties in his honor. And three more counties were created after 1865—a total of 31 counties in 50 states that perpetuated the name of Washington.

Year by year these monumental namings to a great American piled up as each generation added its testimonial of tribute, often in a dullness of repetition. And in the process a magnificent human being occasionally became glorified as a legendary figure with superhuman accomplishments.

WHAT'S IN A NAME?

Sometimes this naming veneration shifted from halos of heroism to brickbats of bickering. Mississippi in 1817 called a constitutional convention to prepare for statehood. After some innocuous disagreement, their choices of names narrowed to either Mississippi or Washington. Mississippi won out by six votes.

In 1847 a Wisconsin congressman introduced a bill to create the "Territory of Minnesota." Wrangling personalities and vulgar tempers tangled in disagreement as the name of Washington was offered as a compromise name for this new territory. When the heat of debate abated, Minnesota won the vote.

In 1853 the settlers in northern Oregon Territory petitioned Congress "that all that portion of Oregon territory . . . should be organized as a separate Territory under the name and style of the 'Territory of Columbia.'" In the House of Representatives Congressman Stanton objected to "Columbia" and he proposed the name of Washington. He pointed out that a territory of Columbia already existed. But Stanton overlooked the fact that a Washington, D.C. already existed. Verbal sticks and stones were exchanged in this dignified chamber as disagreement followed. Someone even suggested "Washingtonia" as a compromise name.

Apparently Congressman Stanton pompously won this naming skirmish

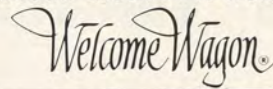
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It's a reasonable prospect that no other person in ancient or modern history has been so honored by thousands of place names.

with, "There has been but one Washington on earth, and there is not likely to be another and as Providence has sent but one, for all time, let us have one state named after the man." Curious logic, but persuasive hero-worship. Therefrom our country finally got a state named Washington—and it is the only one of the 50 states with an American name.

George Washington was only 25 years old when a group of Scotch-Irish settlers in the Valley of Virginia organized Augustus Academy. And thereby hangs a tale of cumulative name changings that launched a college into a sea of "Washingtoniana."

Here's the chronology: Augusta Academy was established in Virginia in 1749. In 1776 the patriotic and revolutionary zeal of its board members changed the school's name to Liberty Hall. In 1791 George Washington gifted \$50,000 to the school. Apparently money talked in those days too, for soon after the school changed its name to Washington Academy. In 1813 it evidently climbed to higher academic stature by renaming itself Washington College.

After the Civil War this college pressed another hero to its academic bosom: General Robert E. Lee was its esteemed president from 1865 to 1870. At his death the school rechristened itself to Washington and Lee University. And Lee's son, George Washington Lee, became its next president! What other American college has been so carried in piggy-back fashion on the broad shoulders of Uncle Sam in the march of U.S. history?

Incidentally, 13 other collegiate institutions in America have "Washington" in their names, six of which are in the District of Columbia area.

Now let's follow the glory of Washington into the twentieth century. In 1932 the Washington Bicentennial Commission gave Herbert Hoover the honor of christening the massive suspension bridge over the Hudson River as the "George Washington Memorial Bridge."

Thus the heritage of a man and/or myth moved into our century—and into upper Broadway in New York City. So a citizen could promenade into Washington Heights (upper Manhattan, New York City), continue to its fringe on the Hudson River referred to as Fort Washington and cross the

George Washington Bridge to the Jersey side. Local residents of this area in the twenty-first century may well wonder how many repetitions of a famous name are needed in a single neighborhood to trumpet the glory of our first president.

And a mythical Washington Bridge spanned itself across the Atlantic Ocean in 1932. In that year the Washington Bicentennial Commission proudly reported to America that Latvia was participating in the 200th anniversary of George Washington: in Riga, Latvia, "Hanza Square" changed to "Washington Square." In Jelgave, Latvia, "Sluzu Square" was renamed "Washington Square," and "Dambja Iela" (street) became "Washington Iela."

Washington proclaimed no foreign entanglements in his farewell address,

'First in war and first in peace,' George Washington is also first as a name for places throughout the United States.

yet the Fates later wove his name into the net of international geography: as Washington Cape, Fiji Islands; Washington Island in the Pacific Ocean (British); and Washington villages in Durham and Sussex counties in Britain.

Well, there you have the man and/or myth. It's an astounding name—monolith of tribute, worship and memorializing to a national hero. Just suppose that no sculptor had ever made a bust of this illustrious figure. And pretend that the thousands of portraits of Washington on schoolhouse walls were never really there. The place-namings for him still would have been a most singular glorification in itself.

It's a reasonable prospect that no other person in ancient or modern history has been so honored by thousands of place names. ■

Lou Stein is the author of the recent book, *San Diego County Place-Names*.

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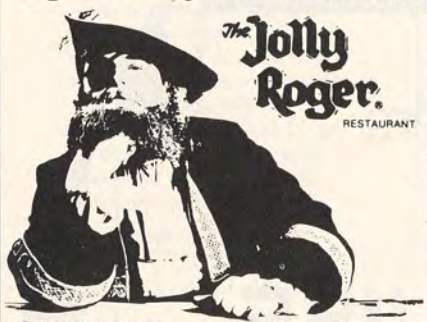
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ASTROLOGY FORECAST

by Jean Farman



TAURUS

(April 21-May 21)

Taurus the bull is usually a very patient soul, but you could lose your cool, paw the ground and charge at everyone in your path this month! Upsets may come through money (or lack of it), authority figures (boss, parent, policeman) and career objectives. Seek solitude to think things over and give tension a break. Taurus talent: Candice Bergen.



GEMINI

(May 22-June 21)

Gemini's traveling toes should be glued to the living room carpet this accident prone month! If travel cannot be avoided, at least be alert and use all common sense safety precautions. Education and study is stressed to satisfy your insatiably curious mind. Friends can be a source of pleasure opening doors to fun and romance. Gemini giant: Jacques Cousteau.



CANCER

(June 22-July 22)

If the green-eyed monster wells up in your bosom, do all you can to keep its ugliness under control! There will always be others who are more fortunate or affluent, but jealousy over such things brings you nothing but misery. Strive for tolerance, love and compassion and you come out far richer than most. Moon child: Patrick Wayne.

LEO

(July 23-August 22)

This may be the month you wish you'd taken a trip to never-never land! If possible, visit people who live afar. If travel is nowhere in sight, explore the fine arts; visit museums, attend theater, indulge in wonders from the library. This kind of escape may be your salvation from explosive situations brewing at home. Leo lad: Andy Warhol.

AQUARIUS

(January 21-February 18)

The lucky old Sun shines brightly on your happy birthday cake until the 17th. Then the candles burn down to melt the sweet icing! Use the beneficial days vigorously to push ahead and gain support in whatever projects you're involved with. As the 17th approaches, quietly draw in your horns, sit tight and don't solicit or antagonize anyone of importance. Simply coast and don't begin anything new until the 25th. Then be thankful if you've successfully survived these hard to handle days. It's a good month for light entertainment and shopping for home and family items. Aquarian VIPs: Alice Cooper, Rip Torn, Vanessa Redgrave.



PISCES

(February 19-March 20)

If excess body baggage is your constant companion, this could be the magic month to beat the battle of the bulge! Start now while planets favor weight loss for Pisces and be proud of your new body beautiful by late spring. Handle relatives with velvet gloves to avoid ugly situations. Extra money makes you smile! Pisces celeb: Jerry Lewis.

ARIES

(March 21-April 20)

That beguiling Aries charm oozes from every pore this Valentine month. You're able to spin an irresistible web of charisma to win most people over. But when it comes to the younger generation (especially your children) you're dealing with immovable objects. Solve any sticky situations by negotiating through your spouse or another key associate. Aries star: James Coco.

VIRGO

(August 23-September 23)

Health-conscious Virgos can wriggle their toes in sheer delight if they've maintained a good diet and taken proper care of their body beautiful. Those who haven't will surely pay the price! Your nervous system is under strain. Do all you can to avoid trauma, but don't sweep problems under the rug. Use logic, not emotion. Virgo celeb: Dore Schary.



LIBRA

(September 24-October 23)

This is apt to be an 'on again-off again' month for Libra, especially where your love life is concerned. If already married, then dissension could arise between your mate and children, catching you right in the middle. What you have is not necessarily what you own and you may be told to let go! Libra talent: Herschel Bernardi.

SCORPIO

(October 24-November 22)

Hold onto your shoelaces Scorpio, this is one of those months that activate changes! These could be super beneficial or simply disastrous, depending on how you handle things! Areas stressed are personal freedom and thinking; domestic environment, people you live with; professional life, responsibility, ambition. Others have enormous difficulty understanding your actions—be emotionally controlled. Scorpio VIP: Ray Walston

SAGITTARIUS

(November 23-December 20)

If you don't want your secrets exposed to the world, keep quiet and be discreet! People you thought you could trust may suddenly turn against you. Don't be baited into squabbles as you're apt to lose control. Travel could be dangerous during February, so watch your step. Romance is exciting but illusory. Be artistically creative. Sagittarian great: Jose Iturbi.

CAPRICORN

(December 21-January 20)

Don't let go Capricorn! It would be a mistake to let anyone else take over your financial reins. Keep your fist tightly closed and an eagle watch on cash flow. This is no time for business expansion or investments. Don't borrow or loan. Small dinner parties and light entertainment in your home enlightens your spirits. Capricorn talent: Maria Schell.

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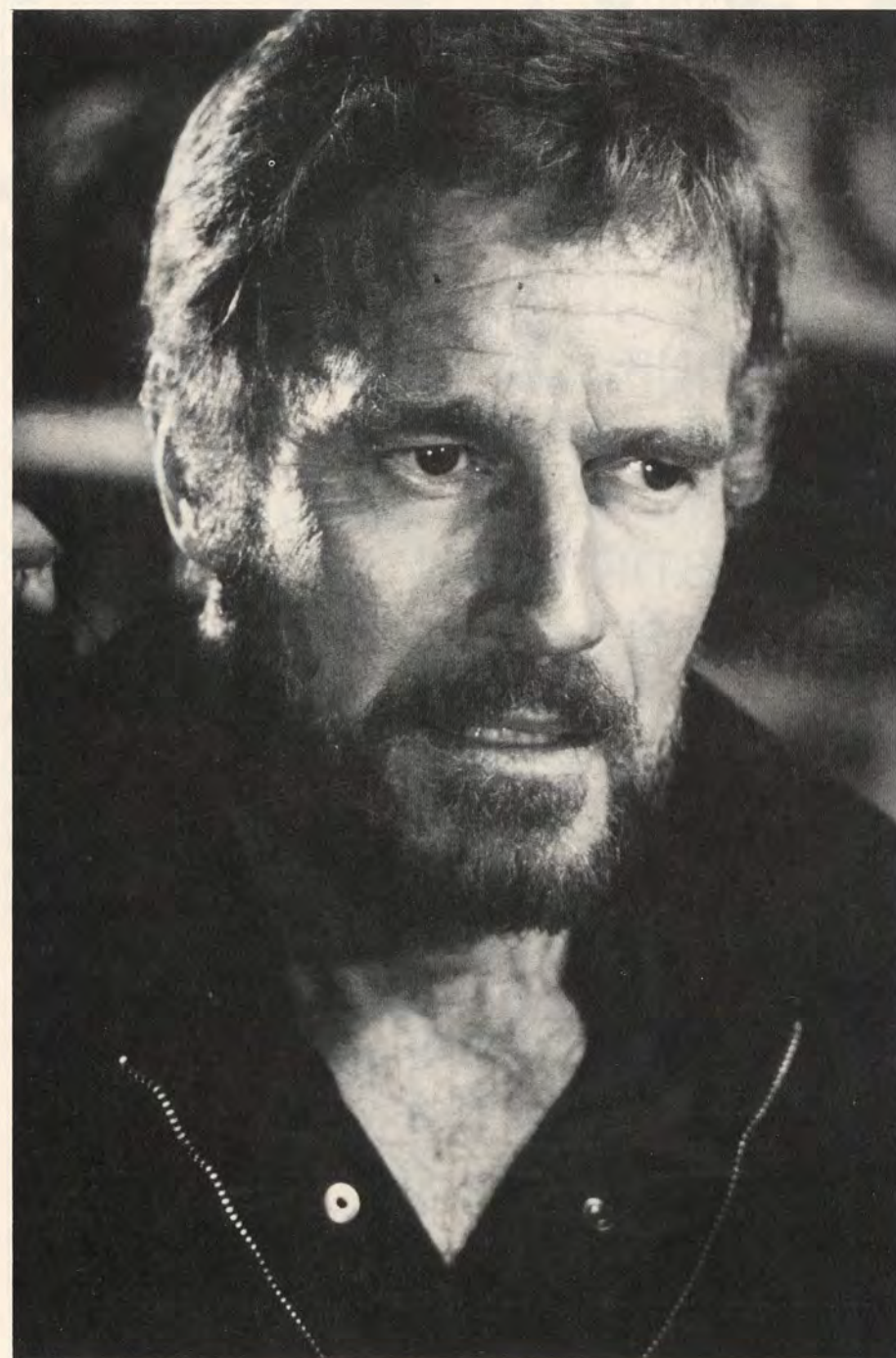
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Grey Lady Down is a disaster film, but not to be confused with any hokey disaster film. There are no hokey stories, no love stories; it's strictly a naval story about the relationship between sailors.

DISASTER DONE RIGHT

By Diana Lerner

All photos courtesy of Universal Studios



Charlton Heston
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(This is the second in a three-part series on the Universal pictures filmed last fall in San Diego.)

A Mirisch Corporation Production for Universal, "Grey Lady Down" stars Charlton Heston, Stacy Keach, David Carradine and is directed by David Greene. Headquarters for the movie were at the Royal Inn.

We left wharfside aboard a private shuttle boat that took us out to meet the U.S.S. Pigeon ARS 21, a huge Navy catamaran according to Navy literature. The U.S.S. Pigeon was the first catamaran constructed for the Navy since Robert Fulton's twin-hulled steam warship the "Demologous" was built for the War of 1812.

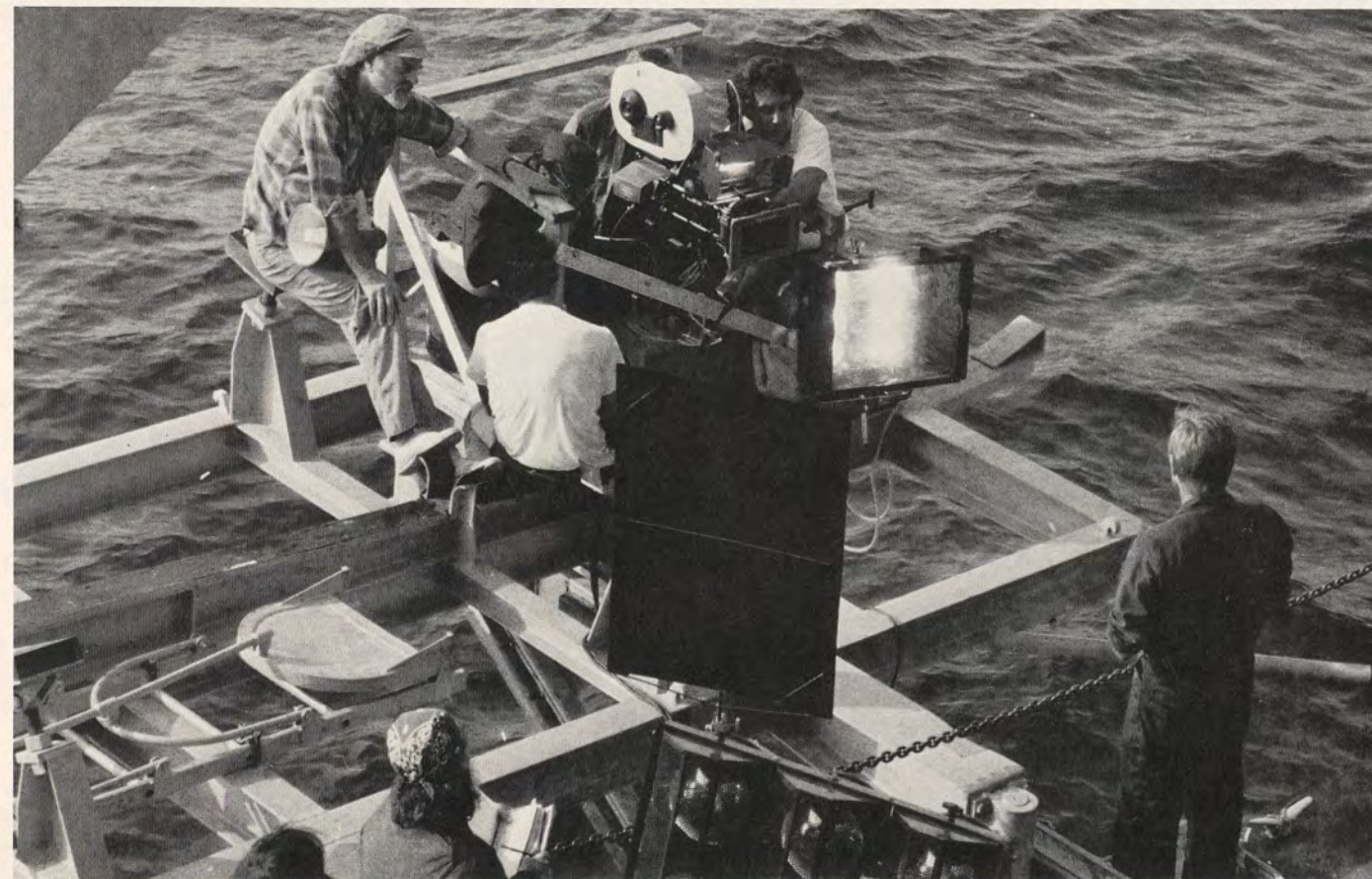
The primary function of the Pigeon is to locate and rescue personnel entrapped in sunken submarines, the subject of "Grey Lady Down." The ship is 251 feet long and has a molded hull beam of 86 feet. It reaches a top speed of 14.5 knots and is quite an impressive sight. One of the biggest problems the crewmen have with the catamaran is the fact that it is double-hulled; what they usually need is on the lower level of the opposite hull.

The Mirisch Corporation boasts an outstanding list of credits including "In the Heat of the Night," "The Apartment," "West Side Story," "Fiddler on the Roof," "The Magnificent Seven," "Hawaii," "Two For the See-Saw," "Irma La Duce" . . . it obviously pays to put that producer's personal touch in a movie. Walter Mirisch is excited about this latest movie with Charlton Heston. "This is a very exciting film in many ways," says Mirisch. "We're dealing with equipment and methods that have never been seen before on film. The DSMV operation is incredible. I think this whole technology of submarine rescue work is going to be absolutely fascinating.

"You just saw the very last scene being shot first," Mirisch explains. "Somehow or other we often seem to do the last scene first. The logistics sometimes dictate our behavior."



Charlton Heston, left, and Stacy Keach in a scene from Grey Lady Down.



Director David Greene sits with bullhorn close at hand on special camera platform built aboard the U.S.S. Pigeon. Charlton Heston (back to camera) waits for the camera cue.



'We're really being quite ruthless about getting the details right so the audience will have the experience of really being there, and not in Universal studios.'

"The logistics of any film involving the sea are difficult," notes production manager Bill Gray. "Grey Lady Down" uses two Naval vessels, the U.S.S. Cayuga and the U.S.S. Pigeon, and transferring the cast at sea is no easy task. Simply getting four people off the shuttle boat and onto the Pigeon took over 40 minutes.

Gray had just finished work on "Midway," another Mirisch/Universal movie also starring Charlton Heston. When you've got a winning combination like Mirisch and Heston, you stick with it.

Universal chose San Diego for "Grey Lady Down" for two important reasons: the Navy is here and the mountains aren't. "San Diego works well for us because we can go just a short distance offshore and not have to worry about shooting back into cliffs or high mountains," notes Gray. "Our story takes place some 60 miles off the coast and we're able to go three to four miles off here and miss all the mountains. We couldn't do that in Los Angeles. We'd have to go too far out to sea and then we couldn't anchor. It would take too long for the trip out to sea; it just wouldn't pay."

Bill Gray has been in the business for 35 years, starting out as truck driver for Paramount during the heyday of Carole Lombard and the like. He left 29 years later to go with Universal studios where he's been ever since. "I move around a lot," he says jokingly.

"It's a big challenge to make it [a picture] work. On every picture you start out with a whole group of strangers, all of whom are not necessarily compatible. You try and get a group of familiar faces around you to help make it easier, but that's not always possible," Gray said.

Following assistant director Mac Bing through a scene is like standing next to a Paris policeman; traffic is being directed all around him. The assistant director serves as the "heavy" in fielding problems before they get to the director. Below is an excerpt from the scene behind the scene and the script behind the movie:

Mac Bing (Assistant Director): *Picture, please.*

David Green (Director): *All the way from the top, please.*

Script girl to Heston: *You have to take your shoes off in this scene.*

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Bing to Heston: *We leave the shoes off. Bing to Navy officer: We need the ding, ding, ding. (The ship's bells.)*

Bing to Commander Graves: *Commander Graves, we need the ding, ding, ding, please.*

Bing to company and crew: *Alright, picture please. Quiet. Hold the noise fellas, please. Thank you.*

Greene: *OK . . . here we go . . . stand by you swabbie bastards. (Director David Greene is also an actor and was seen in Rich Man, Poor Man. His British sense of humor goes over quite well with cast and crew alike.)*

Bing: *Alright . . . and roll, please. Hold the noise. 334-Apple Take One. (And the clapboard comes down.)*

Greene: *And . . . action . . . (Charlton and Stacy go through their scene.)*

Bing gets the sign from Greene and it's a . . .

Bing: *Save it!*

Director David Greene describes this film as, "A disaster film, but not to be confused with any hokey disaster film. This is a picture about the relationship of people in a crisis in their lives. Some people are in a submarine and some are in the rescue operation. There are no hokey stories, no love stories; it's strictly a naval story about the relationship between sailors. It's an honest story about people.

"We're really being quite ruthless about getting the details right so the audience will have the experience of really being there, and not in Universal studios," Greene asserts.

Charlton Heston relaxes on the shuttle boat on the way back to the hotel after a long, long day. We were discussing the number of takes it sometimes requires for a scene to be satisfactory. "You have to learn to accept that as part of your discipline as an actor working in films; keeping it fresh, keeping it sharp. There are at least a hundred different things that can go wrong with a given take and over 50 of which you have no control. I have a streak of impatience in my approach to my work and I like to get it on an early take. It's easy to rationalize and say therefore I do my best work in the early takes, but Willy Wilder would probably disagree with you."

We asked the veteran Heston about the roles of the writer and editor in film. "The things that writers are uneasy about is that the writer's contribution is not the central one. On the stage

the medium is the word and the actor just speaks the word. Film is a visual image. It depends on visual impression and the words are, and a writer would just curl his toes at this, just not that vital. To say that a script is not important, of course, is ridiculous, but I'm as sure in film, and if it's anything I'm as sure of, it's that the final creative work on a script happens on a set. You can't do it in a typewriter. You can't write a film in a typewriter.

"I've worked on films where you've gone through five, six, seven versions of the script and two or three different writers; talented men just writing their guts out and everybody is pouring over the script line by line and you have meetings extended over months and everybody comes in with notes and you have big conferences and finally they say, 'OK, by God, this is it,' and you get on the set and the actors are standing there and you say, 'Jesus, we don't really need to say this speech at all, because the way the girl looks coming down the stairs you can tell she's not going to go back with him.' It's only true in film and you can't discover it until you're on the set.

As to the editing, Heston leaves that to the producer and director. "I don't like to fiddle with the editing. I probably have an unhealthy share in the control of the editing of the film as it is. You've got to let the director have it and certainly if there is one factor that has to belong to the director and the producer it's the editing. If you're involved in the cutting or looking at rough cuts, rough assemblies, you can maybe recall takes that you may have preferred. But I don't like to, except on the rare occasions when I'm creatively involved in the production of the film."

Ruggedly handsome Heston still runs every day, "Hating every minute of it," he says with a smile.

Stacy Keach plays the commander of the rescue mission and is no newcomer in military roles. In "Conduct Unbecoming" he played the very proper lieutenant. He studied theatre in England and has appeared in many Shakespearean productions including stints as Hamlet and Falstaff. A sportsman and avid reader off-stage, Stacy has such interests as subatomic physics and genetic engineering, remnants of his Berkeley heritage.

Chris Reeves plays a naval officer in the film and has appeared here recently at the Old Globe Theatre. Mike O'Keefe, another newcomer, just finished with the hit Broadway play "Streamers." ■

Next month, in the final installment of our three-part series, we look at what may be one of the top films of 1977, "MacArthur," starring Gregory Peck and produced by Richard Zanuck and David Brown.

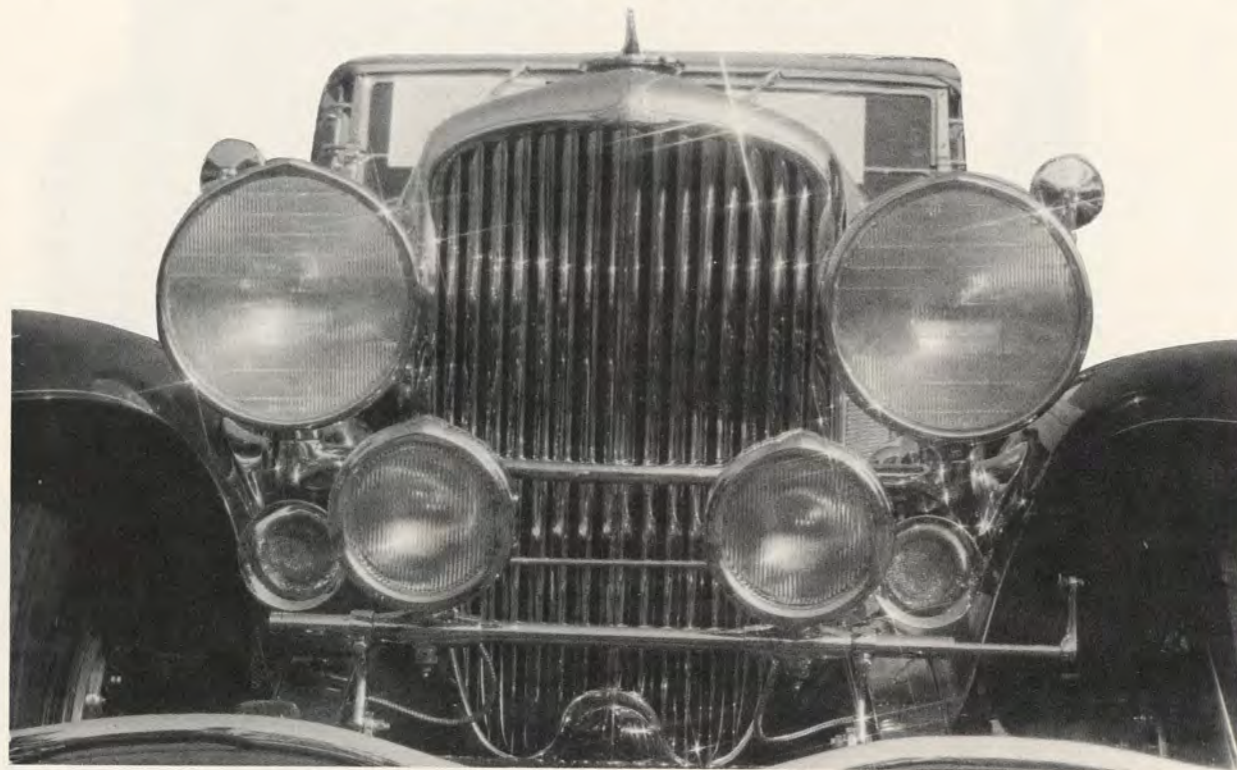


The producer of Grey Lady Down, Walter Mirisch. Other films produced by the Mirisch Corporation include In the Heat of the Night, The Apartment, West Side Story, Fiddler on the Roof and Hawaii.

The latest models are priced at near \$120,000, with the older ones varying in price from \$30,000 to \$50,000.

THE RICH AND THEIR ROLLS'

By David L. Robinson



It could have easily been a set from the Great Gatsby: well-tailored drivers and passengers driving up the curved, tree-lined street in their sparkling Rolls Royces. They waved casually to each other, almost indifferently, anxious to set their own cars in the lineup in the parking lot facing the Rancho Santa Fe Inn.

This was not the typical car rally or auto show, with a crush of young hot rod enthusiasts. This was the gathering of the Southern California Region Rolls Royce Owner's Club. This was money.

They had come from Beaumont, Encino, Palm Springs and Rancho Santa Fe; here to compare cars—the prestigious Rolls Royce—in an informal judging, along with a few cocktails and later an awards presentation. It was a Sunday afternoon outing for those belonging to this rather select organization.

The weather was fine, the outdoor bar open. I carefully hid my aged Ford

in another parking lot and melted into the crowd. They'd never know my status, unless I was asked my opinion on the Rolls' best year.

The day's hosts were Frank and Audie Werstein, Rancho Santa Fe residents and, of course, Rolls owners. Both were busily moving among various groups and judges, assuring that everyone was comfortable. The group seemed content, shaking hands, sharing stories, the good life.

"We have a gathering about every month," advised Werstein, "It's an outing, an exercise and luncheon. We had an outstanding one in Palm Springs, one in Newport Beach and another one in San Diego not long ago."

We estimated about 30-40 Rolls owners had participated in the day's excursion, with the judging informal, "a fun thing, not designed to be serious, except of course the best of show."

As host, Werstein had the option of the award format and he chose the humorous, "Concours de Spoof" awards, a

rather ambiguous title, given to those who, according to one woman, "were the ones that need the most attention" (the Rolls, not the owner). Armchair judges marked slips of paper, naming their top three choices. Maybe it was the hood ornament that inspired their choice, or another abstract quality.

Organization judges, however, were more critical; you just don't toss off the best of show award to any Rolls Royce.

Retired Lt. Col. Sam Levin, the Southern California region treasurer, explained that unlike Werstein's joke awards, the best of show is a complex decision, based on a series of distinct categories.

APPEARANCE, AUTHENTICITY AND RESTORATION

"Let's say that the first element is appearance," Levin told me, gazing toward the assembled classics. "Authenticity is the second and third is restoration, if there has been some. Finally, the care of the vehicle. We have a

regular judging form, noting the body work, interior, mechanical condition—exhaust, tires, a number of different things.

"Chroming a part that was not originally chromed, that's a mark against the car. Tires that weren't used originally, that's another mark. It can be a complicated process, especially when two cars are very close."

He made a few notations in his book, then added, "Usually we have the serious type awards, but Frank Werstein elected to do it this way; it's his choice."

For many non-owners, the Rolls Royce has long been a symbol of "we've made it," that point where you no longer ask how much a car costs, just that you want it delivered, or gift wrapped. For most people, owning a Rolls Royce is equal to spending a night in the White House or winning an Oscar—it'll just never happen. They're a special breed, but Levin maintains these autos are a good investment as well.

"The upkeep isn't too expensive, in the sense of an ordinary car. This is a car that is built so well that they don't have the wear and tear of an ordinary car. Of course, if extensive repairs are required, it is more expensive than any American car."

Like other owners, Levin's infatuation with these magnificent, spirited machines goes back a few years. The Rolls has a special place in his heart.

"I've had this one for about eight years. I've been fooling with this stuff for 40 years. I'm a retired Army officer. In 1930 I was without a car in New York and I walked into the only agency that handled Rolls Royces in the United States. I looked around and came out with a 1925 roadster which I subsequently drove across the country."

It was that simple. One day without a car, the next he had a Rolls Royce. His mind was set. But between taking luncheon reservation money, greeting old friends and admiring the Rolls fleet, Levin lamented about the newer

generation of Rolls owners. They just aren't the same somehow.

"In my time we were enthusiasts who went into it as lovers of good machinery. Unfortunately, I think it's developed into a status thing. I'm afraid that many people don't know much about the cars themselves. They have the money, can afford it and simply think this is the thing to do. Generally speaking, it's a different attitude than what it used to be."

The nouveau riche owners, those young upstarts who see the Rolls as a symbol, they're the problem. Yet, as hard as I tried, it was difficult to sympathize with this unfortunate trend in Rolls Royce ownership.

Levin shaded his eyes from the sun and said rather casually, "I know people who have over a half million invested in these cars, maybe own half a dozen."

If anybody wants to join the Rolls Royce Club, you first join the national Rolls association, then merely find a regional group such as the San Diego area club. Oh, yes, ownership of a Rolls Royce is critical. Levin says the latest models are price tagged at near \$120,000, with the older ones varying in price with a possible range of \$30-50,000, depending on what the owner wants to charge and how badly the buyer desires it.

I approached an older woman and asked where her Rolls was. She hesitated, somewhat startled, and said, "I tell you what, my car isn't as fancy as some of those others, I haven't belonged that long. Now, ask that woman over there, she's been a member for quite a while."

But the other woman was engaged in conversation and I looked for another informant.

STRAW HAT AND PAPER BADGE SECURITY

Between two Rolls walked a silent man, wearing a straw hat and paper badge marked "Staff Security." He looked somewhat out of place, dressed in golf shirt and black jeans and I thought for a moment surely this was a part of the humorous atmosphere. But he was the real thing—protection.

"I'm here to see the kids don't touch the cars," he said softly, "That nothing gets scratched. We haven't had any problems, though."

A distinguished looking gentleman wearing an ascot argued that it wasn't really such an elite club after all, that anyone could be a Rolls driver; you, me, the man down the street. Well, almost.

"This is a disease," he said. "I have a Mercedes and a roadster, both 100 pointers, impeccable cars. I'm working on another. But no, ownership is not just for the elite. People are interested in maintaining quality, restoring the car. It can be profitable for them to sell the car, and they're entitled; it's painstaking work."

There was a true assortment of owners here, the long established like Levin and the newcomers. Then there was Bob Cole, a colorful Rolls owner from Huntington Beach who, with his wife, proudly displayed their black Rolls, which they had bought in London a few years ago. He displayed his smooth ignition system (the engine starts without touching the gas pedal).

"We've got an El Dorado, sports car . . . but none of them start like this," he said. "We're so thrilled, we drive it all the time. There's no rich guys in the



The nouveau riche owners, those young upstarts who see the Rolls as a symbol, they're the problem.

cemetery." I think this last referred to the old saying, "You can't take it with you."

In the back seat of Cole's Rolls was a teddy bear, holding a picture of the couple's pet poodle, and a sign "We're the bosses." The teddy bear did draw attention.

"I sent away for that teddy bear," he said enthusiastically, "because I never had one when I was a kid."

Cole raised the Horatio Alger story to a new level—an orphan boy grows up and not only "makes it" but owns a Rolls Royce. The teddy bear reminds him of his youth, that he is no longer deprived of life's material goods.

He extended his hand, on which set a silver Rolls Royce ring, another proud symbol.

"My wife felt sorry for me because this was our first Rolls, so she got me the ring. Now when I'm not driving, I wear it. Isn't that something?"

His wife nodded, "Nobody else has one like it. That's an original."

"I've always had this on my mind," Cole explained. "A Rolls Royce agency once brought a car to the orphanage I was at. I told a friend, as we were riding in it, that one day I'd have one. And 50 years to the day I got this. I was a dance instructor, raised by a circus family and I wind up with something like this."

And he shook his head, almost disbelieving the route he had taken to stand here with drink in hand, Rolls Royce ring and teddy bear, talking to stran-

ers about the love for his car.

And he too disputed the notion that Rolls owners are stuffy, a pretentious lot, talking only about their cars.

"It's very appetizing to come out here like this. You know, there are people here who could individually buy all of these cars today, but they're still common type people, easy to know."

Werstein suddenly grabbed a portable speaker and called out, "Okay everyone, there's another bar inside the Inn, let's get up there. Lunch and awards begin in a little while."

The crowd slowly, very slowly, broke away from this high-priced car lot. One owner tugged on Werstein's sleeve, nearly pleading for assurance that the cars would be safe, that the day would pass without trouble.

Werstein jokingly commented that the anxious man could remain behind if he desired, but insisted that security was tight. "But keep special attention to that row," the man asked. Then he joined the others, feeling the crush of responsibility as a Rolls Royce owner. It wasn't easy owning one of these. ■



Retired Lt. Col. Sam Levin, left, the Southern California region treasurer and one of the judges for the Best of Show award, explains judging criteria to a Rolls owner.

Mr. and Mrs. Bob Cole of Huntington Beach, happy Rolls Royce owners.

NOT FOR MEN ONLY!

By Shay Sayre

Tricia Smith Blake



This is the first of a special, two-part series about the professional woman.

Writing about prominent women points up some distinguishing similarities. The obvious are professional status and sex. Interviewers Shay Sayre and Marilyn Williams queried females in positions traditionally held by men and asked them to reveal how their professional roles were affected by being women. While their responses varied, most felt that competence is a recognizable quality which supercedes sex. The younger group of women seemed to have entered the business community more easily than those earlier established, which indicates progress in the acceptance of women as professionals. But the final proof of equality, the interviewers conclude, lies in the capability of the individual. Readers will probably agree that the personalities featured herein are representative of the "new breed" of women in the forefront of today's professional world.

□ *Next month, the second installment of our story by Marilyn Williams.*

No Judge Forgot Her

Whenever anyone asked Tricia Smith Blake what she wanted to be when she grew up, she would answer, "an attorney." At 16, she began actively directing herself toward that goal. Her father, a road contractor in San Dieguito, encouraged her to enter the legal profession. After graduating early from San Dieguito High School, Tricia attended the University of California at Riverside and graduated from Law School at Northwestern in Chicago.

"Since there are relatively few women attorneys in full-time practice, I find I am somewhat of a novelty. People often assume that women in law must be brilliant, but actually it is very normal for one woman to represent another in her legal matters," said Tricia. She feels that her clients appreciate

the perspective a woman brings to the law.

As a district attorney in Seattle, Tricia prosecuted felony jury trials. "Being a woman made it easier to be remembered in the courtroom," she said, "and no judge ever forgot my name." Tricia feels that a feminine voice in the courtroom stands out amidst the predominantly male court officials, and is a pleasant addition.

Tricia decided not to remain in government, and she and her husband John, also an attorney, returned to Del Mar to open a practice. They operate from their home/office on Camino Del Mar in the charming former CRM structures. "We run what I call a crisis clinic. A client comes into the office with a problem which needs immediate attention. I'm absolutely committed to solving each

problem in an ethical manner, because ethics are most important for a lawyer," she said. Tricia is somewhat dissatisfied with the public image of the legal profession, and feels an injustice is done whenever honesty is not a top priority with attorneys.

Despite her activity in a professional career, Tricia still holds many of the traditional values of family life. "Career and family life are not incompatible if you are able to structure your life properly," she said. Tricia works full-time as a general practitioner with the assistance of a sitter who cares for their nine-month-old daughter. After years of planning and preparing, Tricia feels fulfilled in both areas of her life. "I'm not in this position because I'm a woman," she said, "but because I am an individual with a purpose."

NOT FOR MEN ONLY!

Jain Malkin



She Has to Try Harder

When a psychologist who cannot read blueprints bluffs her way into a design firm in Wisconsin at 19, she must evolve into a unique individual. Jain Malkin, now a leading environmental designer, says her unexpected assertive qualities took the male design community by surprise. "It's easy to get an appointment with a man, but it's not so simple to get a contract signed," said Jain. "I must sell myself and my concepts twice as hard as a male competitor."

She overcame her first obstacle at 20 with a bank loan which, a decade ago, was rarely given to single women. Now her clients include hospitals, colleges and corporations; she's planned over 200 medical facilities.

"It's very easy to become successful if you're alert and ambitious because there are so many people who aren't," she said. By the age of 22, after studies at the

Art Institute of Chicago, Jain had opened her own studio in addition to a retail boutique called "Hay Market Square" on the University of Wisconsin campus.

Jain, working from her studio in La Jolla, is also an artist, published writer and photographer who has a distinctive design style and a very selective clientele. The recipient of two Burlington Awards for institutional design, Jain's work has appeared in numerous magazines and newspapers.

Competence and follow through are her key words. "A lot of creative people cannot get a design off the board; they just can't build their model. I strive to get it together and to make my creation a reality," she said.

At home with Mozart, Jain feels the advantages of being a woman outweigh the extra efforts she needed to gain recognition. "Once you're good, sex is forgotten. It's getting there that exposes gender!"

A Case of Mistaken Identity

A custom home designer, Janice Kay Batter is often mistaken for the secretary over the phone or a messenger on the job site. "It takes awhile for the clients and contractors to accept me as an architect, but soon the shock of the architect being a woman passes and business proceeds as usual."

After architectural studies at Smith College, receiving her BA from Mount Holyoke College and a Masters in Architecture from the Graduate School of Design at Harvard University, Janice returned to Del Mar where she was raised. There she formed a partnership with, and later married, Michael Batter whom she had met while they both were studying architecture at Harvard.

Janice is involved in all phases of architecture from client contact and design to on-site construction supervision. She has received awards for home design, for a high density housing study, and for landscape design. She is a member of the City of Del Mar Design

Review Board and Zoning Task Force.

"I like to be busy, and in this profession there is never enough time. After client meetings (which more times than not occur in the evenings), and supervising both working drawings and building construction, we have to make a 'quiet time' for what we love—the design."

Working from the lower floor of the home they designed, the Batters often log 12-hour work days. "Each day seems like an endless procession of problems, and at times it becomes a real trick to provide a solution to a client's particular need, or turn a workman's mistake into an asset." The Batters are very proud of the fact that they have been able to design custom homes that can be built to meet the client's requirements and stay within their budget.

Janice feels that women can be involved in all aspects of architecture. "There are endless hassles, but after all is said and done, it's a great satisfaction to see your conceptions become a reality," she said.

Janice Kay Batter



The Feminine Professional

Adorned with rings from Bonanica and wearing Jag denims, Gail Stoorza can usually be seen driving north to Orange County clients or south to city newspapers. Always on the move, Gail began her travels as a stewardess in Texas.

After obtaining ground work at the Phillips Ramsey Advertising Agency, Gail directed advertising and public relations for Rancho Bernardo. She was promoted to corporate director of communications for Avco Community Developers, Inc., and in 1974, formed her own public relations company in La Jolla.

"Being a woman in the feminine sense of the word is very important to me. True, I am self sufficient and capable of handling my own affairs as well as marketing communications for many clients, but retaining the feminine image allows me to feel complete and successful," said Gail.

Gail was named Outstanding Young Woman of America, was listed in Who's Who in the West and is often requested to lecture on marketing and public relations.

Between trips to Vic Braden's Tennis College at Coto de Caza and the La Jolla Museum of Contemporary Art, she can be found creating promotions for The Women's Bank and designer Beverly Trupp.

Gail Stoorza



"It took many hours as an apprentice, but once I became good at what I do, clients started coming to me. I am still amazed when someone calls saying I was highly recommended by a past acquaintance or a one time client."

According to Gail, one of the most amusing aspects of her business is the concept others have of what she does. "People call and ask me for a job in PR because they like to meet people. Little do they know that most hours in the day are spent planning and allowing the client to meet people, not putting on smiles for the public in your own right."

There are many men in her business, and she feels she must always be fully prepared when presenting a proposal or talking to a board of directors. "Preparation is the key to opening the door, and implementation of your plan ensures its remaining open," she said. "Maybe its easier to use charm in the beginning, but there is no staying power in a facade, whether you are male or female."

Her company is constantly expanding, and eventually she hopes to open an office in Los Angeles. "I want to do the best job I can at what I do best," she said. The lady usually gets what she wants.

Nancy Hoover



They Don't Notice Anymore

When the mayor turns up at a council meeting looking young, blonde and sparkly, she is bound to get a reaction. But Del Mar Mayor Nancy Hoover says, "They don't even notice anymore! When I first became the mayor, people took me seriously. I was the same person, but being mayor somehow gave me more credence," she said.

Although people seem to respect her opinions more since she's been the Honorable Hoover, Nancy feels that women are more acceptable as professionals today.

A native of California and currently a stock broker at Bache Halsey Stuart Inc. in La Jolla, the mayor was previously an assistant to the editor at *Psychology Today* magazine in charge of foreign publications.

She and her husband George live in Del Mar among the sand cliffs which provide the architectural design for their home. The Hoovers spent two years in Portugal and three years in Brazil before returning to Del Mar.

"My children, George and Nina,

love having their mother as the mayor," she said smiling, "and they really participate actively in achieving city goals."

Her outside activities include serving on the board of directors of the San Diego City Club and membership in the Sierra Club and Common Cause.

Nancy believes she has a positive attitude about life in the city and encourages others to work with the materials at hand and to become involved. "Even criticisms are valuable tools," she said, "because they're usually a result of thought."

Nancy recounted a few instances where she was featured in panel groups or asked to speak because she is female, but for the most part, once the job is hers, she functions in it with little regard to sex. "But," she said, "I think women make better parliamentarians because they have a tasteful way of asking people to do things. And women listen well."

Although she has been actively involved with her community, Nancy had no formal political training and her achievements should be an encouragement to other women who aspire to "running the town!"

NOT FOR MEN ONLY!

Artie Henderson



First Female Judge

Most women decide on their profession before or just after college. Artie Henderson was different; she began her undergraduate studies and combined it with law school at Western State University at age 34. After putting her husband through law school, she was divorced from him and had to resume her life with her two daughters on her own. "Law was a profession I was familiar with and enjoyed," she said, "so I pursued it. I also knew if I was going to succeed, I had to be the best in my field." Being a woman necessitated doing well just to stay in the running, according to Artie, who now serves as a judge in the County Municipal Court.

"San Diego was very provincial when I began, as they had no women city, district or U.S. attorneys." Artie was doing criminal work when the city attorney's office called and asked her to be the first woman prosecutor, which she was for one year. After participating in the defenders program for the city, she was the first woman

to be appointed to the bench in 1973.

"When I came to San Diego from Seattle, I worked in Encinitas as a waitress while going to school. My mother helped me a lot by taking care of my children," she said. In 1969 she became a partner in the law firm of Huntington, Bryons, Harper, Henderson, Burney & Newman-Crawford. When she was appointed to the bench by Governor Reagan, she was a Democrat and a woman, two basic strikes against her from his point of view. Yet she proved herself and now commands respect from others in the legal profession because of her outstanding capabilities.

Stability is the attribute that Artie projects in both her private and professional lives. "I must have objectivity on the bench, but most of all it takes a sense of humor to survive," she said.

Artie lives in La Jolla and keeps active by teaching evening classes at Western State and serving on the board of directors of Symphonia. ■

She's On!

"You're On, San Diego!" announces Susan Mauntel as she begins her dialogue with a different guest each weekday on her KCST-TV talk show. In the camera's eye since college days at the University of Colorado, Susan has lectured at the Seattle world's fair, modeled in San Francisco and Los Angeles, and appeared in over 40 national TV commercials. "After my San Francisco roommate taught me to walk properly, I made a photo composite and got a commercial from my first interview," she said.

While doing public relations for the Interior Designers Guild in Beverly Hills, Susan called the program director at KNBC in Los Angeles and informed him he

needed a replacement for the vacationing weather girl. Surprise! he allowed an audition. Armed with a taped interview of fashion designer-friend Rudi Gernreich, Susan guest-hosted on several talk shows, including *Sun Up* in San Diego. Once the concept of *You're On San Diego* emerged last winter at Channel 39, she was contacted for the job.

"The only drawback to a woman hosting a show such as this is the fear of intimidating male guests. But I feel that my job is definitely enhanced by my sex," she added.

According to Susan, curiosity is her best attribute. "I was hired for it. I like to know what's in other people's heads. If femininity helps me ferret out the answers to my questions, then I'm all for it!"

Susan Mauntel



Geraldine Weiss



Professional Bargain Hunter

Known mysteriously on stationery in her early career as "G" Weiss, Geraldine Weiss hid her gender from prospective clients because she felt they would prefer financial advice from a man. With approximately 1000 worldwide subscribers to her investment advisory publication service, *Investment Quality Trends*, Geraldine now advises banks, insurance companies, mutual funds, libraries and industrial investors.

"Twenty years ago, being a woman in my business was a definite disadvantage," she admitted. "Once I proved myself, I was elevated to the position of 'token woman' in the business and given special attention." She feels that attitude toward women is no longer predominant, and that she is respected on the basis of her merit.

"Women have as much grey matter as men," she said, "And we do a better job in investments because we've been taught since

birth to look for values." According to Geraldine, bargain hunting is instinctive for most women. "Men are often more inclined to take a gamble and play hot tips than women," she said.

"Most of Geraldine's clients are men because males subscribe to her publication service as a tool for their business. Regarding business ethics, she said that it is important to look for honesty and truth, "And cut out all the bull in business!"

A graduate of the University of California, Geraldine has been married for 30 years to her husband Richard, a retired Navy Commander who founded nine medical clinics in the San Diego area.

From the single letter G to a fully packed publication, the identity of Geraldine Weiss has resulted in distinguishing her as the only woman in the country who is editor and publisher of an investment advisory service. Not to diminish the importance of also being the mother of four children, Geraldine admits to loving the opportunity to act as homemaker when she can.

Managing Men's (and women's) Money

Interviewing for jobs in every occupation available was Lynn Moon's solution to locating an interesting occupation. "After months of research, I found that few women had interesting jobs. Since investing was my avocation, and I wanted a profession where skill and initiative were rewarded, I chose the investment field," said Lynn, who began her career with E. F. Hutton in La Jolla.

"My career began before it was fashionable to hire women, so I was fortunate to run into a very enlightened employer," she said. Lynn now owns her own investment counseling firm in Rancho Santa Fe.

Lynn has a degree from San Diego State and attended graduate school at the University of Illinois in pursuit of a Ph.D. "In academia I sensed something was missing. I loved the intellectual challenges, but it was all theoretical; there was no way to find out if an idea was correct. With investments, the quality of one's work is immediately proven or disproven," she said.

Most of Lynn's clients entrust her to invest sums in excess of four hundred thousand dollars, and she admits that she is one of those individuals who thrives on pressure and responsibility. Lynn is one of few investment advisors

trained to invest in a wide variety of investments. "I guess I'm a bit of a rebel, but I've never been able to see the logic of my profession's focus on the stock market, when at any given time real estate, antique cars, or agriculture might be a more prudent alternative," she said.

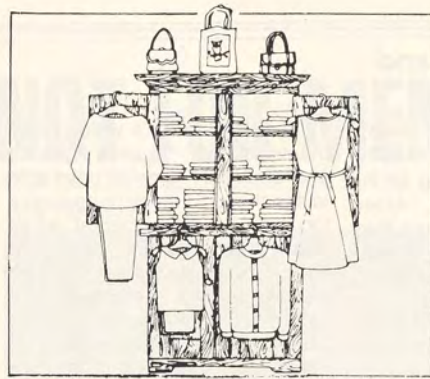
Lynn feels her main handicap is her total impatience with mediocrity and inefficiency. "I'm learning to hide my frustration, but I'm only really happy when I'm the boss, or I'm working with talented people." A member of the finance committee in Rancho Santa Fe, Lynn is also one of the 13 original directors of The Women's Bank in San Diego.

As part of her investment counseling program, Lynn organizes seminars designed to educate women in money management. "In California, women have just been given the legal right to co-manage the community property. With rights, there are always responsibilities. To be honest, few women understand even financial basics. Someday when circumstances dictate that they must stand alone, these women won't be prepared to survive," she said.

If an individual can reflect efficiency and good ethics in her person she can say, "I am good" and actually substantiate the projection, according to Lynn.

Lynn Moon





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LA COSTA NEWS

by Zetta Castle

La Costa Resort Hotel and Country Club celebrated with its largest New Year's crowd in its history. Restaurants, the Pisces, Steak House and Seville Room, were completely sold out as were the Main Dining Room and Vallarta Room, where the La Costa Country Club members held forth. The Vallarta Room was magnificently decorated in royal blue, silver and white. The 250 guests dined on a sumptuous meal prepared by **Chef Willy Hauser** and danced to the music of the **Bob Voss Trio**. The New Year's Eve gala had guests representing every state in the Union, which is always surprising, as most people think of La Costa members as being from within the area.

At the country club party . . .



From Los Angeles, beautiful **Julie London** and husband, famed pianist, **Bobby Troup**.



From up the coast at Santa Barbara, the airport commissioner, **Harold Rosen**, and wife celebrated the arrival of '77 with the **Irving Rosens**, also of Santa Barbara.



Drinking a toast to the New Year: The **Robert Coles** of West Hollywood and the **Al Bogatzes** of Westwood.



The **Lloyd Snooks** are among the many La Costa members from Phoenix, Arizona. They joined their Encino friends, the **Richard Seidens** for the New Year's gala.



Mr. and Mrs. Ed LaForte of La Costa.



San Francisco was well represented by La Costa members, the **Stan Sobels**, flanked on either side by fellow San Franciscans, **Mr. and Mrs. Charles Sugarman** and **Mr. and Mrs. Craig Morris**.

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The future of Leucadia was dictated by three unorthodox men: an escapee from civilization, a land-hungry railroad man and a silver-tongued con artist.

LEUCADIA: BUILT ON A WHIM

By Joan Patrick

Photography by S. Michael Woodward

The very first American to reach San Diego overland was jailed for his efforts. He was Jedediah Smith, "the Bible toter," a trapper and trail blazer who arrived in San Diego on New Year's Day in 1827. Governor Echeandia met him at the door of the local *cabildo*, swinging the keys. While Mexican Californians were tolerant of sea-going Yankees, they feared an invasion of Americans expanding westward by land. Yankee sailors got Smith sprung only when he agreed that he would never again come back to California.

But Americans are a footloose people. Undaunted by Smith's welcome, they kept coming. They came because they didn't fit in back East; because they couldn't stand domesticity, or the winters; because California meant easy riches and an easy life. Less than 70 years later, with the official closing of the American frontier in 1890, Governor Echeandia's worst fears had come true. California belonged to the Americans and the southern coastline was dotted with a succession of small boom towns, often no more than a mile apart, connected by the railroad and inhabited by people who had all come there from someplace else. The North County alone had in it not only Americans but Germans, French, Irish, Russians, English, Canadians and a sizable population of "celestials"—Chinese who had come to lay the railroad and stayed.

In a left-handed gesture to their recent past, many of the towns gave themselves Spanish names: Del Mar, by the sea; Encinitas, place of little oaks (although the Spanish grant of Las Encinitas Rancho lay farther east and became the German colony of Olivenhain); Solana Beach, sunshine beach. But between the northern boundary of Encinitas and present-day



Carlsbad, homage stopped and imagination took over. In 1887 a completely mapped and plotted town appeared there, fully-formed, like Athena from the brow of Zeus (a simile its founder would have sold his soul for): Leucadia. But that area around Los Batiquitos Lagoon had never been an ordinary place. While neighboring towns grew and thrived along predictable civic lines, the future of Leucadia was dictated by three unorthodox men: an escapee from civilization, a land-hungry railroad man and a silver-tongued con artist.

BEEKEEPER ON THE BATIQUITOS

The first white man to settle in what is now Leucadia was Nathan Eaton. He arrived there in 1875, a mere 50-odd

years after Smith had been booted out of San Diego. Eaton was in his 40s, a tall man for the times—nearly six feet—with blue eyes, a mysterious past and an affinity for solitude. Born in New Hampshire, he had served in the War Between the States, owned a department store in Chicago and been married to a beautiful woman. He later told people that his wife had left him after the Chicago fire burned him out because she couldn't stand the thought of being married to a poor man. The consensus was that this sequence of events had added his brain.

He drifted west, finally bumping up against the Pacific, south of Batiquitos Lagoon. Maybe it was lethargy or maybe he liked it, but there he stopped. He built a hovel on the southern edge of the lagoon, semi-domesticated a few hives of bees and settled down to bee keeping and gathering the salt off the lagoon. Out of soured honey and water he concocted a home brew he called methaglin, and spent the next six years in a state of contented semi-inebriation, all alone. He gathered salt from the lagoon when the water evaporated. After tamping the earth down flat and hard, Eaton crumbled the salt—it varied in thickness from a dried scum to a crust an inch and a half thick—into large, conical mounds. Then he laid brush over the mounds and when the brush dried, he fired it. The salt on the outside burned, resulting in a glassy salt icing that was impervious to water and kept the inside of the cone dry when winter rains came. To get at the salt, Eaton punched a hole through the icing. Then he plugged up the hole with a flat rock.

He traded salt and honey to nearby Indians, getting around in a wagon pulled by a team of mules. The wagon was nothing more than a box and frame



The northwest corner of 101 and F St. in Encinitas as it looked in 1887. Partially concealed behind the fourth gentleman from the right is a placard advertising Scott Bros. Real Estate, early Leucadia speculators.



An aerial view of Leucadia taken in 1957 shows the proliferation of blue gum eucalyptus introduced to the area in the 1870s by Ben Elliott.

Historical Collection Title Insurance and Trust Company

Nathan Eaton thought his little settlement of one new house, some bee hives and salt cones by the lagoon ought to have a name and christened it Eatonville. It was later to become Leucadia.

Historical Collection Title Insurance and Trust



The Encinitas school, about 1900. Pictured left to right are Mary Lux, an unknown boy, Harold Cozens, Polly Woodward, Bert Cozens, unknown girl, Pearl Thebo (a boy), Jesse Lux, unknown boy, unknown girl, Lyle Hammond, Sam Hammond and Jack Woodward.

held together with bale-rope. The mules' harness was made of bale-rope spliced with rawhide. On rainy days the rawhide parts stretched. When the weather dried out, they shrank. Whenever one of his mules died Eaton would pickle it and eat corned mule.

Eaton was a curious man who liked to tinker. He tried grafting figs onto the local sycamore trees and was pleased, but not surprised, when they bore fruit. One day he saw an advertisement for Australian salt bush in a newspaper. He sent off for some seeds and when he saw how fast they grew, decided the plant would make good cattle forage. He kept the seeds in his pocket and tossed out handfuls whenever he was sober enough to remember what they were doing in there. The weed had one virtue—it remained green and edible when everything else had died for the summer.

Eaton's first neighbor, the second white settler, arrived just ahead of the California Pacific Railway. His name was James Benjamin Elliott. He was Canadian, a section foreman on the

variety of figs. He should have talked to Nathan Eaton about grafting them to sycamores.

He had better luck with his eucalyptus. An Australian import that probably arrived in California with Aussie '49'ers, the trees took instantly to California soil. It was on Ben Elliott's homestead that the local blue gum culture was started.

By 1881, the railroad had attracted enough people to one spot on the coast that its inhabitants began thinking it should have a name and the town of Encinitas was born. When Thomas Ratton and John S. Pitcher laid out the townsite, they set out thousands of Ben Elliott's little yew and blue gum eucalyptus for shade trees.

The railroad stirred everybody's blood. It was the first tangible link with the rest of the U.S. and possibly remembering better days and a more civilized way of life, Nathan Eaton decided it was time for a new house. He scrounged left-over lumber from the construction camps for siding and shingled it with flattened metal powder cans. He then got to thinking that his little settlement of one new house and some bee hives and salt cones by the lagoon ought to have a name, too and christened it Eatonville.

But most of all the railroad meant that people shivering in northern winters could be lured west by the promise of cheap land and endless sunshine—and a way to reach them. Ben Elliott, who may have had the idea in mind from the very beginning, found himself with a new vocation: speculator.

He advertised his land in newspapers throughout the East and Midwest, and the area around Nathan Eaton's lagoon slowly began filling up. First to arrive was an Englishman named Hammond and his family—eleven in all. But after looking around for a while, they decided not to buy Elliott's land after all and took up some government land farther north, on a high mesa overlooking the ocean and the inland mountains to the east. Around the same time—1883—the Eugene Scott family moved up from Texas and took up a homestead just south of Nathan Eaton's half section on the lagoon. Scott was an ex-newspaperman and with his arrival the area got its own resident reporter. In his memoirs, "Early History of Encinitas California, 1882-1891" (typed manuscript, San Diego Historical Society, Library and Manuscripts Collection), Scott commented on his new and as yet unnamed hometown: "Up to about this date most of the ocean front lands in this section were government owned and open for public entry. Heretofore it had been considered worthless; no one had cared to file upon it or visioned any future for it." Scott was one of its first boosters,

loving the climate and describing it in prose no less gorgeous than the ocean-front scenery, but even in those early days, watching the influx of people and the inevitable changes they brought with them, he began having second thoughts about filling up all this beauty and replacing the "free-go-lucky-days" with an obsession with speed and change.

With the new settlers came the inevitable amenities of civilization and the following year Scott was elected one of the trustees of the newly-built Encinitas school, which served all the children in the area. It was already in its second year and counted among its 18 students three young Hammonds and Jennie Elliott, Ben Elliott's daughter.

It was Scott who decided Batiquitos Lagoon was too much of a mouthful and began calling it San Marcos. He was fond of his near-neighbor, Nathan Eaton, and in his memoirs noted that "in his sixty-odd years or more his hair was black as a raven and his shoulders still unbent"—unmindful of the fact that on Eaton's voter's registration the old beekeeper had modestly listed his hair as "gray." "His life was spent all alone—for he was shy of women," wrote Scott—"but, mighty polite to them when in their presence. His little world was wholly absorbed by the bees of which he had many stands and he

carried their aroma wherever he went as well as his own native smile."

But even Eaton could not help but see that his little world was expanding. Wrote Scott, "He got highly worked up on his visions for a railroad crossing—a big hotel—modern depot, etc. in front of Eatonville—finally wrote the head department of the Santa Fe Railway . . ."

One day the old man stopped Scott to ask him whether he'd heard any news about the Santa Fe putting up a crossing. Scott replied he thought Ben Elliott was getting ready to do something of the kind.

"He [Eaton] cleared his throat, tip-toed and smilingly answered . . . 'Well, I advised the Santa Fe people to get a move on themselves and put up a depot and crossing to attract the tourists that were coming in and seeking homes in this favored country of ours and help to settle it up; also called their attention to the fact that we poor hard up folks here in this wilderness had our hands full trying to stand off the quail, rabbits and coyotes, and now was the time for them to do their part.'"

Even the old hermit beekeeper had succumbed.

HERMIT BUILDS HOTEL

He was so sure it was going to happen that he scraped together his bee money and built a hotel. It was right by

the tracks, two stories, and it was called by its founder the Eatonville Hotel. The old man took Scott through it one morning, explaining that he'd had to compromise on a few things here and there because he didn't have the money to build it the way he wanted. Maybe from having lived alone for so long he had no concept of how much space was required for two people to stand next to each other at the same time, but the hallways were so narrow he and Scott had to walk down them single file, and pass sideways.

Eaton never finished building his hotel and never rented a room, although he brought his sister in from back East to help him run it. Shortly thereafter, his sister died. Eaton loaded her on his wagon, hitched his mules, and headed for San Diego to bury her. On the way he met an acquaintance, who, not recognizing the shape of the plank box Eaton had on his wagon, asked him what he was hauling. The old beekeeper turned around as though he wasn't quite sure, eyed it, and finally said, "Oh, just my sister."

Eaton was one of the few people left who still owned mules. They were too slow. The railroad had given people a new concept of speed, and men who had been catapaulted along the roadbed at heady speeds of up to 35 mph weren't content to jog along in a mule-drawn

continued on page 74

PREVIEW SHOWING

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LA JOLLA SOCIAL SCENE

by Alice Dutton



The Summers' family, **Jim, Betty, Linda and Harry**, hosted a gala Christmas party at their La Jolla home. The party featured the music of **Les Brown** and his Band of Renown, decorations engineered by noted interior designer **Cuilly Burdette** of La Jolla and fabulous finger foods by the Carriage Trade.



The Band of Renown with hostess **Betty Summers** giving each member of the organization a personal welcome to which the band responded with "Thank Heaven for Little Girls." **Brown**, second from left, has played for **Bob Hope** and his shows for several decades.

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Mr. Gordon Luce, president and chief executive officer of San Diego Federal Savings and Loan, was one of the many delighted guests at the **Harry Summers'** party.



Gorgeous December weather blessed the party given by **Mr. and Mrs. Harry Summers** at their La Jolla home. San Diego's popular Mayor **Pete Wilson** was among the 400 guests.



On hand at the tennis tournament were, from left, **Joseph O. Bixler**, president of the Southern California Tennis Association; **John B. Coman**, chief umpire, and La Jolla Beach and Tennis Club president **William C. Kellogg** who, with **Mrs. Kellogg**, hosted a reception for the hundreds of tournament participants and members of their families during the week-long tourney. The 18th annual National Father-Son Hard Court Tennis Championships were also held in conjunction with the Senior Hard Court championships. **Brad and Eldon Rowe** of San Diego won the father-son title for the second time.



One of the big sporting events in La Jolla is the National Senior Hard Court Tennis Championships held this year Nov. 29 through Dec. 5 at the La Jolla Beach and Tennis Club. When the curtain came down on this year's 28th annual tournament, **Barbara Weigandt** of Vista, left, had won the Women's Singles 45—for the 6th time. **William Scripps Kellogg**, former Beach Club president presented the trophies to **Mrs. Weigandt** and **Mrs. Helen Perez**, runner-up.



Mr. and Mrs. Robert K. Smith and **Mrs. Joanne Hutchinson**, right, celebrated the opening of new model apartments at the La Jolla Seville during the holiday season. **The Smiths** are La Jolla Realtors and **Mrs. Hutchinson** is on the staff of the La Jolla branch of Cannell and Chaffin.

SAN DIEGO OPERA

TITO CAPOBIANCO—ARTISTIC DIRECTOR

Götterdämmerung

by Wagner

Conductor

Henry Holt

Director

George London

Anna Green

as Brunnhilde

Alberto Remedios

as Siegfried

William Wildermann

Thomas O'Leary

as Hagen (interchange)



The primeval Teutonic gods and their pagan progeny suffer the inevitable curse of the Rhinegold.

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Tue., Feb. 22 7:00 pm

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Sun., Feb. 27 2:30 pm

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Restaurant Row

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 homemade 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.

LAURA'S ITALIAN RESTAURANT

Offers you the very best in authentic Italian cuisine. Owned and operated by the Scardino family since 1941, the menu offers a delightful mouth watering array from Veal Scaloppini, Veal Parmigiana, Cannelloni al forno, Manicotti al forno to raviolis, baked lasagna and the very best pizza in north county. Italian lunches and dinners with beer or wine. Modest prices. Wed. thru Mon. 11:30 a.m. to 10 p.m. 915 S. Escondido Blvd., Escondido, 745-5261.

LOS COMPAÑEROS

Rancho Bernardo's finest specialty restaurant presents the utmost in Spanish-Mexican cuisine. Visit us during the week and enjoy our luncheon specials from only \$1.25. At anytime, enjoy the patio atmosphere and sip on the super margaritas. Relax in the intimate cocktail lounge and entertain yourself at our piano bar. Whatever the occasion or whatever the time, visit Los Compadres for a new experience in dining. Located in The Mercado, just East of I-5 on Rancho Bernardo Road. Open every day from 11 a.m. 485-0110.

OAK TREE

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

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.

SAN LUIS REY COUNTRY CLUB

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

SEEN IN RANCHO BERNARDO



Dr. Merle Francis, leader of the RB Rejects with Rex Reese at the organ and Paul Ramsey, banjo player at the Seven Oaks Christmas party.



The 7 Oaks Christmas party was a huge success! Part of the audience is pictured listening to Louis Boidec, RB Reject's soloist.



Ed Spika, Dorothy Willets and Doug Mc Coy, members of the Seven Oaks Community Center Board enjoy refreshments at the Seven Oaks Christmas party.



Ned Headon, chairman of the Seven Oaks Christmas Party and Leon Kringle, president of the Seven Oaks Community Center Board. This party was held on Saturday, Dec. 18 from 1 to 4 p.m. and attracted a capacity crowd.



95 pints of blood were received when the San Diego Bloodmobile came to the Westwood Club on Dec. 15. Harry Klein registers Don Nielson, manager of Von's Market, as a blood donor with recruit volunteers Carol Farrell and Irma Bowen looking on.



Rancho Bernardo Community Blood Bank Officers are pictured here at the Westwood Club Blood Drive. From left to right, Col. Dave Willets, vice president; Dorothy Willets, secretary; Harry Klein, president, and P. J. Skill, treasurer. The Rancho Bernardo Community Blood Bank now has 150 units in their reserve fund with the San Diego Blood Bank. Since the September drive, 23 units of blood have been released to residents of Rancho Bernardo by the Community Blood Bank.



Dr. George Handy, local retired physician, checks donor Betty Heuer as part of the mini-health check given to all blood donors. The next Bloodmobile will be at Seven Oaks Auditorium Sunday, March 13 from 10 a.m. to 2 p.m.

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RANCHO BERNARDO



Mrs. Jon Engstrom, left, model and fashion coordinator, is chairman of the 8th Annual Spring Fashion Show sponsored by the Rancho Bernardo Junior Women's Club. Pictured with her are Mrs. Frank Randall, in charge of tickets for the April 2 event, and Mrs. John Masone, decorations chair.

The fashion show will benefit the new Pomerado Hospital scheduled to open in April. Because of the overwhelming response to this event and a lack of space on the Ranch, the fashion show will be held at Town and Country's new convention center. Tickets are \$10 per person and go on sale this month.



Sunny Klein, Rancho Bernardo resident, has been named coordinator of the Spring Conference of Council Five, Golden West Region, International Toastmistress Clubs, to be held at the Rancho Bernardo Inn, Saturday, Feb. 19.

The public is invited to attend the conference which will feature a press panel during the morning session. Mrs. Klein stated the panel will highlight public relations techniques which will aid organizations in publicizing community projects and goals. For further information North County residents may contact Mrs. Klein, 16191 Selva Drive, San Diego, CA 92128, or telephone 487-7540.



Christine Feldman of Rancho Bernardo has been elected president of the Pomerado Hospital Auxiliary in Poway. She is no stranger to volunteer work, having established a teenage club for boys and girls in Montreal with her husband. They also established a program with the Open Door Society promoting the adoption of multi-racial children. The Feldmans, according to the Guinness Book of World Records, hold the world record for travel—over 150,000 miles in the same camper through 76 countries plus 175,000 miles of sea travel. ■

THE BUSINESS CIRCUIT

FLOWER HILL NAMES OFFICERS

Lomas Santa Fe resident, Gretchen Silberberger, has been selected as the promotion director of the Flower Hill Center, according to Peter T. Fletcher, owner of the new shopping complex in Del Mar. Mrs. Silberberger previously served as promotion director for the Central City Association in San Diego for eight years.

This announcement was made at the recent meeting of the Flower Hill Merchants' Association. Also introduced at this meeting were the newly-elected officers of the Association. George Munger (The Perfect Pan) will serve as president; George Thomas (Branch of the Lily) is the vice president; John Burns (The Book Works) is treasurer and Mrs. Silberberger will serve as secretary.

STOORZA ADDS TWO ACCOUNTS

Color Design Art and Mesa Realty have been added to the client list of The Gail Stoorza Company, according to Gail Stoorza, president.

Nationally known designer Beverly Trupp and her prestigious Santa Monica company, Color Design Art, are recognized locally for the interior of Botsfords in La Jolla. Trupp is currently designing the new Torrey Club Restaurant, as well as numerous model homes, shopping centers, discos and residences throughout the country.

Mesa Realty has been specializing in subdivision sales for 19 years under the direction of Marvin Zigman and services San Diego County exclusively. The company has sold over 30,000 homes for a total of \$675 million.

SEARS BURIES THOUGHTS FOR POSTERITY

A large number of San Diego leaders in business, government, the arts, education and community service have projected thoughts 50 years into the future in response to a request for letters that were sealed into a time capsule and intended for opening in the year 2026.

The capsule was implanted in a ceremony held Dec. 31 on the site of Sears now-under-construction store in University Towne Centre, located at Genesee Street and La Jolla Village Drive, San Diego.

AUTO CLUB OPENS IN DEL MAR



Richard Dodson

The Automobile Club of Southern California opened its new Del Mar service office Dec. 13. Richard Dodson is the office manager.

Located at 2710 Via De La Valle, in the Flower Hill Center (east of I-5), the office will serve more than 7500 member-motorists residing in Del Mar, Cardiff By the Sea, Encinitas, Leucadia, Rancho Santa Fe and Solana Beach.

Seven staff employees will help members with traffic citations, vehicle licensing and insurance claims, maps and tour books, accommodations reservations, trip planning and world travel information.

In addition, the office will furnish a full range of insurance services.

The Del Mar office manager emphasized that all Club members can obtain service from any of the Club's 79 district offices located throughout Southern California.

RSF S&L TO OPEN ESCONDIDO OFFICE

Rancho Santa Fe Savings and Loan Association has received approval for their sixth office from the California Department of Savings and Loan. Scheduled to open in April, the new office will be located in Escondido at Grand and Maple. The new office will be the third branch facility opened by Rancho Santa Fe Savings since December, 1976. An office in Carlsbad was opened in December, followed by an Encinitas office Jan. 1. Rancho Santa Fe Savings, founded in May, 1973, also has offices in Rancho Santa Fe, Lomas Santa Fe and La Jolla. The Association currently lists assets of more than \$40 million.

SAN DIEGO FEDERAL EXPANDS

San Diego Federal Savings and Loan Association announced approval by the Federal Home Loan Bank of two new branch locations and expansion of an existing branch in San Diego County.

Gordon C. Luce, president and chief executive officer, said that construction will start soon on a branch facility in the Mount Solad area of La Jolla, within the Windemere Center, at the corner of Soledad Mountain Road and Caminito Cartgate.

Approval has been granted to start construction on a branch facility in Pacific Beach at the corner of Jewell and Garnet.

Expansion of the existing San Diego Federal Rancho Bernardo branch to a full service facility, with both savings and loan functions, will begin soon in order to accommodate the large volume of business the branch has experienced since it opened one and a half years ago. The Rancho Bernardo office is located on Bernardo Center Drive, next to the Bernardo Town Center shopping complex.

"Our firm is very optimistic about the future business in San Diego County and these three new facilities are evidence of our faith in our growing economy," Gordon Luce said.

CARTER NAMED CENTURY 21 PRESIDENT



Jack Carter

Jack R. Carter is the new president of the San Diego County Century 21 Brokers Council, Inc. He was elected to serve for the coming year by the board of the Brokers Council, along with Gerald B. Campbell, vice president; Patricia E. Hyland, secretary, and James C. Setterberg, treasurer.

HAYS NAMED BROKER ASSOCIATE



Daniel Hays

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

Born and raised in San Diego and a graduate of San Diego State University, Mr. Hays has been active in property management.

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

Dan and his wife Debby reside in Solana Beach.

HOME FEDERAL OPENS SECOND ESCONDIDO OFFICE

Home Federal Savings and Loan Association of San Diego opened its new satellite facility on East Valley Parkway in Escondido on Jan. 3.

The 1,000 square-foot Escondido/Park Plaza Savings Office is located at 1516 East Valley Parkway. The interior decor of gold and warm wood tones follows the Home Federal colonial theme.

Home Federal opened the Park Plaza office to expand the services offered by its office at 250 West Parkway, which provides a full range of family financial services for its customers.

To celebrate the opening of the Park Plaza Savings Office, giant (two by three foot) full-color California posters are being given away while the supply lasts.

Home Federal has 50 offices throughout California with over \$2 billion in assets and is the third largest federally-chartered savings and loan association in the U.S.

SNIDER RETURNS TO OCEANSIDE FEDERAL



Duke Snider, former Dodger baseball player, has returned to Oceanside Federal Savings after completing another season as play-by-play announcer for the Montreal Expos. Duke currently serves as community relations officer for Oceanside Federal Savings.

A Fallbrook resident for almost 20 years, Duke is available for presentations to civic, service and non-profit groups in North County. Local organizations should contact their nearest branch office for reservations.

His major league career started with the Brooklyn Dodgers. He came west when the team moved to Los Angeles in 1958. Snider also played with the New York Mets under Casey Stengel for two seasons, before leaving to manage a minor league club. He entered broadcasting in 1969.

Oceanside Federal, North County's original Savings and Loan Association, currently has 11 offices in North San Diego County and assets over \$280 million.

WEST COAST NATIONAL ANNOUNCES STAFF CHANGES

Personnel changes in the Vista Way and San Luis Rey Valley branches have been announced by West Coast National Bank.

According to L. Dean Bolar, bank president, David Laski has been named manager of the San Luis Rey Valley branch, replacing L. W. Patrick, who resigned. Laski has been manager of the Vista Way Branch since it opened in 1971. He is an assistant vice president of West Coast National.

Jean Jensen, who joined the bank main office staff earlier this year, has been appointed assistant manager in the San Luis Rey Valley office.

Administrative Assistant Mrs. Maureen Scaparo is acting manager of the Vista Way branch.

GREATER SLR COUNCIL PRESIDENT NAMED

James M. Gaiser of Carlsbad has been elected president of the Greater San Luis Rey Area Planning & Development Council (GSLR) for 1977 and was installed at ceremonies in the Twin Inns Jan. 8.

Melvin J. Smith of Oceanside, who served as GSLR president during 1976, will remain as a director of the organization.

Gaiser, who was a certified public accountant operating his own firm here from 1958 until 1975, currently is a registered investment adviser. He recently was named a director of Rancho Santa Fe Savings & Loan Association.



James M. Gaiser

Active in many civic and professional organizations, he is past president of the Carlsbad Rotary Club and has served as vice president and treasurer of the Chamber of Commerce. He is treasurer of the MiraCosta College Foundation and on the Advisory Board of the Carlsbad Boys Club.

Other GSLR officers for the coming year are William J. Morrissey of Oceanside, first vice president; Albert T. Scott of Vista, second vice president; Anton M. Johnner of Oceanside, treasurer, and Randall L. Mitchell of Oceanside, secretary.

Directors serving through 1977 are Harold Carpenter, Robert H. Coon and Frank Nielsen of Oceanside; Harold D. Wright of Vista; and George Chamberlin of Escondido.

Others serving as director through 1978 are John Blazier of Fallbrook; W. H. Mensching of Carlsbad; and Dr. Reid Binder, MD, Ben Ramsey and James Mack of Oceanside.

Those who will remain directors through 1979 are Orbee V. Mihalek of Vista; Robert Sanchez of Carlsbad; and Smith, Johnner and Mitchell.

PAT BEAN JOINS CENTRAL FEDERAL



Pat Bean

Poway resident Pat Bean has joined Central Federal Savings and Loan Association as public relations supervisor.

Most recently an on-the-air personality and account executive with XETV-Bay City Television, Mrs. Bean has also served as merchandising and promotion director of KGMB television and radio in Honolulu.

Founder and director of the R.B. Chorale as well as the musical organization's scholarship fund, Mrs. Bean is an honorary member of the San Diego Symphony Association media board and is a member of the National Academy of Television Arts and Sciences.

SENSOR PERM: CURLS BY COMPUTER

According to Mr. Hasso Schuhmann, co-owner of Antone's Coiffures at 926 S. Hwy. 101, Solana Beach, the latest twist in permanent waving is a computerized system that the hairstylist programs and controls.

The Sensor Perm by Realistic is the most advanced scientific instrument a hairdresser has ever used for permanent waving. It is the first system to combine solid state electronics, acid pH chemistry and professional expertise to achieve perfect perming every time. Since this electronic instrument is programmed by the hairdresser for the exact kind of hair and hair condition, Sensor Perm gives incredible flexibility and opportunities to do new things with and for a person's hair.

The breakthrough in Sensor Perm is the electronic monitoring and controlling of perm processing. It signals the hairdresser at the precise second when perfect processing has been achieved. No system has ever been able to do this before.

HOME FEDERAL AIDS COMMUNITY PLANS



Connie Geritz, left, and Home Federal Manager Jeanne Cleary, observed the opening of Home Federal's new Flower Hill Shopping Center office with a \$100 Home Federal donation to the Del Mar Civic Association of which Mrs. Geritz is president.

"Our donation has been added to the fund for building tennis courts at the intersection of Jimmy Durante Blvd. and Camino Del Mar," said Mrs. Cleary.

The office is open 9 a.m. to 4 p.m. Monday through Thursday, 9 a.m. to 5:30 p.m. Friday and 9 a.m. to 1 p.m. Saturdays. Visitors to the office will each receive a copy of a Lionel Barrymore etching, while supplies last.

HOSPITAL NAMES NEW CHIEF OF STAFF

San Dieguito Hospital takes pleasure in announcing that Joseph A. Bonanno MD FACC is its newly elected Chief of Staff, succeeding Dwight E. Cook MD ABFP.

Before joining the local hospital's staff in 1973 Dr. Bonanno was associated with the Sacramento Medical Center. A major in the United States Army, he was on active duty from 1968 to 1970.

Prior to taking over as Chief of Staff, Dec. 1, Dr. Bonanno was chairman of the hospital's Quality Patient Care Committee. He is also a member of the North County Cardiovascular Medical Group at 530 Lomas Santa Fe Dr., Solana Beach. Dr. Bonanno, his wife Diane and their four children make their home in Del Mar.

His medical fellowships in cardiology include Emory University School of Medicine, Atlanta, Ga.; University of Calif. at Davis, and American College of Cardiology, Bethesda, Md. Dr. Bonanno is Board certified in internal medicine, cardiology.

RSF SAVINGS ANNOUNCES STAFF ADDITIONS

Rancho Santa Fe Savings & Loan Association has made several staff additions recently, including seven new employees at their main office in Rancho Santa Fe.

Barbara Martino has joined the main office as an escrow officer. She attended USC and has had previous experience with a savings and loan, various independent escrow firms and a real estate company.

Kathleen Sweeny joins the staff in the loan servicing department. Her past experience includes teaching and doing promotional work in Aspen, Colorado. She has a B.A. in education from Arizona State University.

Susie Shull joins Rancho Santa Fe Savings as a loan processor. She is a graduate of San Diego State University with a degree in Social Welfare.

Karen Mausteller has been employed in the new accounts department. Her background includes eight years of various experience in banking and savings and loan work. She has also taken courses in business classes at the savings and loan institute at Valley College and College of the Desert.

Jennifer Goodjohn is the new receptionist at Rancho Santa Fe Savings' main office. Ms. Goodjohn is a graduate of San Dieguito High School and has attended Mira Costa Community College and Escondido Business College.

Jane Reis joins Rancho Santa Fe Savings as a teller. Prior to joining Rancho Santa Fe she had spent eight years in banking and had been a business development manager for a Los Angeles company.

Marianne Fabrizio joins Rancho Santa Fe Savings in the accounting department. Her past experience includes working in new accounts and working as a bank teller. She is also a graduate of Skadron College of Business in San Bernardino.

Rancho Santa Fe Savings has added Genny Kinsey to their teller operations and new accounts services in the Lomas Santa Fe Office.

Ms. Kinsey's background includes banking experience in a loan department and in commercial banking. She has also been a free-lance model and a National Airlines stewardess.

The 3½ year old association currently has assets of more than \$40 million deposited in four locations.

RB FAST FOOD CENTER UNDERWAY

Construction has started on a fast food and convenience center which will be the first for the 5900-acre New Town of Rancho Bernardo, according to H. Lee Troutman, vice president, commercial/industrial for Avco Community Developers, Inc. (ACD).

The 16,000 sq. ft. center is a project of Rancho Bernardo Fast Food Center. Partners are William W. Carstens, Stanley C. Swartz and LMR, a California general partnership of which William M. Chance is general partner.

The Rancho Bernardo Town Center, being developed by Avco Community Developers, Inc. who is also developing the 5900-acre new community, is already well established. Located on a 110-acre site adjacent to I-163, the Town Center is made up of financial institutions, restaurants, office buildings, convenience shopping, retail and high fashion stores.

Troutman said eight sites have already been acquired by financial institutions with the most recent, Home Federal Savings and Loan, under construction and nearing completion. Eight other banks and savings and loan offices are already doing business in the Center. A branch office of the San Diego Library and a large medical center with a number of suites still available for lease are also nearing completion.

Centrally located in the Town Center is a lushly landscaped lake and park with a series of walking and jogging trails which were built by ACD for the enjoyment of both employees and visitors to the Town Center.

Value of the Fast Food Center is \$1.4 million according to Carstens.

Carstens said 9,000 sq. ft. have already been leased. Businesses, which are expected to open approximately April 1, will include Jack-in-the-Box, Carl's Jr., Seven-11 and Dean's Photo.

The Center is located at the corner of Bernardo Center Drive and Lomica Drive, in the southwest corner of the Rancho Bernardo Town Center.

In keeping with quality architectural and design standards applicable to all businesses in Town Center, the Fast Food Center will have a tile roof and the entire site will be landscaped.

H. Lee Troutman, vice president, commercial/industrial for Avco Community Developers, Inc., developers of Rancho Bernardo, is responsible for the development of the Town Center.

DESIGN SERVICES OFFERED

Design 2000 Interiors, 1241 Cave Street in La Jolla, now offers complete interior design services for home or business.

Owned and operated by Doug and Pamela Jones from Toronto Canada, Design 2000 Interiors specializes in "extraordinary, custom, contemporary furnishings." Some of their exclusive lines include carpets "hand-crafted to your specifications" by Edward Fields; one-of-a-kind furnishings which many consider pieces of art by Paul Evans; imported hand-blown crystal lighting fixtures; suede and leather sofas and chairs; and tables made from fine burls—walnut, olive, ash, and rosewood.



Design 2000 Interiors Showroom, 1041 Cave Street, La Jolla.

Doug and Pamela were recently selected to complete a designer's showcase home in Mission Hills not far from one of their major commercial clients, Park West Realty at Washington and Hawk Street. They have also done many homes in La Jolla and North County.

The showroom on Cave Street is open Monday through Saturday, 10 a.m. to 5 p.m. and Sundays and evenings by appointment. No charge is made for consultation.

JANKOWSKY IS NEW LEASE CONSULTANT

Richard K. Jankowsky, 34, a Rancho Bernardo resident, has joined PHD Corporation as a lease consultant.

Jankowsky is a former vice president of California First Bank where he served in the real estate trust department for 3½ years. Prior to his joining the bank, Jankowsky was associated with San Diego Trust.

A former lieutenant in the Navy, Jankowsky was a skipper on a patrol craft in Vietnam during 1967-68. He is a graduate of the University of Michigan and holds a degree in business administration.

His wife Irene is president of the Rancho Bernardo Junior Women's Club.

COUPLE OPENS 'HIS & HER' STORE

You've heard of 'his & hers' towels, now there is a 'his & hers' store on the corner of Prospect and Ivanhoe in La Jolla. Or maybe you've heard the one about the two stores under the same roof? He runs one and she runs the other.

The he and she are Bob and Marj Metz; their stores are The Video Company and Sportique. When the Metzses moved to La Jolla last summer they decided they wanted to share their life together. As they explain, they want to "do their own thing, but together." They also wanted to create a unique atmosphere in La Jolla.

The "he" side is The Video Company, owned and run by Bob Metz. Bob considers his business an exciting hobby-type business. He carries video recorders, cameras, accessories and the Advent VideoBeam Television with the 7-ft. screen. Bob hopes that "people will come into the store where this type of equipment is on display, pick up the equipment and see how easy it is to use." Bob feels that "video as a media is here to stay and is now within the reach of many individuals for home entertainment, as well as for business instruction and training."

On the other side of the store, with white walls and contemporary furnishings, is Sportique. Marj Metz owns and operates the store that advertises itself "for today's lady who wants sophistication, but demands casualness." Marj carries a variety of designer clothes including Yves St. Laurent and Ralph Laurent, along with newer, upcoming designers from New York and Paris.

In buying and selling clothes Marj has her own personal philosophy: "Whether a person wishes to spend more or less makes no difference to me. I'm more interested in creating a 'put-together'."

SHELTON JOINS SOUTHWEST BANK

Thomas C. Shelton has been appointed vice president, commercial loans at Southwest Bank's Solana Beach office, President Sid Fox announced recently.

Shelton, a graduate of Stanford University, has been a vice president of Security Pacific Bank in Los Angeles and an account executive at Shearson Hammill in San Diego.

RANCHO SANTA FE
GAZETTE
 EDITED BY LOUELLA LIVERWURST



READY --- SET ----

You're looking at the executives of the new Loeb, Rhoades & Co., members of the New York Stock Exchange, who have just recently opened an office on Paseo Delicias, Rancho Santa Fe. At this point, the painters were still painting and business was not quite "as usual." Left to right: Braughler "Brock" Cowan, resident vice president, William Magoffin and William Pharr ... all Rancho Santa Fe residents.



CHURCH BIDS FAREWELL TO CAUGHEYS

Don and Vivian Caughey were given a heartwarming "farewell party" on Sunday afternoon, Jan. 2 in the Christian Education Building of the Village Church, Rancho Santa Fe. Rev. Caughey is now Pastor Emeritus of the church he headed for the past eight years. The congregation presented a beautifully engraved silver tray to him and Mrs. Caughey as a lasting memento of their affection and esteem.

FELLOWS, BULLOCK ENGAGEMENT ANNOUNCED



The engagement of Sheryl Fellows to James K. Bullock was announced at a small family party given by her parents in their home on Dec. 14 and followed by a dinner at the Inn.

Sheryl is the daughter of Mr. and Mrs. Russell Quincy Fellows, Rancho Santa Fe residents since 1952. She attended La Jolla Country Day School and was graduated in 1971 from the Colorado College.

Jim is the son of Dr. and Mrs. Weldon Kimball Bullock of San Marino. Dr. Bullock is the chief pathologist for St. Luke Hospital in Pasadena. Jim graduated from La Verne College in 1963, joining the United California Bank at that time. He has been manager of the Lomas Santa Fe office since 1969. Jim is past president of the Solana Beach Chamber of Commerce and of the Del Mar Rotary Club. He is currently serving on the Board of Directors of Lomas Santa Fe Country Club.

The wedding date is set for May 31 at the Village Church with a reception following at the Garden Club. May 31 is also the wedding anniversary of Mr. and Mrs. Fellows.

RANCH WOMEN HEAD BISHOP'S HORSE SHOW

The fourth annual Bishop's Schools Horse Show and Country Fair will be held on March 26 and 27 at the Rancho Bernardo Show Grounds in Rancho Bernardo.

The major special event fund raising activity of the 1976-77 school year is sponsored by the Trustees, the Alumni Association and the Parents' Association for the benefit of the school's general fund which includes scholarships, faculty equipment, capital improvements and instructional equipment.

Mrs. Charles J. Smith (Clara Lee) and Mrs. C. Ray Harmon (Lucille), Rancho Santa Fe, have been appointed the co-chairmen of this annual event.



Mrs. Charles J. Smith, left, and Mrs. C. Ray Harmon, both of Rancho Santa Fe, are the co-chairmen of the 4th Annual Bishop's Schools Horse Show to be held on March 26 and 27 at the Rancho Bernardo Show Grounds.

Preceding the horse show, Mr. and Mrs. James H. Knox of La Jolla will host a "Stirrup Cup" party and the evening of the first day, Mr. and Mrs. Richard K. Colbourne of Rancho Santa Fe will prepare the "Round Up Bar-B-Que" dinner on the grounds of the show.

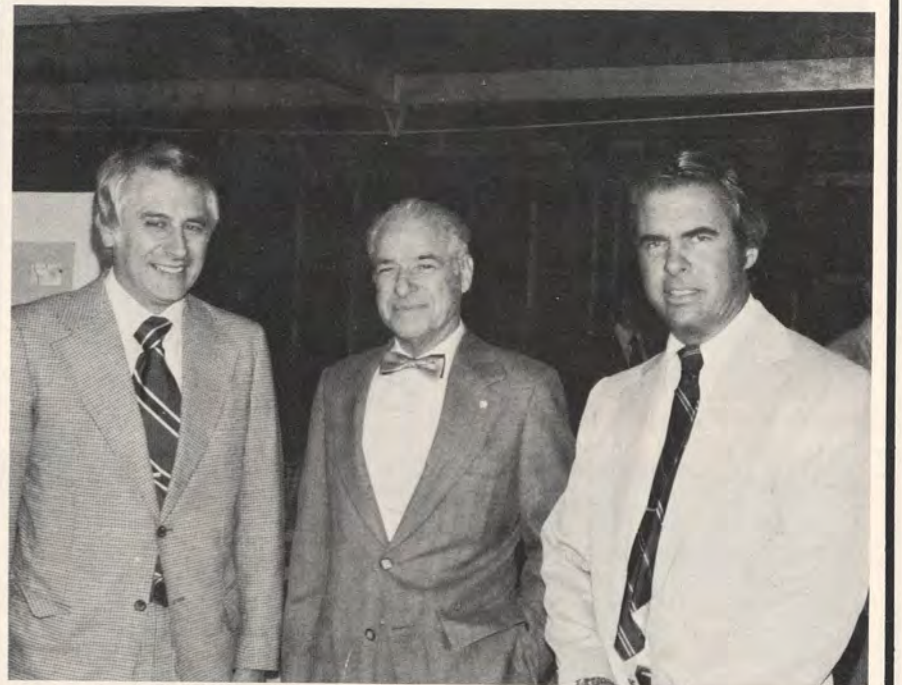
The Bishop's Schools Horse Show is approved by the California Professional Horsemen's Association, Chapter One; by the Pacific Coast Hunter, Jumper and Stock Horse Association and by the American Horse Show Association.

The two day event will be open to the public and there will be no admission charge for spectators. Food and beverages will be available on the grounds.



MEET MR. ED

Mr. Ed Sensor and his wife are the new owners of Casa de las Flores, just relocated on Via de Santa Fe. As soon as the shop is complete, Anita Sensor will be the new manager.



GUESTS AT PREVIEW SHOWING

Anthony Bregante, left, and Art Wells, center, both senior vice presidents of San Diego Federal Savings & Loan Association, and Theodore E. Gildred, president of Lomas Santa Fe, Inc., were among those who attended a preview showing of the new Hacienda Santa Fe development just east of Rancho Santa Fe. Lomas Santa Fe, Inc. is a partner in the Santa Fe Company, a joint venture which developed the sub-division of one-acre and larger rancho estate sites.



BLESSING OF THE HUNT

The opening hunt of the Santa Fe Hunt Club was, as always, a most colorful affair in the very early hours of the morning. Dennis Dale, huntsman, kneels flanked by Harry Polonitza (left) and Boden Robitaille (right), honorary whippers-in. Mrs. Ramon Ruiz assisted Father Sierra.

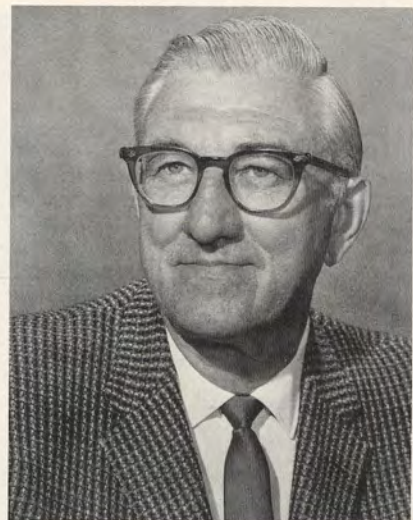
ROBERTS NAMED GOLF TOURNAMENT CHAIRMAN

Bill Roberts, a retired Navy Captain and a Solana Beach resident, has been named general chairman of the \$165,000 Kathryn Crosby-Honda Civic Gold Classic to be played at Whispering Palms Country Club.

The 72-hole event which will attract all the world's leading women golfers, is the 3rd richest on the LPGA tour. Mrs. Crosby, who serves as honorary chairwoman, will invite celebrities to participate in the Kathryn Crosby Tee Party that will be conducted during the final two days of the regular tournament.

Captain Roberts has named thirteen committee chairpersons to serve on the tournament staff.

They are Bill Beales of Encinitas, finance; Spence Carr of San Marcos, marshal; Be Roberts of Solana Beach, scorers; Ann McLaughlin of Whispering Palms, scorers; Dr. Vernon Erchenbeck of La Jolla, medical; Ray Boothe of Encinitas, parking and ticketing; Bill Blackwell of El Centro, communications; Willie Hunt of Clairemont, visual boards; Marie Heavey of Whispering



Capt. William Roberts

Palms, sponsor activities; Gene Jackson of Encinitas, caddies; Harry Petridge of Carlsbad, support; Randy Russell of Carlsbad, starters, and Inez McDowell of La Jolla, charity liaison.

Volunteers are needed to serve as marshalls, scorers and transportation aids during the tournament. Those who would like to participate should call the tournament office at Whispering Palms Country Club.

SAHMS HOST OPERA-SYMPHONY MUSICALS

Once again the Roland Sahms of Rancho Santa Fe generously donated their beautiful ranch estate for a spectacular Sunday afternoon musicale, all proceeds going to the San Diego Opera and Symphony.



Hostess Mrs. Roland Sahn



Host Roland Sahn



Mrs. Frank Warren, Opera Auxiliary co-chairman.



Mr. and Mrs. Stephen G. Fletcher

RSF SAVINGS & LOAN OPENS ENCINITAS BRANCH

The Encinitas Branch of Rancho Santa Fe Savings & Loan was formally opened last month, and despite the inclement weather a full house of well-wishers were on hand to share a cocktail buffet. This attractive branch is conveniently located in the Town & Country Shopping Center, Encinitas.



Supervisor Lee Taylor



Mimi Craven, wife of Assemblyman William Craven



Mrs. Richard Colbourne, Mrs. Frank Warren, Mr. Herbert Pratt and Mr. Frank Warren



Kaye Christianson & Kay Wasser



D. W. Ausbrooks, executive vice president of RSF Savings & Loan with Fern Lebel, manager of the new branch.



Mr. and Mrs. Jon T. Green



Bill Johnson and Jim Thomas

A MERRIE OLDE ENGLISH CHRISTMAS

The party was the most imaginative ever! A bus, decked in the Christmas manner and driven by an English Beefeater (**Bill Johnson**) and Jester (**Jim Thomas**) transported guests by the score to the bedecked door of the **Thomas** home. Fires glowed on every hearth, the tallest Christmas tree in the county was regally bedecked in the center of the living room and the festive board fairly groaned. Santa Claus arrived at the height of the party and presented each lady with mistletoe . . . and when guests departed it was Santa Claus himself who drove the bus with farewell greetings to all for the happiest of holidays.



Dr. Dave Flanagan and hostess Eloise Thomas



Mrs. Jerald Lewis



Host Paul Thomas and Joan Holmquist



Dick Arendsee, Ann Allred, Judy Arendsee and Stephen Fletcher



Dr. D. L. Secrist and wife Jan



Dragon Sherman and Jinx Ecke

LAS DUENAS TO HOST WINE & CHEESE PARTY

The Lomas Santa Fe Country Club will be the setting for a Wine and Cheese Tasting Party on the evening of Feb. 3 from 6:30 to 9:00 p.m.

Las Duenas members have planned this evening for the benefit of the Children's Home Society, and donations of \$4 per ticket are being taken by **Mrs. Robert Brue** at 756-3991. Chairwoman of the evening is **Mrs. Arthur L. Brown**, assisted by **Mrs. Robertson Schaeffer** as co-chairwoman. Decorations are under the supervision of **Mrs. Harvey Schuster** and **Mrs. Craig Starkey**, and they have chosen silver wine coolers filled with red and dusty pink carnations as the table theme.

Cheeses from around the world will be served by **Mrs. Gordon Bartain** and **Mrs. Charles Giacomini**. The wines to be sampled include Charles Krug, San Martin, Inglenook, Lords & Elwood, Sebastiani Vineyards and Souverain.

NORTH COUNTY'S LOSS

The recent death of **Madison Monroe Myers** was a sad occasion for North County residents whose friendship with **Mr. Myers** extended over many years.

Mr. Myers opened the first Chamber of Commerce office in Solana Beach, was with the Citizens Coordinate of San Diego for three years and was a board member of the Lomas Santa Fe Country Club and number three on their roster.

His banking career prior to coming to California included 21 years with the Federal Reserve Bank of New York.



Madison Monroe Myers

THREE GENERATIONS OF WORK

The Thackeray Gallery in San Diego will have something very special this month, beginning Feb. 12. The paintings of **David Humphreys Miller**, well-known Ranchoite and painter of Western action (in particular the Western Indian) will be exhibited along with his father's work and the work of his great Uncle, **Karl Schmalhaus**. Although **Mr. Lew Miller** and **Mr. Schmalhaus** both specialized in landscapes, there are some Indian paintings in each generation. The public is cordially invited to attend this showing which will last until Feb. 28.

THE WIDE WORLD OF TRAVEL



MALLORCA: An Island of Delights By Carol Baker

Mallorca competes closely with Los Angeles in the variety of diversions available within a small area (40 miles by 40 miles).

The island, largest of the Balearic group, lies 130 miles east of mainland Spain. About half of the 400,000 inhabitants live in Palma, the city capital.

Palma, which means "palm tree" in Spanish, is appropriately named. The "Paseo Marítimo" (a wide sea-front boulevard) is lined with palms. Stretching 12 miles around a broad bay, Palma combines the enchantment of centuries

past with the conveniences of time present.

Down at dockside, card playing is the daily pastime after the fishing boats tie up. One pier away, the tall masts of sleek pleasure yachts bob gently with the water. Farther along, large cruise ships moor for a day or two. And in the bay beyond, gargantuan aircraft carriers and other vessels of the Sixth Fleet drop anchor.

Ashore, luxurious hotels and apartments, side by side with gothic structures like the cathedral, La Lonja (Stock Exchange) and Bellver Castle, dominate the skyline. Due to tourism, Palma is cosmopolitan in character, yet

has the knack of accepting and absorbing without losing its original essence.

The sixteenth century city hall stands sedately in the middle of a bustling shopping district. The typical and traditional shops of mall-like Via Sindicato contrast with the haute-couture boutiques and airline offices of Jaime III Street. Winding cobblestone streets lead to ornate Italian Renaissance homes, check-by-jowl with modest rooming houses.

A good place for people-watching is the Bar Miami on the Borne, the main street leading up from the port area. Try some espresso coffee with an "ensaimada," the queen of Mallorcan pastries.

Taxis are the best way to get around Palma. They are inexpensive and besides, parking is at a premium. For days outside the city, car rentals are more economical (from \$10 per day including mileage).

When the asphalt of Palma becomes monotonous, head east toward the airport to El Arenal, the Miami Beach of Mallorca. Should a more secluded spot suit your fancy, numerous reclusive bays and coves nestle into the coastline around the island.

Little wonder so many landscape artists are drawn to Mallorca, for the variety of landscapes, limpid waters and iridescent skies is unmatched anywhere.

Mallorca is a sensuous island... a palette of colors, sounds and experiences.

The ochre beaches. The fertile central plains dotted with quixotic windmills which irrigate up to five crops a year. The geometry of layered terraces ascending the hillsides at Banyalbufar. The craggy cliffs of Formentor and Cala San Vicente which have a sculptured air about them. Torrente de Pareis, a grand but narrow canyon with walls 1,400 feet high. The exalting greys of the mountainsides: Puig Mayor, the highest peak, reaches nearly 5,000 feet. Some 200 caves including a subterranean cathedral at Arta, and Drach, where a symphony of stone hides an underground lake.

The millions of almond trees. The sweet orange orchards of Soller. The grotesquely gnarled old olive trees. The balmy air perfumed by forests of green pines.

The talaiots, remains of megalithic monuments 3,000 years old. The

medieval walls and Roman amphitheater at Alcudia. The eighteenth century monastery in Valldemossa, where Chopin composed great music more than a century ago. Another monastery high in the mountains of Lluch, a favorite Sunday picnic spot for Mallorcan families. The imitation-pearl factory at Manacor (the process is a well-guarded secret). The wax museum at Inca. And the nightclubs and discothèques of Plaza Gomila.

Sports facilities include swimming, snorkeling, boating, windsurfing, water skiing, tennis, fronton, golf, horseback riding and bicycling. Many Mallorcan farmers have never traded in the practicality of bicycles for short distance travel. Take in a spirited soccer match, or the mythological struggle between Theseus and the minotaur at Palma's bullring on a Sunday afternoon.

Prices are going up (Do they ever go down?), but perhaps faster here since Spain's inflation rate is currently running at 20 percent. Hotel prices vary from \$5 a double at a modest pension to \$30 for two at a luxury hotel like the Formentor or the Son Vida.

Visitors needn't worry about unforeseen necessities. Large department stores and tiny shops sell everything from camping equipment to high-fashion hairpieces.

During the Middle Ages, Arab merchants exported Mallorcan ceramics to Baghdad. Local craftsmanship still reaches its maximum dimensions in the originality and richness of its ceramics... from the "siruelles" (crude clay whistles) and earthenware dishes to the fine Greek-like pottery of Felanitx.

Other shopping possibilities include wrought iron work, wickerware, raffia basketry, hand-embroidered linens, soft leather shoes, blown glass (a legacy from the Phoenicians), durable Vicens fabrics, glazed tiles and olive-wood souvenirs.

A traditional symbol of peace, the olive has dominated island tables ever since the ancient Phoenicians planted olive trees throughout their Mediterranean empire.

In the old wine cellars of Inca, dinner is served in the shadows of huge wine barrels. Island specialties include "fritos" (pork and potatoes fried and spiced), "sopas" (a vegetable dish vaguely resembling French onion soup), "Sobrasada" (paprika-spiced sausage) and "lechona" (suckling pig).

With the democratic reforms currently taking place in Spain, it is possible that Catalan will replace Castilian as the official language of Mallorca. But it's a fervent hope of the millions of visitors who already know the island that Mallorcans will never lose their "simpatico" nature or their age-old tradition of hospitality. ■



There's a Very Special Place For You to Enjoy Lunch Or Sunday Brunch

It's the Lomas Santa Fe Country Club, where you can enjoy lunch or Sunday Champagne Brunch in a comfortable, relaxed setting overlooking the golf course and Pacific Ocean.

Delicious fresh fruit, chicken crepes and homemade pastries are among the highlights of our Sunday Champagne Brunch.

Seafood specialties, Mexican dishes, hot and cold sandwiches, salads and homemade soup are featured on our new luncheon menu.

Luncheon served Tuesday-Saturday, 11 a.m.-3 p.m.; Sunday brunch, 10 a.m.-2:30 p.m. Closed Mondays.

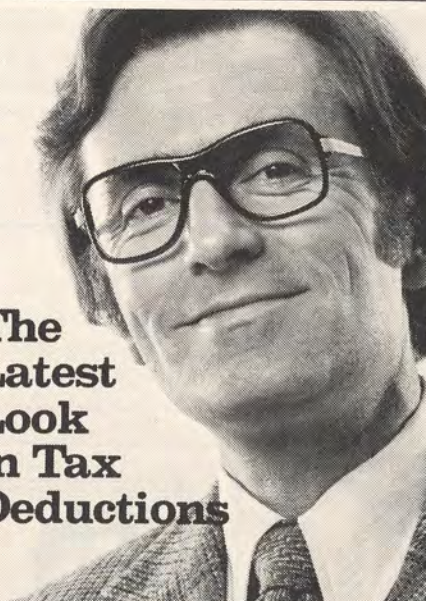
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VILLAGE OPTICAL FASHIONS

Ruby Shumate, Owner
Fashion Frames for the Entire Family

On fishermen's wharf, after the morning's catch is brought ashore, card playing is the pastime. Carol Baker photo.

Loeb Rhoades opens new brokerage office in Rancho Santa Fe

Loeb Rhoades is pleased to announce that it has opened a new branch office in Rancho Santa Fe, and looks forward to providing you with our full range of innovative, individual investor services.

You will find Loeb Rhoades to be one of the largest and most broadly-based firms in the securities industry today. An acknowledged leader in investment banking and brokerage services, we have an extensive network of over 70 domestic and foreign offices, and employ some 3000 people. Loeb Rhoades maintains one of the largest capital positions in the industry.

Stop by our office. We will be most happy to tell you more about our individual investor services.

Braugler "Brock" Cowan
William R. Magoffin
Richard R. Pharr

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NEW LOCATION
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Old-timers will still tell you that "Merle is where the post office was."

continued from page 57

wagon anymore. A mania for harness racing gripped the country, and North County was no exception. Nearly every town had a race track. Bicycles were still a novelty on the West coast, although in the East they were so fast they were a menace on the roads, and speeding bicyclists were known as "scorchers."

Racing was one of the few recreations people had. Life was too hard to afford much leisure—or money—for play. In those days just getting a horse and wagon up Torrey Pines grade and over Penasquitos Creek in the rainy season was a major undertaking. The margin between success and failure was often very thin. Land too infertile to yield—scanty rainfall—a runaway horse and a smashed wagon—any of these was enough to reduce a family to genuine want.

But there were compensations. In springtime the land was so beautiful it was a joy to look at. There were wildflowers everywhere, and when the train reached Los Batiquitos it would stop and let the passengers out to pick wild poppies. A road had been built from the bluff to the ocean that was wide enough for a horse and buggy, and people could ride on the beach in the moonlight when the tide was out. There were bath houses on the beach and people went down not to swim but to take baths. But it was an even bigger treat to go up to the hot sulphur springs in Carlsbad and take a mineral bath in water nobody had to heat first. One of the Hammond sons had married a piano teacher, and the Hammond homestead became a center for social activities in the area. Occasionally there were dances at the Olivenhain Meeting Hall. Outsiders invariably felt overdressed, but people were so friendly it didn't matter. Families traded foodstuffs back and forth and helped each other over rough times and married each other's sons and daughters. Sometimes it seemed as though the very hardships of the life brought people closer together. Ironically enough, the man who did the most to destroy that way of life was the man who put Leucadia on the map.

Colonel Tom Fitch, "the silver-tongued orator of the West," was a charmer, a larger-than-life hyperbole straight out of his own advertising copy. He was an East coast boy, a New Yorker, who quickly succumbed to the



tug of frontier life and faded in and out of several careers—author, politician, lawyer, newspaperman. He even appeared as a character in Mark Twain's *Roughing It*. Fitch had a knack for being where the action was. He was on hand in Virginia City during the early hell-raising days of the Comstock silver strikes, and in California during the boom years of the 1880's. Sometime in between he fought a gun duel and as a result he walked with a limp for the rest of his life. He founded the *Daily and Weekly Bee* in San Diego in November of 1887, but the papers were taken over by the *San Diego Union* less than a year later. Next he began writing real estate advertisements for the firm of Howard and Lyons, where he distinguished himself with his classical references and overblown phraseology. (He once described Pt. Loma as having a "brow of purple and feet of foam.")

By this time the land boom was in full swing and Fitch, who had picked up a lot of practical wisdom during his various careers, decided to have a crack at it. One bit of wisdom he had picked up was an old miner's dodge known as salting. Men who had mined a hopeless claim would "salt" it with top-grade ore specimens from another mine. The first tenderfoot dumb enough to fall for it would find himself the owner of a hole in the ground which was often very pretty but not worth the paper the deed was printed on. Fitch decided to "salt" the North County coastline.

LEUCADIA IS BORN

The first thing he did was form a syndicate, The Leucadia Company. The first thing the syndicate did was buy up Ben Elliott's homestead and timber claims along the railroad, map it and plot it (the streets had unpronounce-

Let George Do It!



George Davignon is very well known in Escondido. Not only does he run a furniture store (since June 1, 1962, when he bought an existing business on Grand Avenue), but he has been very much involved with civic interests as well. George was president of the Escondido Chamber of Commerce in 1970; many times a member of the Board of Directors of the Downtown Businessmen's Association; past president and a member of the Board of Directors of the Home Furnishings Association of San Diego; a member of the Kiwanis Club, and a member of the House of Prayer Church. He and his wife Doris have two sons; George, a pediatrician at University Hospital, and Bob who graduated from the University of California at Davis and is a teacher at Mesa Jr. College in San Diego.

George Davignon has built his business on two important words: "Personal Service." Over the years, the simple Colonial style of furniture underwent a transition as customers wanted higher quality "collectibles" . . . Early American, yes . . . but some primitive, some formal. So, each year, George goes back to the East Coast for the newest in the New England influence; to the Los Angeles market monthly; to the San Francisco market several times each year. George Davignon personally *hand-selects* the furniture he carries in his store—and in the months to come, we'll show you several exciting examples of what George did (when he went buying!).



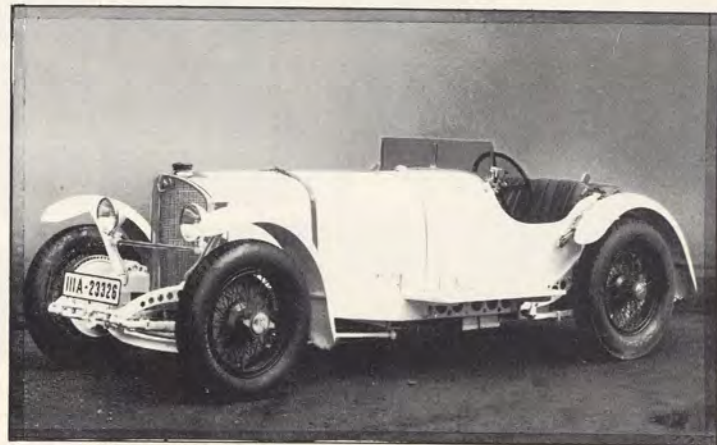
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(one of a series of pictures of the Mercedes from 1901-1963)

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Eugene Scott decided Batiquitos Lagoon was too much of a mouthful and began calling it San Marcos.

able names like "Orpheus" and "Hermes") and call it Leucadia.

Fitch had probably found the name on a map; Leucadia is a small island off the west coast of Greece. The streets he named after Greek deities, although there weren't too many of them and he was reduced to sneaking in a few Roman deities as well. Never mind. The idea of a Golden Age, a city with a classical setting, splendid and full of promise, had been firmly implanted in the bone-dry Eatonville earth.

On October 25, 1887, the following writeup appeared in the Legal Notices section of the *San Diego Union*: "The Leucadia Company have made large and elaborate preparations for their opening sale," the article began. "Tomorrow, Wednesday morning, the Leucadia excursion train—or rather trains, for it will require more than one locomotive to haul the cars—will leave the D street depot at 9 o'clock. The City Guard Band will accompany the excursion and discourse sweet music during the day. Arrangements have been made to feed 1,000 people on the grounds, and a pavilion with seats for that number has been provided on the ocean bluffs. After lunch, Mr. Fitch is to address the audience on 'Greek Gods and California Boomers,' and then the auction of 200 lots will begin. It is believed there will be a large sale, for the site selected for the new sea-side city is one of great natural beauty, and the Leucadia Company have outlined a system of improvements which include parks, shaded streets, a complete water system and a large hotel."

A companion item noted that "The new railroad station and dining parlor is modeled after the Greek Pantheon [the writer probably meant 'Parthenon'] and is painted in a quaint but artistic manner. Go ahead and have a look at it."

Whatever Fitch had in mind for a "complete water system"—if anything—is not on record. But how he gave people the impression that there was no real need of one was ingenuity itself.

A few days prior to the excursion, Fitch bought up some of Ben Elliott's straightest, healthiest-looking blue

gums, all of them several years old, and boxed them. Then he carefully "planted" them in strategic spots around the pavilion, all carefully covered over with indigenous Leucadia dirt.

After lunch had been served, Fitch launched into his speech. He told his audience about a storm-tossed ship that had spent so many days at sea that the drinking water was just about gone. The beleaguered passengers were ready to commend their souls to the Almighty when they saw the ship was passing through a wide river mouth. The river was the Amazon, and it poured fresh water so strongly into the ocean currents that the passengers had to do nothing more for pure, fresh drinking water than merely reach down and scoop it up. "Now," said Fitch, "here's your chance to reach down and dip your cup of pure, fresh drinking water to quench your thirsty lips! It's your chance today to secure a home in this wonderland of sunshine, of climate, and of beauty! Take the opportunity now, before 'tis too late! Dip down in these pure running waters and relieve your weary, thirsty lips! Secure a homesite while the opportunity is yours!"

Then Fitch gestured toward Elliott's graceful blue gums. "See these remarkable specimens of evergreen beauty? Where on earth can you find a finer specimen of a one-year-old tree? Nowhere except in this glorious southland of California! And now is your time to secure a home in Leucadia by the sea!"

And so Leucadia was officially on the map. Natives and newcomers alike mis-pronounced the street names, and a race track was built between the railroad and the bluffs. The following spring the *South Oceanside Diamond* commented on the new town: "Leucadia [is a] splendid townsite, laid out in a manner that older settlements would do well to emulate. Each block is distinctly outlined and surrounded by trees of various species," the article observed. One of the species was a South African tree, the Leucadendron, or silver tree. "The work of subdividing this handsome tract was done under the careful supervision of Mr. Elliott . . ." concluded the article.

MERLE SECEDES

It was Scott, however, who laid out the stately rows of eucalyptus along the main road, and Scott who was so disturbed by Fitch's showmanship and sales methods that he decided to lay out a townsite of his own. "The Leucadia proposition at this particular time seemed a foolish one," he wrote darkly and together with his younger brother

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On September 25,
 1888 the Merle post
 office was opened
 and the Leucadia
 post office was
 discontinued.

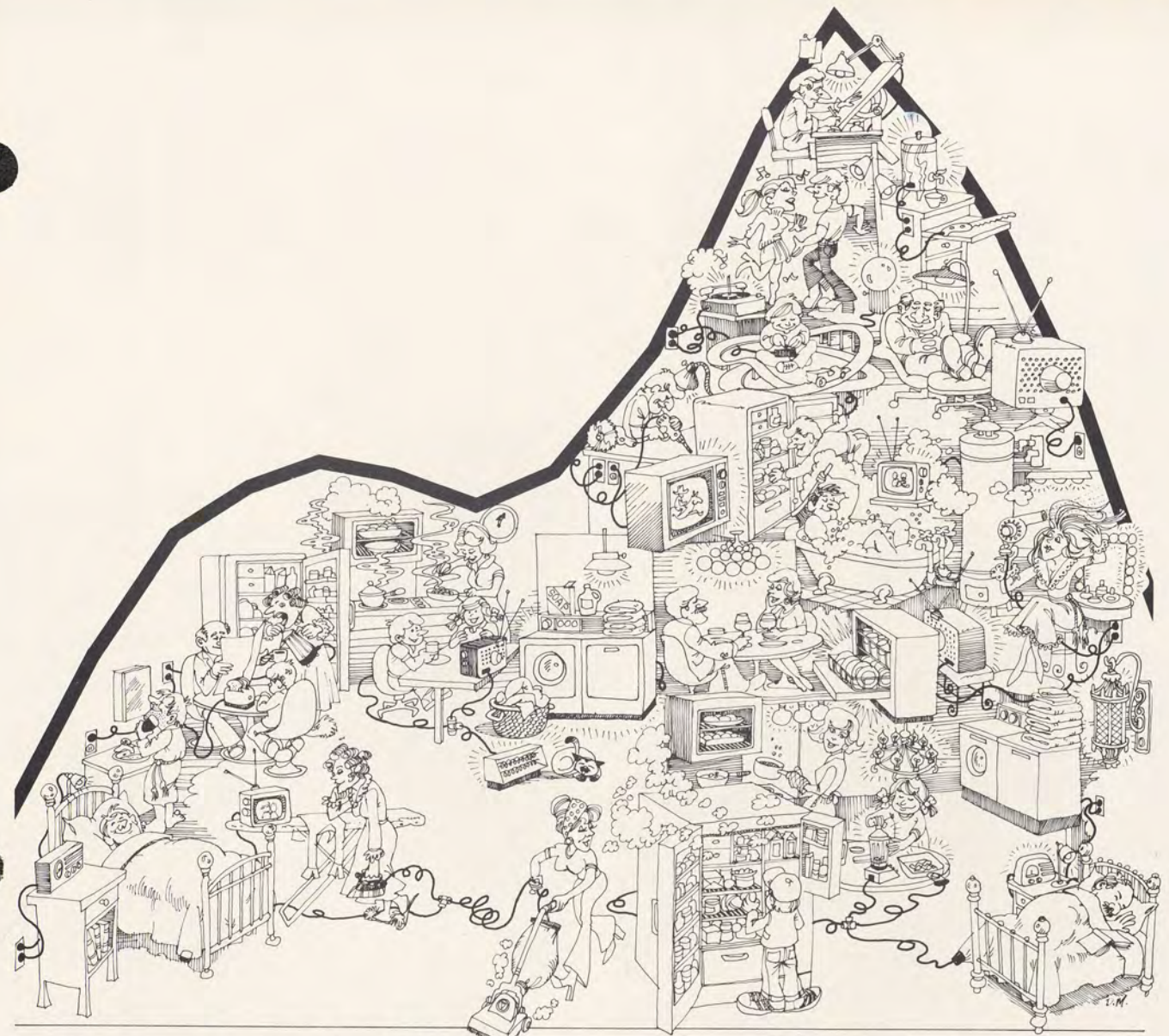
he mapped and plotted his area of North Leucadia into blocks and lots, then applied for a post office. The government said they needed a shorter name. Scott replied he'd name the town for his son, Merle. And so the town of Merle was on the map, too.

A post office had been established on March 27, 1888 in Leucadia. On Sept. 25, 1888 the Merle post office was opened and the Leucadia post office was discontinued. After several more skirmishes and false starts the Leucadia post office re-opened and is still thriving. The Merle post office was discontinued and its operations shifted to Encinitas. All of the politicking and petition-signing and whatnot made a big impression on the residents of all three towns, and old-timers like the Hammonds will still tell you that "Merle is where the post office was."

It seems to be one of America's cultural peculiarities that we love to tell stories about the oddballs—men like Eaton and Ben Elliott and Tom Fitch and even Scott, who didn't balk at naming a town for his own son. But what we value in friends and family are the dull, lackluster virtues of thrift and hard work and sobriety. Stories only get told about the mavericks. As someone once remarked, "Peaceful nations have no history." Once the post office tiff was resolved and Merle merged back with its neighbor, Leucadia has no history either, at least not one that differs from that of any other coastal town in the area. Ben Elliott became the first postmaster. Fitch disappeared. Sam Hammond, who was 81 his last birthday, can remember seeing Nathan Eaton drive into town to pick up his mail and remember that he wore muttonchop whiskers. After that it begins to blur.

When did Nathan Eaton die? Nobody seems to know. His shack? His hotel? "Gone," says Sam Hammond, shaking his head. The first adobe schoolhouse, the Merle post office? Sam keeps shaking his head. "All gone."

One hundred and fifty years after the first white man came overland to San Diego and there's nothing left of the life in between except memories. Maybe the colorful oddballs have all gone to Alaska. ■



5 6 7 8 9 10 11 NOON 1 2 3 4 5 6 7 8 9 10 11

Electricity costs more when everyone uses it at once.

This time of year, more people use more electricity between 4 p.m. and 9 p.m. than during any other time of day. A lot more. SDG&E calls it the "peak demand" period and it's important because it can affect your electric bill.

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