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# san diego living

the lifestyle magazine of north county



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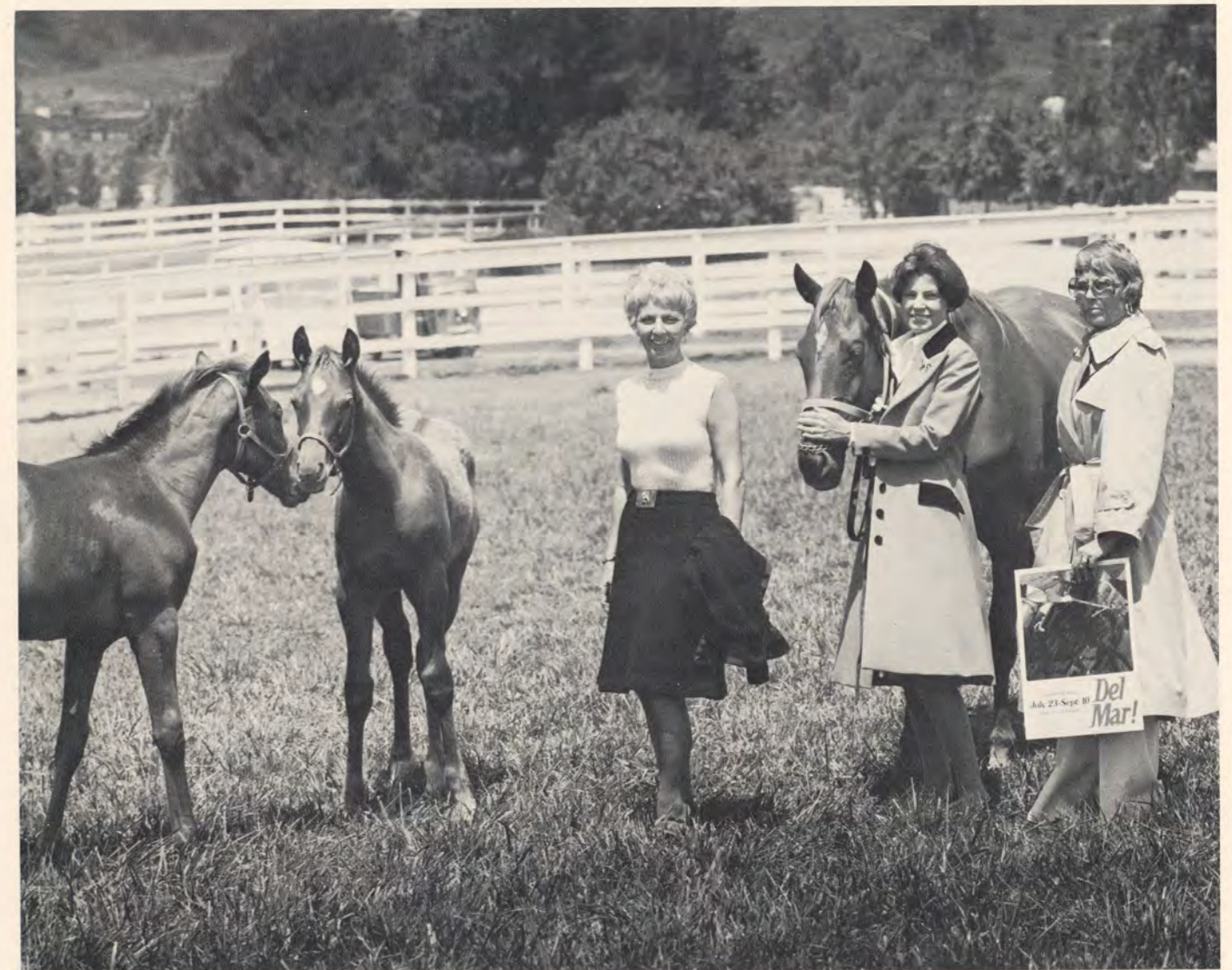


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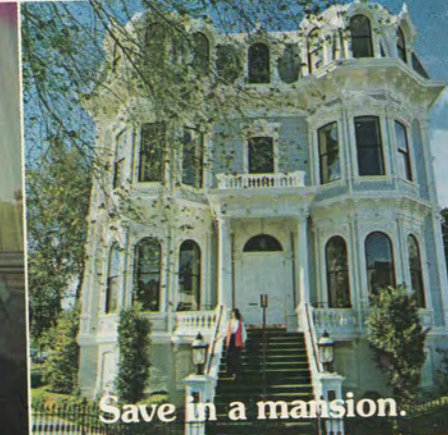
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## AT ISSUE



This month's article on holistic health offers some alternatives to traditional medicine and includes a list of physicians and institutions in the San Diego area which are using a holistic approach to healing.

Dr. Paul H. Brenner, obstetrician/gynecologist, is one such physician mentioned and he has recently announced a one-year leave of absence from North County OB-GYN. During his leave he will be exploring with groups of patients and interested persons various self-help programs that he has learned from both traditional medicine and from his travels. The meetings will include exercise programs, concepts in diet and fasting, meditation techniques, acupuncture, twilight imagery and guiding waking dream therapy. Says Dr. Brenner of these programs, "All these personal techniques can be used to enhance self awareness and more importantly, assist you in accepting responsibility for your own health."

The seminars will consist of two consecutive days and will be limited to 15 participants. For more information you can write Dr. Brenner at 8435 Avenida de las Ondas, La Jolla CA 92037.

The Beach Area Community Clinic, also mentioned in the article, after operating on a shoe-string budget since its inception may soon be on surer footing. The Mission Beach Community Council has included the clinic in block grant appropriations provided by city funds to support community activities. If the appropriation goes through as planned, the buildings housing the general clinic and the women's clinic will be purchased by the city, thus assuring the clinic of a home. The buildings have been for sale by the owners for some three years and the clinic has been seeking funds to purchase them, but up to now to no avail.

The Beach Area Clinic, which includes a women's clinic, provides health care for all ages and emphasizes care to prevent serious illness. The clinic operates on an ability-to-pay basis, asking for a minimum donation of \$2. Other operating funds come from revenue sharing, Family Planning, donations, MediCal and Medicare.

Commencing this fall the clinic will again offer Sunday Forums which cover such topics as health care for women and alternative methods of healing. Contact the clinic at 488-0644 for more information. Persons seeking help need not be a resident of San Diego city or county to use the clinic's services.

For information on other alternative healing centers in San Diego see our article on holistic health.

We also feature this month the 37th season at Del Mar's Thoroughbred Club. In a related article, Terry Esposito gives us a look at Gabor Renner, general manager of KAMA Thoroughbred Farms in Rancho Santa Fe. KAMA Farms is recognized as one of the top thoroughbred farms in the country.

Any Living readers who attended last month's Over-the-Line softball tournament on Fiesta Island may have heard a familiar—and printable—name over the loudspeaker. Our restaurant critic, Duke Marston, was joined by George Andreos, a San Diego attorney, and Harvey Campbell, a law student at Western State University College of Law, to make up "Dining with Duke." The trio played in the century division for teams whose members' ages total 100 years or more.

Marston, like his teammates, also has a background in law, graduating with a law degree from Duke University. This prompts friends to refer to him as Duke of Duke. With the opening of his restaurant in Mission Beach called, strangely enough, Duke's, perhaps it should be Duke of Duke of Duke's . . .

Shay Sayre's review of Arnie Mandell's "Nightmare Season" is not wholly complimentary, however with the recent charges against him by the California Board of Medical Quality Assurance the book may be worth reading to find out just what he hasn't said. Mandell is the La Jolla psychiatrist who joined the Chargers for a season to study, from a different perspective, why the team was losing. The charges against him involve the prescription of drugs to players, most of whom are no longer with the team. Suits and counter-suits have been filed and much publicity given to the case and, subsequently, to Mandell's book. It's sure to be a big seller, regardless of its literary merits.

Next month we will feature a forum on building and growth in San Diego County authored by John Mortenson, president of the San Diego Builders and Contractors Association, and Igor Lobanov, former editor of Business Forum magazine. The two present quite dissimilar views on the subject. Also next month we will feature the survival foods business, diving and more. ■



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

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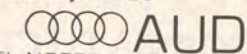
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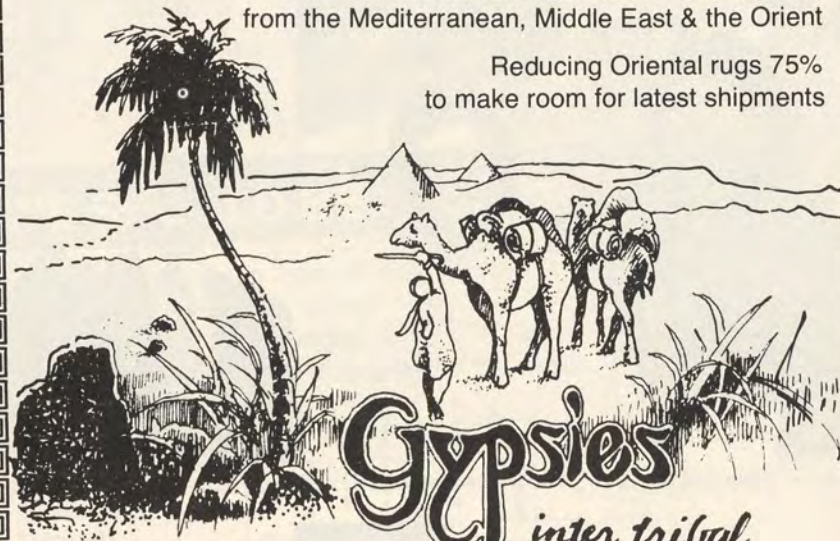
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# LETTERS

## The Present is Fading

I was very interested in your article on the La Jolla Developers winning the battle . . . how sad. It is happening here in North County with alarming rapidity. Our coast line is vanishing and Proposition 20 seems designed only to harass the small home owner and not the big developer with money to spend on large ocean front constructions. It is without the voice of gloom that predictors foresee a south Los Angeles building right here. The present beauty is fast fading and only gross growth is taking its place.

Lynn Reynolds  
Solana Beach

## Shocking!

As one of the many patients who has experienced the terror of depression I wish to take exception to the article on shock. I had shock therapy and it was wonderful. It enabled me to return to my family, resume my business duties and take my place in my community. Shame on your author! There is nothing all good or all bad, and certainly a few of us have had bad experiences with penicillin, aspirin or automobile insurance. That does not make either of those things unacceptable. Stop trying to scare many away . . . shock therapy has a place in today's medicine.

Jan Stones  
Carlsbad

## For Real?

I question the research of Steve Kowit. Too much of what the article on Shock says sounds a lot like muckraking to me. Besides, who can "buy" a name like Thaddeus Kostrubala? Are you for real?

Phil Crouch  
La Jolla

## Cancel the Subscription

I have been a La Jolla resident for more than 20 years and I cannot tell you how much I was offended by the features in your July issue. I do not know who this Anne D'Arcy is but she certainly paints a distorted picture indeed! All of the women I know, career-oriented or husband and family oriented are totally contented in the roles they have chosen.

As for the "death watch" to obtain real estate bargains, I was shocked anew. The two houses we have purchased were through a fine local realtor who has had an office in La Jolla for years and who, I am certain, never reads the obituaries. Please cancel my subscription immediately.

S. Anderson  
La Jolla

## Humor Appreciated

Kudos to John Haase! I very much enjoyed his witty journey through the Beverly Wilshire Hotel. Too much that is written on places of that sort are written in a deadly dull recitative style. Thanks for the humor old boy!

James Black  
San Clemente

## Answer to My Prayer

I could not ignore your editor's pleas for letters. It is mentioned three separate times in your "Issue at Hand" in the July edition. Mind you, I have absolutely nothing to say, no comment on the passing scene, only that someone who needs a letter that bad should have one.

Steve Simons  
Del Mar

EDITOR'S NOTE: Thanks!

## Inspiration

The world of the obese take heart at your article on Jackie Pung. Too bad it all had to happen at the La Costa Spa. (Sigh.) However, even the middle income folk must be inspired by your before and after photographs. With calorie charts in hand I shall march forward to slenderness.

Jamie Kent  
Encinitas

## Curiosity

If you ever do find out just where the 1894 La Jolla Hotel was located I do hope that you will publish the information. Curiosity consumes me . . . ala Hotel Del Coronado it seems too bad that such magnificence should be lost to obscure archives.

Troy McCarty  
La Jolla

## Who Are You?

I remember Rancho Santa Fe Living very well, and accepted North County Living with difficulty. When I called your office last week, I was greeted with "San Diego Living." I can adjust to change over a period of time, but all this is too much! Please, we are North County residents and are proud of that. We do not live in San Diego and you are not San Diego Magazine . . . which magazine are you?

Mr. K. J. MacDuff  
Rancho Santa Fe

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**Accolades**

I have been a long-time resident of Rancho Santa Fe and subscriber to North County Living Magazine and have noted in the last several issues a new and polished look in its layout and some very excellent feature stories. I wish to compliment you on making it such an enjoyable and meaningful magazine.

Mrs. Walter Wencke  
Rancho Santa Fe

**... and Praise**

In your July magazine you bring forth the facts in your entertaining "The Issue at Hand" article cluing us, your readers, to what we can expect from the truly new, vibrant San Diego Living, a magazine bound to become one of the most popular in San Diego. By being the lifestyle magazine of the North County you can reach out into the most colorful segments of California.

We've noted a welcome expansion in feature stories by quality writers that give one much to think about and even do a little soul-searching on, as in the case of "Shock" and Ms. D'Arcy's coverage of the dilemma that faces the singles in La Jolla and solutions that may be found. We were profoundly taken by the conclusion, for it is true that the housewife can be lonely though surrounded by family, husband and neighbors. Even to this there may be a solution—that of community service. One may serve as little or as much time as one has free to reach out to others.

Eagerly looking for your next issue. My July issue has been liberated by friends at the office. It's a real hit!

Mr. and Mrs. B. Johnson  
San Diego

**... and More Praise**

Fantastic! That is all we can say about the new look of the magazine and a name that designates just what it is, San Diego Living. In its beginning it happily served readers living on the Ranch, but with time has grown just like San Diego. You find it in homes, offices, etc.; you find it all over, not only in the North County, but all over the United States, yet it has retained the country charm that has been its foundation.

Since it has "grown up" we feel you have shown great discretion in removing the (Rancho Santa Fe) Association board meetings, verdicts, etc., as well as some of the personal group activities of the Ranch—matters that should remain within the privacy of the Ranch and are of no valid use to outside readers. We are pleased to see your move to quality features that offer appeal to your ever-growing circulation. Congratulations!

Mrs. C. Hammins  
Honolulu



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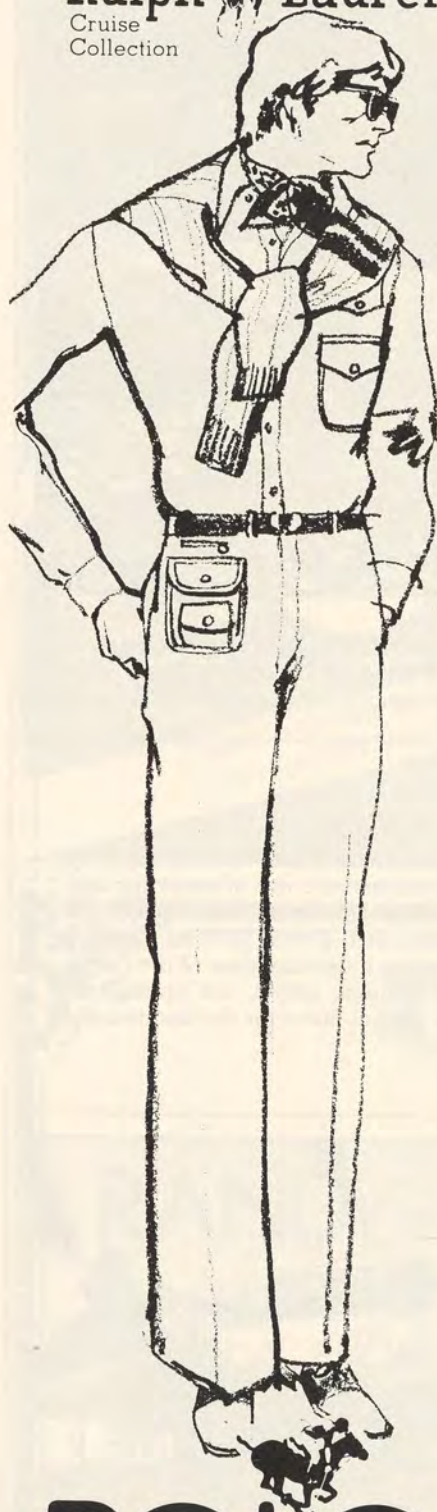


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## DINING WITH DUKE

by Duke Marston

With the return of the Del Mar racing season, visitors find several new restaurants vying for their attention. Last month I mentioned two, **Jacob Taylor's 1880 Bar & Grill** and **Mon Ami**, both restaurants which add considerable quality and variety to the area's dining options.

Two additional restaurants have recently opened, adding two more elements of food and fun to the Del Mar/Solana Beach area.

**The Swamp Fox**, in Stratford Square at 15th Street in Del Mar, refers to General Francis Marion, "a dashing hero of the American Revolution who headquartered in the swamps of the deep south." Owners claim to have brought their recipes from New Orleans, thus they decided to commemorate this colorful American leader.

The menu features an abundant selection of crepes (both as main dishes and for dessert), a small selection of salads and New Orleans French onion soup. The crepes, produced by machine but well made, are consistent yet not ethereal. The ingredients for the entrees range from sliced fresh mushrooms to Louisiana Shrimp Creole.

Two of the most interesting entree fillings unfortunately are not what they claim to be. The crepe "Swamp Fox" is called "*Coquille St. Jacques*," a blend of scallops, shrimp and seafood in a wine sauce. The word *Coquille St. Jacques* in french simply means scallop and must be modified even to add a cooking process or sauce—and it never has other seafood added under the base name.

In fairness to the **Swamp Fox**, this term is misused by restaurants all the time, but that still does not make it correct. In addition, the sauce was simply a *bechamel* with no appreciable flavor at all.

The "Bayou Bush" is described as a *ratatouille* of fresh vegetables. The vegetables are both fresh and frozen, but what truly amazed me were the vegetables used. Traditional *ratatouille* (which originated in Nice) utilizes eggplant, zucchini, tomatoes, green peppers and onions. Here I found diced carrots, lima beans and string beans, plus zucchini.

Dessert crepes feature fresh fruit fillings and are both tasty and filling.

On the plus side, service is friendly and attentive and the setting is comfortable. Full cocktail service is pro-

vided, but wine is currently limited to the basic house wine only—a policy which I hope is changed. A single guitarist-singer adds pleasant background music for dining.

Breakfast, lunch and dinner are offered daily. The former will be somewhat unique for most diners since crepes are again emphasized.

My overall feeling is that the restaurant is worth a visit, especially for crepe lovers, but I hope for those modifications that can make it first rate. Ownership is the same as that of the **Charlie Horse** at the Winner's Circle Lodge on Via de la Valle just north of the track.

A new **Marie Callender's** has opened on Via de la Valle just east of Interstate 5. This company has changed extensively from the soup, sandwich and fresh pie operation of a few years ago.

Long reputed to have the best cornbread in Southern California, in addition to excellent fresh pies, the menu now encompasses stews, several sandwiches, a salad bar, fresh noodle dishes and, after five o'clock, a full dinner menu with entrees ranging from Ham Hocks and Beans to Prime Rib. Cocktail service is provided at the bar and in the dining room.

The building is superbly decorated with heavy oak beams and floors throughout. The bare floors add a bit to the noise level, but are a stunning change from the carpeted restaurants so commonly found.

I have not yet sampled the food, but if the crowds I encountered on my visit to pick up a menu are any indication, things are going great. I'll have a full report soon.

A special note must be made of **Weight Wise**, a restaurant operating at two locations; the Diane Shopping Center in Kearny Mesa and at Parkway West in El Cajon. With so many of us constantly fighting our waistlines, I have found a restaurant where a person can eat lunch for under 200 calories (including entree, vegetable, salad and ice cream!) or a full dinner for under 400 calories. Not all dishes are quite so slimming but by the use of sugar substitutes and low fat fishes and meats, the owners have provided a tasty alternative to the fat producing meals generally available. The food is even filling enough to be enjoyed by non-dieters. Give it a try. ■

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## BIOGRAPHY

### KAMA FARMS GENERAL MANAGER IN THE WINNER'S CIRCLE AGAIN

"Dr. Renner managed to escape from the Siberian prison camp, fleeing to China and then finally back to his homeland and family. He was hardly prepared to find the city that held such wonderful memories now war-torn as the result of the Bolshevik take-over."

by Clarice "Terry" Esposito

*Gabor Renner traveled a long, difficult road spanning three continents and two world wars on his way to becoming the general manager of KAMA Thoroughbred Farms of Rancho Santa Fe, one of the top three thoroughbred farms in the country. This is the story of his family's flight from war-torn Hungary and, subsequently, Shanghai to the United States.*

Little did handsome young Dr. Alexander Renner and his multi-talented wife Theresa envision what life held for them and their infant son Gabor. The young physician had gained quick renown and his wife was already a noted concert pianist. Their social life in Budapest was one of gaiety, the city the center of the finest entertainment, gourmet cafes and royal events. Thoughts of war and family separation never entered their minds, only the splendor of carefree Hungarian life and happy family gatherings at their beautiful country home.

When Emperor Francis Joseph ordered mobilization of the Austro-Hungarian forces to meet in combat with Russia, Dr. Renner considered it a trivial and interesting excursion that would last only a few weeks; merely a brief encounter, not a prolonged war. Theresa was to continue her piano studies with Bela Bartok, the Hungarian composer, and her career on the concert stage, and eight-month-old Gabor would visit his grandparent's beautiful estate and enjoy the majestic countryside and loving affection of his family.

In July, 1941, Dr. Renner was named Chief Medical Officer for the 15th Royal Imperial Cavalry; handsomely attired with elegant dress parade uni-



Gabor Renner during his earlier pleasure riding days.



Gabor Renner today.

forms, pale blue capes lined with silk, silk underwear, monogrammed handkerchiefs and his treasured gold cigarette case, he bid his family goodbye. The parting was to be only a brief interruption in their lives.

The illusion of a short encounter dimmed as weeks slipped by into months, and World War I ground on. Gabor's handsome Uncle Heinrich, while leading a charge of the Hungarian cavalry was shot down and Dr. Renner's division was nearly annihilated; he was captured and shipped to the bitterness of a Siberian war prison. Meanwhile, Budapest was no longer a city of gaiety and laughter, but a depressed, desolate one clothed in the silence of sorrow and starvation. Gabor's grandparents were able to continue a tranquil life on their vast beautiful country estate, sheltering the youngster from the hardships of war where they encouraged him to learn riding and driving the fine horses they owned. His grandfather was a large landowner and enjoyed a great loyalty from all of his countrymen.

Despite the war, his mother's reputation as a concert artist grew. She added drama to her concert piano work and gave famed poetry recitals.

Her most treasured moments were visits to see Gabor, telling him of her travels, and in this she ignited his interest even more so in horses when she vividly told him of her visit to the castle of Count Appony where the splendid white Lippizan horses were trained. Through these vibrant stories he could envision the famous stable with floors of blue majolica and the magnificent equestrian ballroom with crystal chandeliers and velvet appointments. It gave birth within him to pursue his zeal to one day become a great horseman and overshadowed the

"The long years of superior training equipped him to handle the mount and for five years the dapper young Hungarian and the belligerent race horse Night Express ruled the Oriental tracks."



Gabor Renner is led to the Winner's Circle at the Hong Kong Race Track.

deep sorrow that had been imposed upon him in the separation from his parents.

Finally to all nations, the close of World War I came, bringing to many a return to home and peace, but not to the Renners. Part of war-torn Hungary was partitioned off to Czechoslovakia through the Allied Peace Pacts, leading to great inner chaos. A raging dysentery epidemic claimed the lives of Theresa's parents, who resided in that part of Czechoslovakia, both dying within a week of each other, bringing new sorrow to the family.

Dr. Renner managed to escape, after seven despairing years, from the Siberian prison camp, fleeing to China and then finally he was able to make his way back to his homeland and family. He was hardly prepared to find the city that held such wonderful memories for him, now a pitiful war-torn one as the result of the Bolshevik's take-over during the Russian revolution. His country estate was overrun with peasants, leaving the family without property and making it necessary to move into a

crowded city apartment. Their beautiful life of the old days in Budapest was in the past, their family treasures no longer theirs.

#### FLIGHT FROM BUDAPEST

The strength that flowed through their blood would not allow them to resign themselves to such a life in Hungary and Dr. Renner cast his eyes to Shanghai as the place to begin all over and so the move was made.

Upon arriving there they were delighted with the choice, finding it a most suitable place to build a new life.

They found the education standards not in keeping for their young son Gabor, however, and elected to send him to Vienna to the Theresianische Akademie. The academy was founded by Empress Maria Theresa in 1784 to train the sons of European nobility as diplomats. Upon graduation they were qualified to perform within this area due to the arduous curriculum that was required. It also acted as a catalyst for unity among Europe's royal families, creating childhood friendships that

would later serve to bind Europe in powerful alliances.

Sparkling the childhood dreams of Gabor, the school had one of Europe's finest riding academies where quickly he excelled at every facet of horsemanship. He was considered the leading rider upon graduation from the school, a reputation that followed him to the Orient, for there, there were no such training facilities and his advanced riding techniques were the talk of the town.

His father had long dreamed that his brilliant, handsome young son would follow in his footsteps and become a doctor, but this was not to Gabor's liking. He found life in Shanghai exciting, with his presence much in demand. He was accepted in the historic Shanghai Jockey Club where socially prominent members performed as jockeys and the races were looked upon as social highlights of the city.

Being new in the Club, success did not come rapidly. For the first three years the young chap was not given the top horses to ride, but he became acquainted with a gentleman who had a horse that was so uncontrollable the other jockeys refused to mount the animal. Gabor felt this might just be the chance to prove himself and asked to be allowed to race the horse. Both man and horse met their match. The long years of superior training equipped him to handle the mount and for five years the dapper young Hungarian and the belligerent race horse Night Express ruled the Oriental tracks.

Dr. Renner was sensitive to his son's feelings in not wishing to seek a medical career, but sternly ruled that there was much more to life than the social life of Shanghai and either he go to work or back to Europe. The situation was solved when Dr. Renner apprenticed his son to the British American Tobacco Company in an administrative position and later he advanced to a position with the International Telephone Company. At the same time he was able to continue his racing and a busy social life, reminiscent of the gaiety his parents had known in their happy days in Budapest when they were young.

#### SHANGHAI OCCUPIED

Again the dream of peace faded for the Renners when the ominous sound of World War II fell upon them and on December 9, 1941, the Japanese occupied Shanghai and the world was plunged into another long, bitter war. Dr. Renner and his wife Theresa at the close of the war were acclaimed for their selfless generosity to the victims of war; not merely for their medical expertise but for their great humanity, sharing all they possessed with those in need. In 1950 the Communist threat to take over China and the city of Shang-



The Theresianische Akademie in Vienna where Gabor graduated as the top rider in his class.

hai materialized. The sad, haunting memories of Budapest befell the Renner family, a repetition of the transformation of a once carefree, socially happy city to what they had left behind... oppression without freedom.

Dr. Renner and his still beautiful and courageous wife knew they must look to new horizons and were able to arrange to emigrate to California where again Dr. Renner sought to be of service in his new homeland and was affiliated with the U.S. Army Hospital at Fort McArthur in Long Beach, eventually retiring in Corona Del Mar.

Gabor eventually followed his parents here, carefully packing thirty cases that contained all the family had of their treasured heirlooms and many art objects they acquired while in the Orient. When Gabor arrived at the dock to depart, he found that he would be allowed to leave the country with only four boxes; the rest would have to be left behind... a sad choice, leaving little of the things so treasured and painstakingly cared for from their beloved old world and Shanghai.

Arriving in California young Renner obtained an administrative position, but his main drive was to get into the thoroughbred business and with his outstanding academic background, it was obvious management would be the area in which he would be most effective. It was a frustrating time in his life for he had left behind all his friends, the social life that he so greatly enjoyed and was plunged into a desk job. Loneliness and bitter frustration beset him for the first time in his life; he was away from horses. He put together a dossier revealing his lifetime background and when not working, went

from stable to stable introducing himself and seeking to return to his one love — horses.

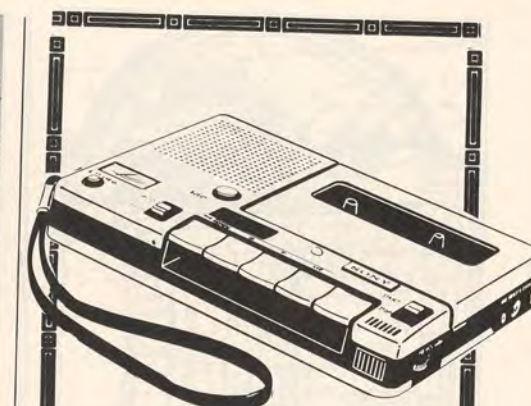
By chance, he met Mrs. Paula Hansen who owned a large Colorado horse ranch. She was immediately impressed with Renner's credentials, but above all his tremendous dedication to achieve success in the thoroughbred industry.

After much consideration, they merged their interests prudently, starting with one racing gelding, and met with success. A second choice, Riggs, selected by Renner, proved to be a consistent winner and completely sold Mrs. Hansen on the racing industry, that it had something worthwhile in it for her and it was decided that she and Gabor would find a proper facility to nurture their growing stable.

A small ad in one of the thoroughbred magazines led them directly to the doorstep of movie actor George Brent and his large Rancho Santa Fe country home, stable and pastures. The meeting culminated in a sale after Mrs. Hansen studied the facilities and Vista Hermosa was born.

#### GABOR DISCOVERS CRAZY KID

This dynamic team now started the search for a great horse that would head up their stable. By chance Renner spotted a handsome, large bay stallion in a claiming race at Caliente named Crazy Kid. "This is the horse we've been looking for," Gabor told Paula. He really couldn't explain in words what he saw in this big unproven horse, but it struck him like lightning. This was the horse they should get. Paula listened intently and decided they should go ahead and make the gamble and



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"Crazy Kid's name became magic in Del Mar as he established the world's record of 107<sup>4</sup>" for six furlongs, winning the Bing Crosby Handicap. Crazy Kid held the record for 12 years."



Susan Tessem and her dog Sadie.

procure him. A wiser move could not have been made, for the big stallion roared on to win for them, garnering the winner's circle six straight races in a row. In Del Mar his name became magic and he established the world's record of 107<sup>4</sup>" for six furlongs, winning the Bing Crosby Handicap. Crazy Kid held the record for 12 years. He was retired to stud at Vista Hermosa to go on to fame as one of the nation's famous breeding stallions.

Though life was hard work and long hours for Gabor, the sorrows of yesterdays faded as he found success in the field he had dreamed of long ago in Hungary. Added to this was his marriage to a beautiful secretary he met when he first came to America and today he and Carolyn share a wonderful family and social life and the joy of two fine sons, Scott and Clark, in their



Mrs. Walter Wencke, former president of Country Friends, admires filly owned by Clairborne Farms.

charming hillside home in Del Mar.

His days at Vista Hermosa, following their horses on the track, and carefully watching over Crazy Kid's gets kept him on the go. The stable gained national renown and the warmth and hospitality generated by Mrs. Hansen made it a popular meeting for clients and family alike. Paula was never too busy for her children and grandchildren alike, telling them of her family's ranch and yet reminding all concerned that Crazy Kid was the horse in her life and the absolute boss of Vista Hermosa Farm.

Again, the same stroke of fate that had plagued the Renner's life appeared on the scene. The sleepy little village of Rancho Santa Fe, with the development of Highway 5, instigated an unanticipated building boom. Soon horse trainers and breeders were finding



Arnold Anderson, KAMA Farm owner, discusses the Farm's many amenities with Mrs. George Straza, one of Rancho Santa Fe's most active philanthropic workers and member of the 22nd District Agricultural Association of the State of California.

themselves surrounded by new homes, busy traffic and they knew they must search for land farther out in the country.

Mrs. Hansen, a keenly astute woman, faced the situation head on knowing her stable had seen its day. In her search for a new location, she came across a bit of heaven in the wide open space of Pauma Valley, the historic Rancho San Antonio and decided this was the place to relocate.

This involved a difficult decision for Gabor, for his family was established in Del Mar. After his life of so many moves he wanted his children to know the security of one home, community and childhood friends.


Mrs. Hansen completely understood and it was agreed he must remain in the area though their parting was one of great hardship to all concerned for

their relationship over the years was far deeper than merely that of business association; it was cemented with mutual respect and family affection.

By chance Gabor was invited to attend an Arabian Trainer's open house party in Rancho Santa Fe and was introduced to French-born Madeleine Peregoy, who at that time had an Arabian filly in training. She and her famed artist husband were long-time equestrians and she fell into conversation with Renner, as he told her of the unlimited pleasure and financial gains one could enjoy in thoroughbreds.

It just so happened one of her close friends was interested in getting into some facet of horses, but was not sure what direction to take or breed to obtain. Mrs. Peregoy arranged for Renner to meet with the Del Mar business executive and real estate developer, Ar-

*continued on page 57*



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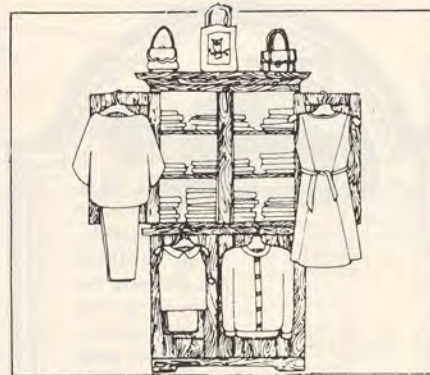
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# MOVIES ON SCREEN

by Alan Pesin

Robert Altman's **Buffalo Bill and the Indians or Sitting Bull's History Lesson**, like his **Nashville**, a non-narrative film, explores a post Civil War Wild West Show, its leader Bill Cody, his hand-picked entourage, various hangers-on, outcasts, promoters, critics, creators and audiences.

While vivisectioning **Buffalo Bill**, the star of the show, Altman abuses his own star performer Paul Newman and Newman's well-learned, on-screen, good-natured infallibility. In so doing Altman puts the knife to the mythic personas of all "Stars," past, present and future.

Altman's embarrassingly curious camera records the intimate reactions of Bill's unquestioning, all-believing worshippers; the soporific groupies, business partners, good and bad friends, thankful employees, and common folk that comprise his audience. In Altman's show the watchers are watched as readily as are the stars.

When the diminutive **Sitting Bull** ignores **Buffalo Bill's** pompous bellowings to look at something he finds more interesting, he appears rude to the arrogant white society. But the unprejudiced camera captures **Bull** as child-like, precocious and enlightened.

To spice up his show for the new season, **Bill Cody** has signed up the legendary villain **Sitting Bull** to recreate Indian massacres of helpless white women and their children. **Sitting Bull**, through his alter-ego intermediary **William Halsey**, demands to play it as it actually happened; his people, unarmed and welcoming the soldiers in good faith, slaughtered.

The Old West is less the subject of this latest Robert Altman carnival than was country music the subject of Altman's previous film **Nashville**. Altman's numero uno concern, once again, is **Show Biz**, which as **Burt Lancaster's** **Ned Buntline** proclaims, "flourishes when times are bad."

(The now-employed octogenarian **Slavko Vorkapich**, a master montagist of the thirties, remarked he never had a problem getting a job when times were hard. That Altman was recently fired from **Ragtime** by **Buffalo Bill** executive producer **Dino De Laurentis** may be an indication that the economy is picking up. As show biz begins to fade, it quickly rids itself of its box office disappointments, those filmmakers

who approach their tasks with a combination of artistic fervor and creative intelligence. Total control is left in the hands of petty producers counting their profits from mass-produced formula fiction.)

Communication is another lingering concern Altman has carried over from **Nashville**. In that film **Keith Carradine** communicates with his sex, **Lily Tomlin** with her hands, **Allen Garfield** through his power, **Ronee Blakely** through her singing, **Henry Gibson** with his microphone, **Geraldine Chaplin** through her tape recorder, **Shelly Duvall** with her wigs, the politician with his megaphone, the assassin with his bullet, and everyone through Twentieth Century inventions, the telephone and television. Yet despite all these ways of communicating, most of what was communicated were lies and half-truths.

If in **Buffalo Bill** the technologically advanced modes are missing, communication still remains an Altman interest. The over-sized triplex megaphone dwarfing the under-sized **Joel Gray** while magnifying his words to three times their volume; **Ned Buntline's** monologue legends of **Buffalo Bill** overwhelming the actuality of the alcoholic posturer **Bill Cody**; and the natural words of the silent **Sitting Bull** and his telepathic interpreter **William Halsey** overshadowing the exclamatory verbiage of **Kevin McCarthy's** tripe-manufacturing, publicity peddler; these are Altman examples of unfulfilled human correspondence, where communication creates antagonisms rather than camaraderie and common joy for all.

**Buffalo Bill** might not be the way things really were, but Altman's attempt at clarifying and humanizing the untrue legends of America's past is a welcome change from those films which misrepresent our nation's heritage. Whether **Sitting Bull** or **Buffalo Bill** or President **Grover Cleveland** were as Altman depicts them is not as important as that they are made to be men, molded by and molding the times they lived in. Films afford the chance to mingle that which has happened with that which is happening, and **Buffalo Bill and the Indians or Sitting Bull's History Lesson** greatest success is in affecting that cohesion. ■

## CURRENTLY SHOWING

**The Big Bus**—James Frawley's comeback attempt at film-making (his last was the disastrous **Kid Blue**) is a commissioned effort done without much interest. The joke barrage hits at about a .250 clip. **Joe Bologna**, **Stockard Channing**, **Ruth Gordon**, **Harold Gould**, and others all have their manic moments aboard the first nuclear-powered double decker bus.

**Born to Kill**—Previously titled **Cockfighters**, this overdue Monte Hellman slice of gamecock life photographed on location in the Carolinas by **Nestor Alemendros** stars **Warren Oates** and a host of grizzled grimies. This film can be found now and again on the bottom third of all-night triple bills.

**End of the Game**—A thin, psychological thriller written by Frenchman **Frederic Durrenmatt** has been bushwacked by a **Maximilian Schell** conglomerate of weirdo red herrings. **Martin Ritt** in the lead role unquestioningly acts a fleshed-out avuncular whose other side is the all-evil **Robert Shaw**. A pasty **Jon Voight**, an intrusive **Jacqueline Bisset**, and a somnambulistic **Donald Sutherland** complete the main cast.

**Face to Face**—Swedish expatriate director **Ingmar Bergman's** multi-layered confrontations between psychoanalysis, suicide, death, repression and anomie. **Liv Ullman** and **Erland Josephson** reprise their performances from **Scenes from a Marriage**.

**Harry and Walter Go to New York**—(Fashion Valley)—**Mark Rydell** (**Cinderella Liberty**, **The Cowboys**) recreates the Gay Nineties as populated by the likes of **Elliott Gould**, **James Caan**, **Michael Caine**, and **Diane Keaton**.

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

**Midway**—(Cinerama Theater)—Another Sensurround spectacular from **Universal studios** explodes in your lap. World War II veterans and their skeptic children will enjoy this one.

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

**Ode to Billie Joe**—Surrounded by sniffing, female teenagers reminiscent of **Arthur Hiller's Love Story** is the only way to see this movie. The engaging, inquiring performances of **Robby Benson** doing **Jerry Lewis' idiot**, and **Shelly Bell** recreating **Hedy Lamarr's Ecstasy** are surprisingly entertaining. But **Max Baer's** direction is labored and obvious.

**Omen**—**Lee Remick** and **Gregory Peck** in a couth version of **The Exorcist**.

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

**Stay Hungry**—Up-and-coming **Jeff Bridges** overwhelms **Mr. Universe** in this unconventional, uncommercial allegory about pumping iron. Directed improvisationally by **Bob Rafelson** (**Head**, **Five Easy Pieces**, **King of Marvin Gardens**).

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# WEEKEND JAUNTS: SANTA MONICA'S DOUGLAS AEROSPACE MUSEUM

by Charles Hillinger Los Angeles Times Staff Writer  
Reprinted with permission



Pat Packard looks over plans for the Donald Douglas Museum and Library now in the planning and construction stages.

Pat Packard stood in the huge hangar surrounded by emptiness except for the Douglas DC-2.

"Santa Monica is where world air travel started," Packard mused. "The cradle of aviation industry—the perfect place to house the archives of the history of that industry . . ."

Packard, 55, lifelong aviation historian, is curator of the Donald Douglas Museum and Library now being established in a World War II Douglas hangar at Santa Monica's Clover Field.

A group of Santa Monica civic and community leaders launched the museum as a tribute to Santa Monica's role in the history and development of aviation and aerospace.

It comes at a time when the mammoth McDonnell Douglas Corp. plant is being dismantled at Clover Field, marking the end of 46 years for the aviation company in Santa Monica.

Douglas Aircraft Co. headquarters were in Santa Monica from 1920 until 1967 when Douglas merged with McDonnell Corp. of St. Louis.

Donald Douglas Sr. was 28 when he and six employees started Douglas Aircraft Co. in 1920 and began initial production of a biplane called the Douglas Cloudster.

Four years later four Douglas World Cruisers, husky biplanes made for the U.S. Army Air Service, took off from Clover Field and returned to Santa Monica after the world's first round-the-world flight.

It took six months for the planes to circumnavigate the globe although total time in the air was 15½ days.

And it was July 1, 1933, when the first of the Douglas Commercial line of transport aircraft—the DC-1—rolled off the production line and was airborne.

Only one DC-1 was produced. A modified version called the DC-2 entered scheduled air service on the nation's first overnight transcontinental flight in April, 1934. About 150 DC-2s were manufactured in Santa Monica.

"The DC-2 revolutionized the airline industry. It put the airlines in business at a profit," Packard said. "Then came the DC-3 and all the other DCs to today's wide-bodied DC-10s."

Stanley Burnstein, a Tulsa businessman recently flew one of three DC-2s known to exist to Clover Field. He flew the plane from Tulsa to the big wooden hangar on the south side of the Santa Monica airfield and turned the keys of the 45-year-old airplane over to the Donald Douglas Museum and Library.

The DC-2 has nearly three years of time spent in the skies, first with Pan American, then CMA in Mexico and Aerovias and Aviateca, Guatemalan airlines. Its last use was by U.S. Forest Service smoke jumpers in fighting forest fires in Montana.

For the past several weeks crates of old Douglas records, correspondence, hundreds of airplane models and thousands of design drawings and photographs have been trucked to the Douglas Museum offices.

"Much of the material hasn't been looked at since it was first stored in warehouses in the 1920s and 1930s," Packard said.

Hundreds of different models of military and commercial Douglas airplanes, scores of various missiles and space vehicles have been trucked to the museum for eventual display.

The museum, scheduled to open later this summer, will house one of the most extensive aviation and aerospace libraries in existence.

"But more than that, plans are for the museum to trace the history of aviation from Leonardo da Vinci to the SST and beyond," said Packard, who has spent the past year assimilating material and designing exhibit areas.

James H. Doolittle and Donald Douglas Sr. are two of the 17 members of the museum's board of trustees.

The museum chairman is Donald Douglas Jr., Santa Monica banker Aubrey E. Austin, Jr., is president; C. Deane Funk, publisher of the Santa Monica Evening Outlook, is vice president, and Louis G. Turner, is secretary-treasurer.

Packard, retired sales executive for Lockheed Aircraft Corp., soloed in an open-cockpit American Eaglet at the age of 14 in Janesville, Wis.

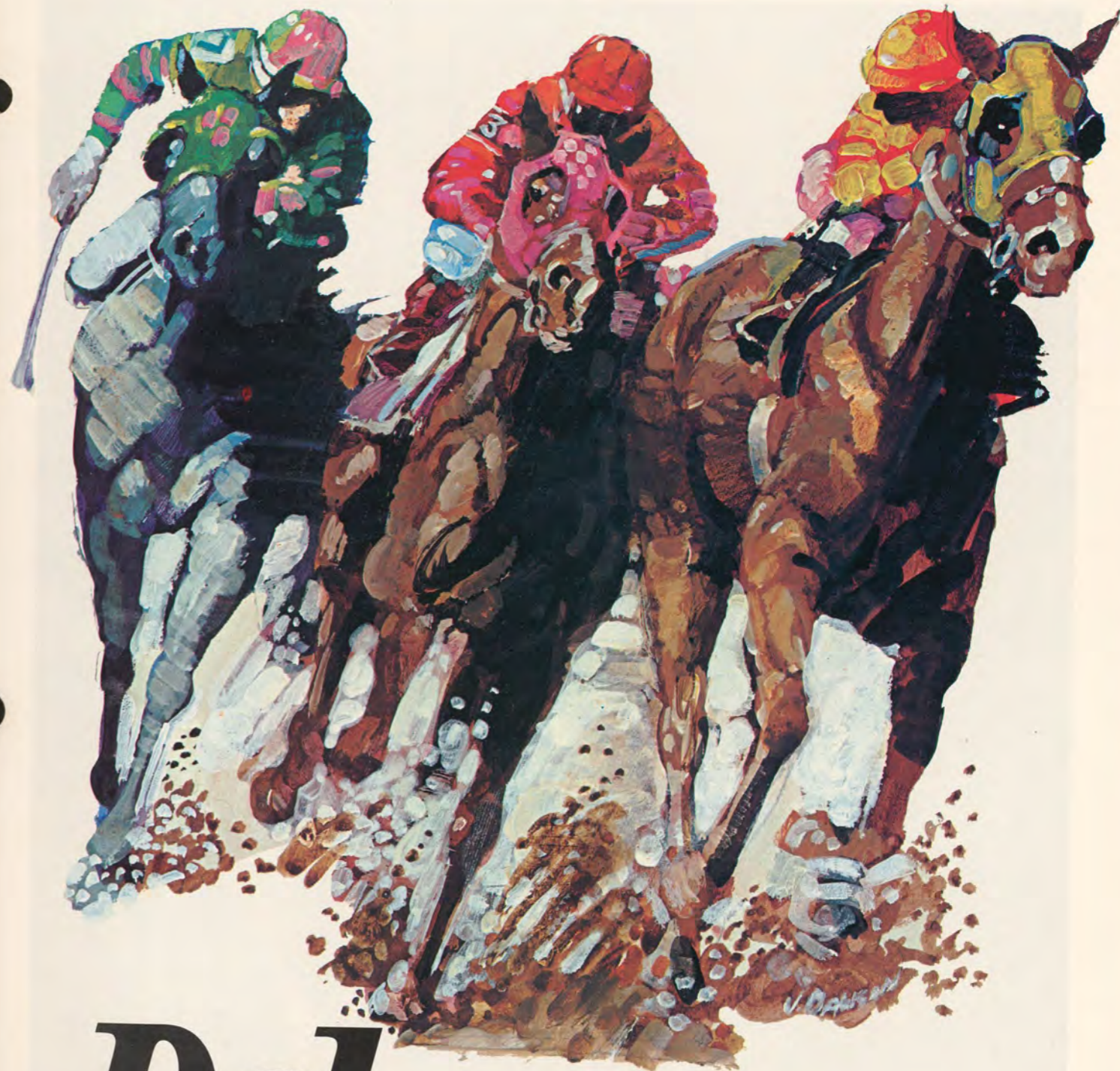
"I lived next to the Janesville Airport when I was in high school and worked at the airport chasing cows off the field so the pilots could take off and land their flying machines," recalled Packard.

"I swept out the hangar and shoveled snow off the field in the winter. My pay was flying lessons and later flying the old biplanes."

Packard spent four years with the Air Transport Command in World War II. He restored a 1929 Crosley "Flying Flea," a do-it-yourself airplane designed for home builders, now on exhibit at the new National Air Museum at the Smithsonian Institution in Washington, D.C.

All his life he has been preserving aviation history in one fashion or another.

"Being selected curator of the Donald Douglas Museum and Library is a dream come true," admitted the lifelong aviation enthusiast. ■



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President Gerald Ford is welcomed to Little America Westgate by General Manager Georg Hochfilzer as Mayor Pete Wilson looks on.



## *Escape!* *to the Little America Westgate*

by Mary W. Ruhmland

We all know that the magnitude of man's artistic genius can make the heart take wing in flights of joyful appreciation. Unbelievably, one is confronted with this artistic genius just by walking into the lobby of the Little America Westgate Hotel in downtown San Diego—an unlikely location for the treasures of antiquity and the grandeur of palaces conjured by Sheherazade. It leaves one breathless with wonder!

Georg Hochfilzer has the business genius to know that elegance can be fun, not stuffy, and that most people really enjoy it. Georg is the young general manager of the Westgate, where elegance is relaxed and stands for incomparable service in beautiful surroundings.

Immense crystal chandeliers, aflame with refractions, spill their light on gleaming Louis XV and XVI furniture; exquisite parquet flooring spread with Chinese oriental rugs; deep, damask sofas and chairs, and Italian marble tables. \$2 million worth of genuine objects d'art and original paintings are mirrored in these incomparable rooms. And in the same mirrors—people in shorts and jeans!

Authentically one of the great hotels of the world, the Westgate was evolved to fill one's cup of pleasure. As disarm-

ing as Scheherazade herself, it is warm, welcoming and anxious to please. One innovation to insure superlative service is a gracious hostess. Looking as though she stepped from the Arabian Nights, Salima Din from Nanyuki, Kenya, Africa, has been given the title of "Lady Westgate" to answer questions, give directions, plan reservations and suggest San Diego's tourist attractions to make one's stay as pleasant as possible.

Courtesies afforded visiting royalty are lavished on every guest with the easy graciousness common to the fine hostelries of every continent. The cooperation and dedication of the staff, from maintenance to director, accounts for the expert service, pristine cleanliness, thoughtful amenities and unexcelled cuisine of this friendly palace.

The youthful Georg Hochfilzer thinks of a hotel as a small world unto itself; the staff is a genuine community, people by a hundred differing personalities, each talent important to the whole—all interdependent—and the total result is one of efficient harmony.

Everyone has experienced (expensively) the difference in service in hotels of equal status. The discrepancy stems from the central concept of service and what comprises the

"homelike" atmosphere. This concept is of prime importance, no matter what the size or prominence of the building, and emanates from one individual, the general manager, who requires a specific standard of excellence to fulfill his specific lifestyle. He must be "all things to all people"—a genius in exactitude, a fine entrepreneur who can both save and make money and most of all, a tireless psychologist!

These qualities cannot be instilled by education, but can only be heightened by it. Understanding human error by members of the staff is a means of correcting the failing, not resignation to it, says Georg. Conversely, the public has an insatiable thirst for personal attention, and the general manager and his assistants must be constantly available with empathetic genius.

Born to the profession, Georg learned hotel management from his father in Kitzbuhel, Australia, frequent home of the winter Olympics and one of the most affluent skiing resorts in Europe, where his family Inn had existed for generations. As he grew older and evidenced a natural ability with people, Georg pursued his formal education in business and also trained in many of the great hotels across Europe. He has been the general manager of hotels

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Georg, who is well attuned to the public attitudes by reason of his profession, feels a definite swing back to traditional values: pride in fine workmanship—a fine meal, a well-built car, quality clothing and excellence in personalized service. He feels that the accommodations of the future will be a compromise between hotels and motels. In fact, he feels that Inns will be "in"—quaint, atmospheric, each with a personality of its own and a house specialty in the dining room. They will be known for their honesty and service which, of course, is the personnel, and not for the pool and sauna.

The phenomenon of building a preponderance of wealth, a financial empire, from one original investment, is practically unknown in this century. The R. Earl Holding family has accomplished in 20 years what usually takes several generations. Starting with their original purchase of "Little America" property on the glacial, windswept plains of Wyoming, the Holdings created a warm and friendly shelter, the "Little America Motel," first of a flourishing chain. Shortly thereafter, the acquisition of a non-productive oil refinery nearby, a change in its management and its resulting profits enabled them to expand gradually to an oil conglomerate which purchased Sinclair Oil for \$72 million in 1972.

The Holdings, Carol and Earl, have three hobbies—work, work and work! They constantly visit their "pearl of great price," Little America Westgate, calling each and every one of 200 employees by name and actually working in the various departments, to insure themselves of first-hand knowledge of the complex operation. Only humility, integrity and dedication has effected the incomparable success of this inspired family!

Every day at 4 p.m., when the sun is just over the yardarm, the new "Lobby Bar" is astir with humanity, tired executives, tourists, secretaries, government employees, entertainers, athletes—the huddled masses, relaxing and soaking up the exquisiteness around them, while making friends and sipping a tall, cold one. The entertainment is free and delectable—featuring different visiting artists every week.

Yes, "the look of love" has pervaded the hallowed halls of the royal Little America Westgate. It is filled with people in every type of attire having fun in their own way, while gazing in joyful appreciation at the rare and sacred beauty around them. The Westgate has truly become "Little America." ■

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# ASTROLOGY FORECAST

by Jean Farman

## LEO (July 23-August 22)

Cuddly Leo lions love to be petted and adored and that magical charm you spin so well is mighty hard to resist this month? You can easily purr your way into the hearts of others because people are apt to quickly respond to your sunny warmth. Keep an eye open for unique items for your home as you could run across some terrific bargains. Around the 27th take your sweet time when walking, driving, moving about, and don't let irritations transform that purr into a wrathful roar! Your bubble can burst by being impatient, careless, reckless. Leo celebs: Ann Blyth, Rory Calhoun, Rhonda Fleming.

## VIRGO (August 23-September 23)

Up and at 'em. Rest time is over! It's Virgo's turn now to gather recognition, seek better employment, ask for a raise (the 24th), gain greater social prestige. Community involvement offers satisfying opportunity. Money can be made by personal initiative. Don't sit on your well-padded intentions and let this marvelous month pass you by. Virgo talent: Julie Bishop.

## LIBRA (September 24-October 23)

Don't stay in the dark Libra, turn on the lights in all the corners of your mind. If you've been playing with the idea of going back to school or taking a course to exercise your mental muscles or expressing a hidden talent, now's the time to do it. Energy comes with your enthusiasm. Libra talent: Truman Capote.

## SCORPIO (October 24-November 22)

Many marvelous happenings will give you cause to secretly wiggle your toes in your tennies this month! But don't make the mistake of taking some important relationships for granted. No one's perfect, but you could be misjudging someone close. Social life is still going strong however, beware of a romantic entanglement that hints of deception. Scorpio star: Jackie Coogan.

## SAGITTARIUS (November 23-December 20)

The long hot summer may be pulling at your patience about now, especially if others are out playing and you're stuck working. Don't be discouraged as someone important is about to enter your life and make a dynamic impact on your entire being. Be careful of adopting a snobbish attitude or entertaining delusions of grandeur. Sagittarian celeb: Dan Daily.

## CAPRICORN (December 21-January 20)

To soothe the savage soul, plan a late summer holiday if you can. Changing your surroundings, even if just for a long weekend, clears away mental cobwebs and does wonders for your outlook. If unable to get away, lose yourself in a juicy novel or explore some new mental horizon. Ambitious energy peaks at month's-end. Capricorn great: Danny Kaye.

## AQUARIUS (January 21-February 18)

Just a tiny taste of honey savored for a moment is apt to spark a strong desire for lavishness and overindulgence beyond your means! Luxury items turn your head and throw you off the economical tract this month. Common sense tells you loudly what you can and cannot afford! After the 23rd, foreign encounters add sensual intrigue! Aquarian lady: Zsa Zsa Gabor.

## PISCES (February 19-March 20)

Pisces people love to be needed but you may bite off more than you can chew if you agree to be the referee between battling friends. Good judgment is on your side and perhaps a little harmless exaggeration will soothe ruffled feathers. Your own home and family life are due for improvement, expansion or renovation. Pisces star: MacDonald Carey.

## ARIES (March 21-April 20)

If the kids in your life have been stimulating strands of grey through your tresses, maybe it would be a good time to send them off to Aunt Mary's for a week or so. Then put romantic sparkle back in your life and chase your spouse around the house—with candlelight and music, of course! Aries talent: James Garner.

## TAURUS (April 21-May 21)

It's time for Taurus to prop up hard-working feet and totally relax. Drink in the sunshine and all the fresh air you can. Pursue whatever is pleasurable be it creative self-expression, romance or sports. Avoid unnecessary loss by keeping a watchful eye on valuables. Look for something new and exciting around the 25th. Taurus talent: Eve Arden.

## GEMINI (May 22-June 21)

You may think your home life has gone bananas as August turns it into a busy beehive of activity. Try to run away from it and it follows you no matter where you rest your head! Creative ideas seem to spring into your head from nowhere. Luck is riding on your shoulder after the 23rd. Gemini gent: Robert Cummings.

## CANCER (June 22-July 22)

If you think the telephone has grown to your ear you'd better look because maybe it has! Communication, rumors and information flow continuously all month long. News concerning a youngster is more than just comforting. Fun times with relatives or neighbors are something you could enjoy. Expect a change in the home near the 26th. Moon Child: Phil Harris.

# GROSSMAN ON SPORTS

## THE FOUR-PLY WALLOP

The young man, freshly scrubbed and compliant, said he wished to work as a writer of baseball prose. The editor's resistance was perceptible.

"How would you describe the sport?" the editor inquired.

"It's the national pastime, a game for all the ages, a young boy's dream."

"And the World Series?"

"That's the autumn spectacle, sports' finest hour, the showdown of the pitch and catch champions."

"And how do world series players get paid?"

"They earn a piece of the financial pie or a slice of the big mellow or participate in a record payoff."

"How would you write about the home field?"

"That's the friendly, big ballpark, the place to be, fun for everyone and the cheapest entertainment in town."

"Anything more?"

It's a manicured meadow, a cosmetic beauty with velvety greensward with geometric wonder where all the action is."

"Let's discuss the players. What are the characteristics of, say, a left-handed pitcher?"

"He's a southpaw who can keep you loose with his blue darters but can change up to make the batter honest."

"Blue darters?"

"That's heat."

"Heat?"

"That's the hard fast one, the bread and butter delivery, the old-reliable."

"What would you say about an infielder?"

"He's sure-handed."

"That's all?"

"If he plays third, he's as steady as a rock, the shortstop is an acrobatic marvel, the second baseman can cover more ground than an elephant's shadow and the first baseman can pick 'em in a sandstorm."

"But if you have a shortstop who has sure hands and is no acrobatic marvel?"

"Then I write he knows how to play the hitters."

"And what is the pitcher's best friend?"

"The double play."

"Can you be any more specific?"

"The twin-killing, the play that douses the fire, a one-pitch special."

"And what about varieties of the double play?"

"Some are tailor-made, or specially engineered, or round-the-horn but most are classic and the product of a fine inner core defense."

"We haven't considered the catcher."

"He's the second half of the battery."

"And his equipment?"

"They're the tools of ignorance."

"In the spring, what is the common characteristic of all rookies?"

"They're all promising."

"And first-year outfielders?"

"They're fleet-footed and run like deer."

"And rookie pitchers?"

"They're flame-throwers with ice water for blood and a veteran's poise in the clutch."

"How do you write about a stolen base?"

"That's a theft, a heist and a daring dash."

"And when an attempted steal fails?"

"The runner was arrested, cut down, nipped in the bud."

"Suppose a runner is being chased by two infielders, what's that?"

"That is being caught in a pickle, hung up and left out to dry."

"What is the area between two outfielders called?"

"That's the gap or an alley or no man's land, an unpatrolled crease."

"And a short fly ball?"

"A can of corn."

"The umpire?"

"He's the man in blue, the arbitrator with the eagle eye."

"But when the eagle eye fails our team, what do you say?"

"Then you say the umpire performed charity for the opposition and, with the game on the line, committed licensed robbery."

"What do all umpires have in common?"

"Short fuses."

"How does a manager work?"

"By pushing buttons."

"Another name for the manager?"

"The pilot, skipper, field general and, when things are going good, the grand old man."

"And where do all managers sit?"

"In the dugout."

"Yes, but specifically where in the dugout?"

"On the catbird seat."

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## THE COFFEE MILL

In the heart of Encinitas, It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious — wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. seven days a week. For reservations call 753-3183. 531 Highway 101, Encinitas.

## THE IVANHOE

Intimate atmosphere, relaxed dining offering Steaks, Prime Rib, Crab Legs, Steak & Lobster Brochette, Seafood plus many other items including our famous Seafood Salad Bar all of which is included in the price of dinner. Open daily serving lunch 11 a.m. to 3:30 p.m. Dinner 5 p.m. Cocktails, dancing nightly except Monday. 14240 Poway Rd. East. 748-7531 and 566-2570.

## LAURA'S ITALIAN RESTAURANT

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

## NEMO'S COVE

Located in the Gazebo Courtyard of The Mercado in Rancho Bernardo, is dedicated to excellent food at reasonable prices. Our specialty, Seafood Supreme, heads a menu featuring the freshest fish filets, shrimp, scallops and chicken Kiev for those who desire a change of pace. Our luncheon menu features fish and chips using fresh filets and New England clam chowder. Open weekdays 11 a.m. to 8 p.m. and Friday thru Sunday 11 a.m. to 8:30 p.m.

## OAK TREE

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

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In lovely Rancho Bernardo, overlooking the West Golf Course. Spanish decor. Complete continental dining in **EL BIZCOCHO** (the biscuit). Open for dinner, lunch and breakfast every day, 7:00 a.m. to 10:30 p.m. **Sunday Brunch**—11:00 a.m.-2:00 p.m. **Prime Rib Buffet** on Tuesday evenings. Dancing nightly in **La Taberna Lounge** Tuesday thru Sunday. Try the lobster, steak or crab legs in the **Cattle 'n Cask**. Open for lunch and dinner every day except Monday. Dine on the golf course terrace with service from the Cattle 'n Cask 10:30 a.m. - 1:00 a.m.—a great oasis after your golf game. Call 487-1611. Located 5 minutes south of Escondido on Interstate 15.

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

"Now let's see how you handle some toughies. The All-Star Game?"

"That's the sport's showcase of talent."

"The high inside fastball?"

"That's the messenger."

"Any line drive?"

"A frozen rope."

"An infield single?"

"A leg hit."

"A fast ball that finds the plate?"

"A bullet."

"An opposing pitcher's change-up or curve?"

"Junk."

"Our pitcher's change-up or curve?"

"A crafty assortment."

"The centerfielder?"

"The anchor for the outer defensive wall."

"A poor hitter?"

"A defensive mechanic."

"A poor hitter for the opposition?"

"The soft spot in the enemy lineup."

"The Cincinnati Reds?"

"A team without any soft spots."

"A player who can hit, run and field?"

"A complete performer."

"A complete performer with what?"

"A complete performer with all the tools."

"How are complete performers with all the tools discovered?"

"They are discovered by bird-dogs."

"And what type of talent attracts bird dogs?"

"Talent that is raw."

"A doubleheader?"

"A twin-bill, a double-dip, a big bargain."

"What do players do before they hit?"

"They dig in."

"Why?"

"So they can get a toe hold in the box."

"An inning?"

"That's a frame."

"A base on balls?"

"A free ticket, a pass, a stroll. It also can come back to haunt the pitcher and creates gray hairs for the manager."

"Any time when the opposing team has men on base?"

"A jam."

"When our team has men on base?"

"A rally, except when we're behind and then it's a comeback rally."

"And finally, a home run?"

"That's a round-tripper, a bye-bye baby, a circuit clout where the batter gets to touch 'em all."

"Anything else?"

"You mean a seat-shattering smash, a tape-measure job, a prodigious parabola, a bombastic bomb, a star teeter?"

"I mean, a four-ply wallop. Haven't you heard of a four-ply wallop?"

"No sir."

"Well come back next year when you're better prepared." ■

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



Helen Reddy . . . 9/2



Chargers . . . 9/26



Cabrillo Festival 9/26-10/3

1

Shakespeare Festival  
Old Globe Theatre  
8:30 p.m. Tues. thru Sun.  
2 p.m. Wed., Sat., Sun.  
Thru 9/12  
Balboa Stakes  
at Del Mar  
\$25,000 purse

2

Survey of Holistic Health  
Weekend Symposium  
Ritz Hotel Conference Center  
Tomorrow thru Sun.  
Workshop & Film Festival  
UCSD  
Mon. thru Thur.  
Helen Reddy  
Civic Theatre

3

"I Do! I Do!"  
San Dieguito Little Theatre  
Thru Mon.  
8:30 p.m.  
"Ancient America, Modern Man"  
Conference exploring  
America's origins  
Little America Westgate  
Thru Mon.

4

Ballet Alfresco  
Irvine Bowl  
Laguna Beach  
8:30 p.m.  
Tomorrow, too  
Pre-season Football  
Chargers vs. Giants  
San Diego Stadium  
8 p.m.  
Chula Vista Handicap  
at Del Mar  
\$25,000 purse

5

Festival of the Arts  
Free outdoor entertainment  
from mimes to jazz  
Balboa Park  
9/4-14  
Del Mar Debutante  
at Del Mar  
\$85,000 purse  
fillies, 2-year-olds

6

Labor Day Fireworks  
& Baseball  
Padres vs. Dodgers  
San Diego Stadium  
7 p.m.  
Around-the-pier Swim  
Oceanside 1 p.m.  
Del Mar Invitational Handicap  
\$100,000 purse

7

Putting Championships  
Balboa Park Golf Course  
9/8-12  
Padres vs. LA  
San Diego Stadium  
7 p.m.  
Finest City Week  
9/4-12

8

Padres vs. Atlanta  
San Diego Stadium  
7 p.m.  
Tomorrow, too  
Rancho Bernardo Handicap  
at Del Mar  
\$25,000 purse  
Fillies & Mares

9

Finest at Del Mar  
4th race in honor of  
Finest City Week  
Women's Golf Tournament  
Balboa Park

10

"Women in Photography"  
Opening Reception  
Fine Arts Gallery  
5:30-7:30 p.m.  
Show runs thru 10/10  
Padres vs. Houston  
San Diego Stadium  
6 p.m. today  
7 p.m. tomorrow  
Torrey Pines Stakes  
at Del Mar  
\$20,000 purse

11

"Go Fly a Kite  
& Sail Race"  
San Diego Bay  
11:30 a.m.  
El Cajon Stakes  
at Del Mar  
\$25,000 purse  
3-year-olds

12

46th Annual Rough Water Swim  
La Jolla Cove  
11 a.m.-3:30 p.m.  
Finest City Bathtub Race  
Crown Point 10 a.m.  
Piano Festival  
Balboa Park Bowl  
4 p.m.  
Ramona Handicap  
at Del Mar  
\$50,000 purse

13

"The Original Print"  
Local Printmakers  
Knowles Art Center  
La Jolla Thru 10/7  
Escondido Handicap  
at Del Mar  
\$25,000 purse  
3-year-olds and up

14

"Rivers of North America"  
Reuben H. Fleet Space Theatre  
Balboa Park  
Final Month  
Padres vs. Giants  
San Diego Stadium  
9/13-15 7 p.m.

15

Better make it today . . .  
Final day—Del Mar races  
Del Mar Futurity  
\$100,000 purse  
2-year-olds, 1 mile  
Mexican Independence Day  
Festivities & Parade  
Today and Thur.  
Tijuana

16

Swinging Seniors  
Seniors Open  
Golf Tournament  
Torrey Pines Golf Course  
Tomorrow, too  
"Our Sun the Star"  
Reuben H. Fleet Space Theatre  
Balboa Park  
Final Month

17

Take a deep breath . . .  
Underwater Film Festival  
Civic Theatre  
8 p.m.  
"Finishing Touches"  
Patio Playhouse, Escondido  
Fridays & Saturdays  
9/17-10/9

18

Horse Show  
McCall's Ranch  
Alpine  
9/18-19 from 8 a.m.

19

Season Finale  
Unlimited Hydroplane Regatta  
Mission Bay Park  
English-Western Horse Show  
Miramar Naval Air Station  
From 9 a.m.

20

"The Sea Horse"  
Opens Tomorrow  
Cassius Carter Centre Stage  
8 p.m. Tues. thru Sun.  
2 p.m. Sat. & Sun.  
Thru 10/24

21

"Shady Lady"  
Country Friends  
Appearance of Autumn  
Fashion Show  
Rancho Santa Fe Inn  
2 p.m.

22

Paintings by Anuszkiewicz  
La Jolla Museum of  
Contemporary Art  
9/19-10/31

23

Come to the . . .  
"Cabaret"  
Broadway Dinner Theatre  
Hotel San Diego  
Dinners Tues. thru Sun.  
Brunch on Sun.  
Thru 10/24

24

Speed Ski Racing  
National Championships  
Mission Bay Park  
Thru Sun.  
Charlie Pride  
In Concert  
Golden Hall

25

"You've Come a Long Way . . ."  
Women's Club Benefit  
Luncheon and Fashion Show  
From Bustles to Miniskirts  
Sheraton at Harbor Island  
11 a.m.

26

Cabrillo Festival Week  
Today: Opening Ceremonies  
Young People's Art Show  
Cabrillo National Monument  
1:30 p.m.  
Season Opener  
Chargers vs. Cardinals  
San Diego Stadium  
1 p.m.

27

Root for the home team . . .  
Padres vs. Reds  
San Diego Stadium  
7 p.m. thru 9/29  
Wed.: Fan Appreciation  
Night

28

Cabrillo Lands!  
San Diego's 434th Anniversary  
Cabrillo and Soldiers Invade  
County Board of Supervisors  
9 a.m.

29

Mayor Wilson Greets Cabrillo  
City Council—9 a.m.  
More Festivities . . .  
Portuguese Dancing, Music  
Traditional Flag Raising  
Community Concourse  
12 noon

30

"Compatriots of Cabrillo"  
Historic Seminar  
Cabrillo National Monument  
1-4 p.m.  
White Elephant Sale  
St. James Hall  
La Jolla  
9 a.m.-7 p.m.

# SEPTEMBER CALENDAR

In all the world, only one . . . . .



## RANCHO SANTA FE

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## BIG MONEY, BIG NAMES

### A history of the Del Mar Futurity

"Eddie Arcaro made his only competitive appearance at the Del Mar track for the 1957 Futurity. Arcaro flew in from the east to pilot unbeaten Old Pueblo against his adversary Disdainful, ridden by Bill Shoemaker. Old Pueblo never looked back in taking the measure of his rival."

Inaugurated in 1948, the Del Mar Futurity has become the West's reigning juvenile event and a launching grounds for future national stars of the turf.

The first winner of the Futurity, which netted the winning owner a mere \$6,825, was Star Fiddle. Hubert Trent, the longshot riding specialist who inspired the phrase "Pay the rent with Hubert Trent," handled the gelding that afternoon, piloting him into the winner's circle and the hearts of fans. The durable chestnut, who subsequently earned nearly \$130,000 in his remarkable 10-year racing career, was purchased by the track and retired to nearby Rancho Santa Fe. His only duty from 1957 through 1972 was to lead the parade to the post for the Futurity every summer with his former partner Hubert Trent in the irons. At the advanced age of 30, Star Fiddle has relinquished his duties, but he still lives on in the minds of the many thousands of racing fans who witnessed this spectacle for so many seasons.

Among famous winners of the Futurity was the 1949 winner, Your Host. The talented son of Alibhai parlayed his Futurity score into a triumph in the 1950 Santa Anita Derby and was favored in the Kentucky Derby, in which he was ninth to Middleground. He was destined for great success before a broken shoulder ended his career and nearly his life. A determined struggle to save his life was rewarded when Your Host sired Kelso, the world's richest horse with nearly \$2 million in earnings and recipient of Horse-of-the-Year honors five consecutive seasons.

A host of Hollywood celebrities was on hand at the seaside track to watch Harry James and Betty Grable's Big Noise annex the 1951 Futurity. Big Noise's sire Khaled, who ultimately sired Horse-of-the-Year Swaps to rank as one of America's top stallions, was



Tomy Lee, 1958 Futurity hero who went on to capture the following spring's Kentucky Derby at Churchill Downs.

recording his first stakes win with Big Noise's triumph.

Ironically, Bill Shoemaker earned a great deal of fame with his rides aboard the California-bred Swaps, hero of the 1955 Kentucky Derby over the much-heralded Nashua. But it was Blue Ruler's victory in the 1954 Del Mar Futurity which led to Shoemaker's commitment to handle the colt the following winter in the 1955 Santa Anita Derby, won by Swaps with John Longden in the saddle. Blue Ruler finished third.

The 1956 edition featured the only win disqualification in the race's history when Prince Khaled, another in a long line of swift Khaled offspring, was demoted to third for causing interference on the backstretch, the victory being awarded to Swirling Abbey. The official time of 1:08-4/5 was the fastest

ever run by a 2-year-old around a turn at that time.

Eddie Arcaro, dubbed "The Master" by his fellow reinsmen for his uncanny riding ability and sense of timing, made his only competitive appearance at the track where the "turf meets the surf" for the 1957 Futurity. Arcaro flew in from the east to pilot unbeaten Old Pueblo against his adversary Disdainful, ridden by Bill Shoemaker. Old Pueblo never looked back in taking the measure of his rival to remain unbeaten. Arcaro returned to Del Mar last summer for the third annual Rocking Chair Derby®, serving as one of three honorary stewards for the betless exhibition.

Bringing together perhaps the strongest field in the race's history, the 1958 renewal gained added recognition when Tomy Lee, under Shoemaker, utilized his tally in the juvenile fixture as a springboard to victory in the following year's Kentucky Derby. The Futurity runner-up, Royal Orbit, captured the 1959 Preakness Stakes, while Bagdad, who finished third, narrowly missed to Sword Dancer in the Belmont Stakes. Thus the Futurity featured winners of two jewels of the 1959 Triple Crown.

Form was turned upside down in 1964 when longshot Terry's Secret came flying through the stretch to return a whopping \$98.60, largest mutuel return in Futurity history. Ultimately, the son of Terrang developed into one of the West's top handicap performers.

In 1965, a new and bright star appeared on the horizon in Louis Rowan's Coursing, a remarkably swift son of Fleet Nasrullah. The first-year runner brought an unbeaten mark into the race and came away with a facile triumph in a sparkling 1:08-4/5 for the six-furlong distance. Although an injury cut short his racing career, Coursing, who never raced outside of

"John Longden, at the time the world's winningest rider, won his first Futurity as a trainer in 1967, becoming the only person to both ride and train a Futurity winner."



The brilliant *Coursing*, unbeaten winner of the 1965 renewal.



Inaugural Futurity victor *Star Fiddle* and his regular rider *Hubert Trent* leading the parade to the post for another running of the juvenile feature.

34 / AUGUST 1976



Last summer's hero *Telly's Pop*, flanked by owners *Howard Koch* (holding reins) and *Telly Savalas* (fourth from right, partially hidden).



Trumpeter *Harry James* and his 1951 Futurity winner *Big Noise*.

California, was ranked behind only subsequent Horse-of-the-Year and millionaire *Buckpasser* and the brilliant *Graustark* on the season-end Experimental Handicap.

*Ruken* provided owner *Rowan* with back-to-back wins in the rich 2-year-old fixture when the stretch-running son of *Nashville* captured the 1966 edition. *Ruken* went on to win the Santa Anita Derby and earn a berth in the Kentucky Derby as the third Futurity hero to trek to Louisville.

*John Longden*, at the time the world's winningest rider, won his first Futurity as a trainer in 1967 with *Frank McMahon's Baffle*, becoming the

only person to both ride and train a Futurity winner. *Longden* captured the third running of the Futurity in 1950 aboard *Patch*.

The next two years witnessed the fastest editions of the six-furlong event. *Fleet Allied* (1968) turned back Hollywood Juvenile hero *Fleet Kirsch* and *George Lewis* (1969) simply toyed with his rivals, both horses posting clockings of 1:08-1/5. *George Lewis* went on to victory in the California Derby, but proved unsuccessful in the 1970 Kentucky Derby.

Striking a blow for women's liberation, *June Darling* flew the colors of California horseman *Clement Hirsch* to victory in 1970, as the only filly to



*Diablo* wins 1974 edition giving owner *Frank McMahon* his second Futurity score.

defeat male rivals in the juvenile title-decider.

A change in distance and surface greeted the 1971 class of juveniles, when the traditional closing day feature was shifted to the approximate distance of 7½ furlongs on the turf. The approval from horsemen came with an overflow of entries, forcing the race to split into divisions for the first time. *D.B. Carm* and *MacArthur Park* shared honors, with the latter posting an all-time low Futurity win payoff of \$2.60.

With the triumph of *MacArthur Park*, the Futurity became the private domain of *Bill Shoemaker* for several years. The holder of every major riding record of consequence reeled off consecutive victories with *Groshawk* (1972), *Such A Rush* (1973) and *Diabolo* (1974). The latter became owner *Frank McMahon's* second Futurity winner and the race's fifth Kentucky Derby starter. The 1974 edition also marked the return of the race to the main track at the distance of one mile.

Celebrities returned to the winner's circle for the 1975 renewal when a gangly gelding, *Telly's Pop*, dubbed the "People's Horse," led owners *Howard Koch* and *Telly (Kojak) Savalas* and their parade of well wishers into the winner's circle. The horse was purchased for the modest sum of \$6,000 and earned nearly \$250,000 by year's end. His popularity, and that of his celebrated owners, became widespread and fans flocked to the tracks where *Telly* (the horse) competed for a glimpse of both.

Another name will be etched into the Futurity record books on Sept. 15 and it's anyone's guess who that will be. But one thing remains certain, the victory will not soon be forgotten. ■

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## SICKNESS AND HEALTH: A MATTER OF MIND OVER BODY

"The holistic health practitioners recognize more than the physical symptoms of the patient. Their approach is all-encompassing, taking into account mental and spiritual as well as physical well-being."

by L. Richard Pelter

What makes people ill? Is it germs and viruses, or is there more? A new breed of medical practitioners, holistic healers, believe there is more. Sickness and even death are seen as teachers, providing insights and awarenesses, "moments of truth," about ourselves expressed in physical disease symptoms.

Less than two years ago holistic health was virtually unheard of, but it is receiving more and more recognition from physicians, patients and the general public as dissatisfaction with traditional forms of medicine grows.

The basic philosophy behind the holistic health movement is the patient's ability to heal himself using the body's own healing processes with the guidance of professionals. The holistic health practitioners recognize more than the physical symptoms of the patient. Their approach is all-encompassing, taking into account mental and spiritual as well as physical well-being.

Says Dr. Irving Oyle, a Bay Area obstetrician, "When I'm faced with a patient I have to now presume that what I am dealing with is not so much a physical thing, but what I'm dealing with in the end is my patient's experience of his disease. If I can change the patient's experience, his picture of his disease, that's all I have to do, even though it doesn't satisfy my pathologic model."

To many this statement may smack of shamanism and remind some of 'sugar pill' cures. Dr. Oyle continues: "The only thing (contemporary medical theory) has to recommend it, or my theory, as physicians or people involved in healing other people, is does it work? Does it get people well? That's the only yardstick that healers have been measured by since the beginning of the healing professions. The people

just want to know, is it working? They don't want to know how."

Psychosomatic illness may have a negative connotation attached to it, but the basic premises of the holistic health movement accept the reality of psychosomatic illness. The American Heritage Dictionary of the English Language defines psychosomatic as, "Of or pertaining to phenomena that are both physiological and psychological: somatic and psychic."

Dr. Matthew Gleason, a San Diego physician and keynote speaker at the Physician of the Future Conference held in San Diego last summer, noted, "Recently, though not too recently, we have come to know that stress has a great deal to do with illnesses. We realize that hypertension, coronaries, ulcers, mental problems, all of these are causes of poor health. Our family physicians tell us that about a third of the patients they take care of really have psychosomatic illnesses. They lay their hands on, very often, with placebos."

Although the basic premises of holistic healing are generally agreed upon by those practicing this new form of medicine (though it may also be considered a return to an old form of medicine—general practice) the methods used in the treatment are many and varied. Acupuncture, the use of biofeedback machines, meditation, autogenics, Kerlian photography are but a few of the tools used in holistic healing.

### TOOLS OF THE TRADE

The acupuncturist recognizes the existence of certain focal points in the body which the Chinese acknowledged some 5,000 years ago. Kerlian photog-

raphy, a photographic method employing a high-frequency electrical field which makes the energy field around a person visible on film, has documented the existence of these points. Kerlian photography shows an increased flow of energy at the acupuncture points. There is some question as to why and how the technique actually works and much research is being done at medical centers around the world.

Meditation rather than tranquilizers is seen as a low-cost natural method of stress reduction. Autogenics, a sort of guided fantasy in a meditative state, is sometimes an economical, painless, effective substitute for certain types of surgery.

Meditation is used in conjunction with biofeedback machines and has proved beneficial to patients with heart trouble, epilepsy and certain mental disorders. The technique involved is the monitoring of alpha and theta waves on screen and in sound. The patient observes the screen, which looks much like an electrocardiogram, and listens to his biorhythms amplified in sound and can watch and hear the vasculature when he is told to think of a frightening experience. As he begins to meditate the patient can then watch and listen to the stabilization of his biorhythms. Eventually, the patient can learn to control his biorhythms without the visual and audio tools through meditation alone.

The use of holistic healing methods does not extend across the board to all types of medical circumstances. Most practitioners do not extend these procedures for cases where traumatic surgery or intensive care is required, however they anticipate using certain of the methods (acupuncture, biofeedback, meditation) to aid the healing process.

Many San Diego area physicians are using holistic healing methods in their

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"Sickness and even death are seen as teachers, providing insights and awarenesses, 'moments of truth,' about ourselves expressed in physical disease symptoms."

practices. A major impetus was last summer's Physician of the Future conference held at the Bahia Hotel and attended by almost a thousand physicians, nurses, psychosynthesists, yoga teachers, chiropractors, alternative healers and laymen. Out of the conference came the first Journal of Holistic Health and the Association for Holistic Health (AHH), an organization now working to build a model center in San Diego.

The second conference, The Healing Center of the Future, will take place at the El Cortez Hotel Sept. 3-5. Dr. Malcolm Todd, 1975 president of the American Medical Association, will be one of the speakers. How-to workshops including training in autogenics; biofeedback; jin shin jyutsu, an ancient Oriental healing art, and others will be held Sept. 6-9 at UCSD. These sessions will be led by some of the most prominent professionals in their fields. A film series entitled New Dimensions in Healing will be held in the evening after the workshops at UCSD's Mandeville Center.

### HOLISTIC HEALING IS HERE

Dr. Paul Brenner of La Jolla is a holistic obstetrician-gynecologist.

The Center for Holistic Arts near Balboa Park has been in operation for several months. The staff's emphasis is on psychological and alternative (non-traditional) healing practices including nutrition; structural integration, a sort of deep, high pressure massage better known as Roling; yoga, and biofeedback.

Dr. Harold Bloomfield, the psychiatrist/author of the best-selling book Transcendental Meditation, is one of a half dozen physicians practicing at The Age of Enlightenment Center for Holistic Health in Pacific Beach. In addition to most of the holistic health services mentioned previously, they also offer general family practice, and soon

hope to add herbal baths and other forms of water therapy to their list of resources. All of these doctors are meditators.

Even that seeming bastion of institutional medicine, the Kaiser Permanente Medical Center, now has a comprehensive examination procedure that is preventative in purpose, plus one doctor, a physiatrist—a sort of orthopedist—who is using both chiropractic and acupuncture techniques, and some doctors who are leaning towards the Leboyer obstetric attitudes and environment that purportedly deliver babies who have the tranquility of meditators.

John C. Meyers, a San Diego obstetrician-gynecologist uses the Leboyer type environment.

H. Rudolph Alsleben, an M.D. with a number of additional degrees, specializes in catastrophic illnesses such as arteriosclerosis, arthritis, long-term heavy metal-poisoning and even aging—conditions that traditional doctors generally consider incurable and avoid. He has deep respect for the Creator of the Universe and also uses rare and highly sophisticated space-age hardware such as Infra-red Thermography and a Darkfield Microscope to diagnose and treat far more accurately than most doctors or even hospitals, he alleges. Although one medico consulted dismissed his methods as too unorthodox, some of the results of his treatments, which have names such as "Dermo-Biotic Therapy" and "Chelation Therapy," are shown in a wall full of "before" and "after" photos of people who appear to have lost ten to 20 years from their faces.

Most of the many clinics that serve San Diego County on an ability-to-pay basis have elements of a holistic approach to healing in that they are highly consumer-oriented with a strong emphasis on patient responsibility and patient rights. The Beach Area

"The basic premises of the holistic health movement accept the reality of psychosomatic illness."

Community Clinic, for example, recently offered a series of educational programs that included meditation, biorhythms, etc.

The Church of Tzaddi began weekly meetings at the Cronus Gallery in Del Mar August 1. These will be healing services using Kerlian photography, psychic awareness procedures, meditation and other methods conducted by Rev. Carlie Allee.

Dr. Matthew Gleason, past president of the San Diego County Medical Society, is an adviser to AHH, as are a long list of other well-known physicians, practitioners and institutions from coast to coast.

The NBC special "The Search for Something Else," in talking about some of the techniques and disciplines mentioned here, stated that critics say that some of the practices might be dangerous, but considering the state of the world today, *not* trying them may be even more dangerous.

The costs of medical services continue to rise astronomically while malpractice claims increase and the nation's health declines. A return to simpler modes used by the G.P.'s of yesteryear, dealing with the entire person—mind, body, family—coupled with recent technological advancements just may be the wave of the future. ■

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Alsleben (Rudolph) Medical Group  
4538 Cass  
San Diego  
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Association for Holistic Health  
David Harris, President  
Box 23231  
San Diego 92123  
298-5965

Beach Area Community Clinic  
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North County Ob-Gyn Medical Group Inc.  
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# LA JOLLA SOCIAL SCENE

by Alice Dutton



Among hundreds of Turf Club members attending Opening Day at Del Mar Thoroughbred Club July 28 were Mrs. William R. Jackson of La Jolla and her son-in-law and daughter, Mr. and Mrs. William Crowe Kellogg of La Jolla and Altadena. Kellogg is president of La Jolla Beach and Tennis Club.



Mr. and Mrs. Donald B. Smith, left, and Mrs. Dale Peterson, sister of Mrs. Smith, are anticipating another great season of racing at Del Mar as they listen to the strains of Bing Crosby's Thoroughbred Club theme song. Mr. Smith is president and general manager of the Club. The current season runs through Sept. 15.



The great Johnny Bench may have a few "agin" him in this area, but it was still a banner day for young and old baseball fans alike when Johnny had lunch at the La Jolla Beach and Tennis Club with noted sports commentator Charlie Jones of La Jolla, at left.

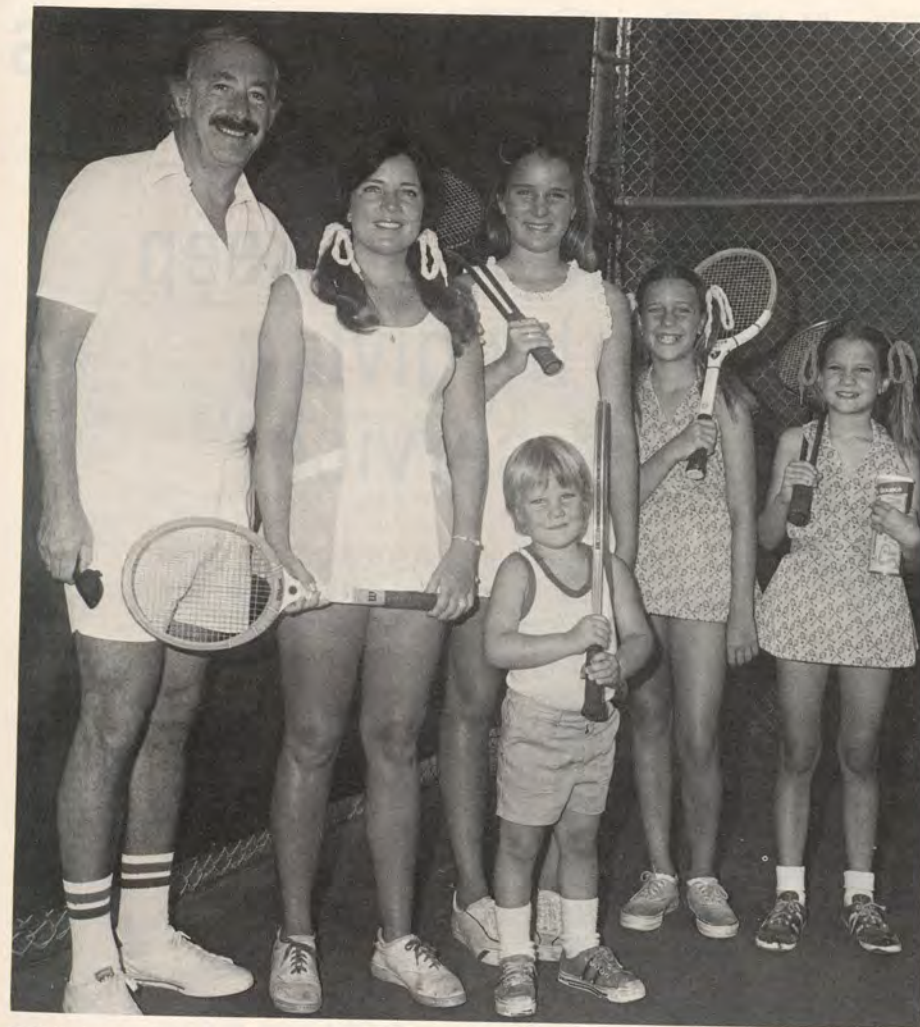
Music past, present and future is the magic that makes many of the summer carousel social wheels turn. From the dramatic moment when Bing Crosby's velvet voice croons "Where the Turf Meets the Surf, down at old Del Mar," to the lilting danceable tunes of Michael Carney at the 1976 Jewel Ball, melodies both nostalgic and current create the mood for memorable happenings day and night—night and day!



And lest you football fans feel left out, Fran Tarkenton, left, NFL Player of the Year last year, vacationed at the club with his family. He enjoyed a chat with Pete Stollwerck, director of food and beverages at the La Jolla Beach and Tennis Club, whom he met when both played football earlier in their respective careers.



Mrs. Brooks C. Noah of La Jolla, 1976 Jewel Ball chairman and talented interior designer, took a moment to relax at her home before completing plans with her cochairmen and committee for the ball, "Concert in the Park," held August 7 at the La Jolla Beach and Tennis Club. The Ball proceeds will and have benefited hundreds of worthwhile organizations and their projects.



While back at the Beach Club, it was all in the family, as Mr. and Mrs. Sam Dikel and their family, Erin, Amber, Tiffany and Trevor met for tennis. Erin played in the recent Junior Tennis Championships held at the club annually in the summer season.



Mrs. Kate Mahony-Hinds of La Jolla, left, chairman of the new and unique social event, "The Classics," a benefit for the La Jolla Chamber Music Society, and Mrs. Benjamin D. Kelts of Rancho Santa Fe, an honorary chairman, take a coffee break in the handsome new Beverly West apparel, accessory and gift shop in La Jolla. Fashions of Marion Kops from Mrs. Kelts' shop will be among the "classics" shown August 15 along with Bulgari jewelry and objects d'art, classic car collections and classical music performed by the Deatherage Quartet at spectacular oceanfront homes in La Jolla. From August 16 through 20 the Bulgari collection will be open to the public at the interior design studios of Cannell and Chaffin, La Jolla.

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# TENNIS MADNESS:

## A GUIDE TO COUNTY COURTS AND CLUBS

*Tennis n.:* a typically outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court divided by a low net.”

“Ignorance” you exclaim! “How could one possibly define the game in such nondescript and naïve terminology? Surely,” you add, “if the writer had had any contact with the so-called ‘outdoor game’ he would have unhesitatingly expanded the definition to include tennis, a game of challenge; tennis, a game of chances and excitement; tennis, a game of frustration; tennis, an opportunity to enjoy the sun and the outdoors, an opportunity for daily gatherings; tennis, a mental exercise in strategy; tennis, a game offering week-end exercise; tennis a game of composure, a game of emotions, a game of strength, a game of grace, a recreation, a hobby, a sport, a lifetime. . . .”

No matter what the definition, nor the number of discrepancies in the definition, one thing is clear: with a reported 33 million Americans now playing, marking a 60% increase in one year, tennis has become the sport of the decade.

North County residents and visitors to the area may partake in this great explosion on more than 1,200 courts in the North County vicinity.

Tennis fever, as some call it, began to spread through San Diego in the early fifties when sixteen-year-old Maureen “Little Mo” Connolly jumped out of the city ranks and to the top of world competition.

At that time new courts were being built at a very rapid pace to accommodate the new interest. The rate of construction has not yet slackened as new courts spring up all over.

### PUBLIC COURTS ABOUND

In a run-down of the public tennis facilities in the area we find 71 courts, 41 of which are lighted for night play, owned and regularly maintained by San Diego's Park and Recreation Department. These are open to the public at all times on a first come, first serve basis.

The city-owned **Morley Field** courts, located in the 1,400 acres of wooded Balboa Park, are among the area's most popular. Twenty-five two-tone cement courts, a stadium court, as well



as a pro shop and clubhouse are open for public use at no cost.

**La Jolla Recreation Center**, located at 615 Prospect in La Jolla, is another popular city-owned spot offering nine courts, five of which are lighted.

**Mission Bay Youth Field**, 2639 Grand Avenue, has eight courts, all of which are equipped with lights for night activity.

The San Diego City School System has over 250 courts on public school campuses. Over 400 more municipal and school courts are found in other communities in the county. After school hours and on weekends the courts are all yours.

In the northern coastal area, **San Dieguito**, **Oak Crest**, **Earle Warren** and **Torrey Pines** are the places to be.

The two year colleges—**San Diego**, **Mesa**, **Grossmont**, **Palomar**, **Mira Costa** and **Southwestern** are cited by residents and visitors as very good places to get in a few sets.

### TENNIS CLUBS FLOURISHING

Perhaps the most dramatic increase in tennis facilities during recent years has been in the private sector.

The number of membership-type clubs in the county is astounding. New ones spring up and old ones expand to meet the growing interests of their members.

**Cardiff Courts**, located in Cardiff, offers its members seven lighted courts, use of a ball machine, tennis shop and

club house and for after-tennis relaxation, a pool and jacuzzi. A \$300 initiation fee is followed by \$25/month for individuals and \$29/month for families.

**El Camino Country Club**, 3202 Vista Way, Oceanside, also owns seven courts, two of which are lighted for night use. A pro shop, restaurant, pool and golf course are also available to its members. Three types of memberships are possible: a vacation membership which runs for three months during the summer at \$50 a month, a non-transferable membership with a \$300 initiation fee and \$30/month dues or a transferable membership at \$500 initiation fee and \$30/month dues. Norm Timmins is acting pro at El Camino.

**Escondido Country Club**, with two lighted courts, pool and golf, has membership fees of \$250 for initiation and \$30/month dues. A food and beverage minimum of \$25/month is required.

**Lomas Santa Fe Country Club** has eight courts at present and will soon begin construction of four more and two practice alleys. Between tennis, golf, pool, sauna, exercise room, and meals at the snack bar or restaurant, one is able to find a lifetime of relaxation at Lomas Santa Fe. An array of tennis memberships as well as memberships to include the use of the golf facilities are available. Tennis memberships are available for \$1500 lifetime with \$25-\$35 monthly dues, or \$250 a year fees with \$30-\$40 dues or junior memberships for \$275 and \$25-\$35 dues. \$2 per person is charged for all guests.

**Pacific View Tennis Club** offers, at present, four courts (two lighted) and promises four more very shortly. Members are also welcome to use the snack bar, lounge and to make use of the pro shop's offerings. \$100 initiation fee with \$30 monthly dues for families and \$25 monthly dues for single members are standard membership plans.

**Rancho De Los Penasquitos Country Club** has three lighted courts and golf. Membership is \$150 a year. Memberships including pool use are \$225 per year.

For persons living within the **Rancho Santa Fe** boundaries Rancho Santa Fe offers eight courts, two of which are restricted to junior use only, a restaurant and pro shop for \$500 en-

"Tennis fever began to spread through San Diego in the early fifties when sixteen-year-old Maureen Connolly jumped out of the city ranks and to the top of world competition. New courts were built at a very rapid pace to accommodate the new interest and the rate of construction has not yet slackened."

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**Whispering Palms Country Club** in Rancho Santa Fe has eight courts, which include two lighted for night play. 27 holes of golf as well as pool and restaurant are available to members. A 54-unit lodge has rooms from \$25. Tennis facilities are open to the visitor at \$2 per person per hour on weekdays and \$2.50 per person per hour on the weekend.

The **Winner's Circle** of Del Mar has four courts and two practice alleys and will soon add three more courts. \$100 annual fee per couple includes use of pool, jacuzzi and sauna. Court time is paid for separately. Weekday fees run at \$1.50 per person per hour for singles and \$1.25 for doubles. On weekends the fees go up to \$2 for singles and \$1.50 for doubles. Free clinics are run for club members on Monday and Friday nights. Also on Friday evenings exhibition matches are followed by a cocktail hour. Saturday nights are the time to join in the social round robins which are followed by dinner. Court reservations must be made and paid for in advance.

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*continued on page 67*

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
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# THE WINE DRINKER

By Tom Gable

When the meat is as rare as the occasion, serve a good **Bordeaux** or **Cabernet Sauvignon**.

When both are a little less rare or even new and fresh, go with **Zinfandel**. You will be as pleased with its character as you will with its price.

**Zinfandel** is unique to California and its origin remains a mystery. Vines were supposedly brought into the state in 1851 in boxes that had somehow lost their markings, according to one story. Since then, it has been linked to similar varieties in Hungary, Italy and even hybrids from a New Jersey nursery.

Whatever its origin, **Zinfandel** is a versatile grape. It has been made into white wine, Roses, Beaujolais-like quaffing wines, bigger Claret-style wines and even late-harvest, Port-like wines with 17.5 per cent alcohol.

**Concannon, of Livermore**, makes a very drinkable **Zinfandel Rose** for under \$3.00. It is in fairly wide distribution in the North County. The aroma and bouquet are fresh and fruity. There is a pleasant, lingering aftertaste. Most of all, the **Concannon** is a very refreshing summer wine that goes well with ham, plates of assorted cold cuts, or other warmer weather dishes.

Regular **Zinfandels**, in the lighter, fruitier style, would include the 1973 **Sebastiani**, at about \$3.00 a bottle; **Sonoma Vineyards** 1973 at \$2.59; and the 1972 **Louis Martini**, at about \$2.75. The **Sebastiani** wine says "unique bramble flavor" on the label in an attempt to let the average consumer know what to expect from the bottle contents. **Zinfandel** aromas have also been described by winemakers and writers as resembling raspberries, or a combination of cherries and wood. These three wines show traces of wood aging and a fruitiness with some **Zinfandel** characteristics.

Bigger in style but not that much higher in price are the 1973 **Sutter Home**, \$3.75; 1974 **Montevina**, \$2.75; 1973 **Harbor Winery**, \$3.75; **Monterey Peninsula** 1974, \$4.35; 1973 **Robert Mondavi**, \$4.50, and the 1973 **Fetzer**, \$2.95.

**Fetzer** has been turning out very sound red wines of good dollar value for the past two years (his 1973 **Cabernet Sauvignon** at under \$4.00 is a classic example). The 1973 **Zinfandel** gives solid evidence of wood aging and is in the "bigger" style. The wine has body, or a feeling of substance in the mouth.

The 1974 **Montevina** is a very rich **Zinfandel** from Amador County. It shows an intense berry-like quality and has plenty of tannin to give it aging potential. The 1973 **Montevina** was considered a great find and dollar value and the 1974 is even better.

**Sutter Home** has been contracting its product line over the years to get down to one single grape: **Zinfandel**. Its 1971 and 1972 **Zinfandels** from Amador County were considered great dollar values. The 1973 falls a bit short of its predecessors but, nevertheless, is a good buy at \$3.75. The wine should show improvement with aging, too.

The 1974 **Monterey Peninsula Zinfandel**, from a relatively new winery, is almost depleted. A few bottles may still be available and they are worth seeking out. The wine has that good berry-like characteristic and a very long aftertaste of ripe grapes. The 1973 **Harbor** is in slightly wider distribution and is also in the more intense style.

The bigger style and more expensive **Zinfandels** from **Ridge, Clos du Val, Carneros Creek, Grand Cru, Chateau Montelena** and **Dry Creek "Heavy"**.

**Ridge** has been "the name in **Zinfandels** for years. Each year it releases several versions from different vineyards. The labels always tell exactly where the wine came from and what various conditions contributed to its making. Now on the market is its 1974 **Fiddletown Zinfandel** (\$5.00) made from grapes grown in Amador County, which seems to have a near-perfect climate and soil conditions for producing good **Zinfandels**. The **Ridge Fiddletown** is rich, deep and fruity.

The 1974 **Carneros Creek**, at \$5.00, is another Amador County **Zinfandel** with pronounced berry-like aromas and a long-lasting, fruity flavor.

The 1973 **Clos du Val Zinfandel**, at \$5.00 is rich and complex. It is the type of **Zinfandel** that will age remarkably well and, in 10 or 15 years, start showing a Claret-like depth and richness.

At \$4.00 a bottle, the 1974 **Dry Creek Heavy** is a good bargain. It is straight-forward **Zinfandel**. The aroma is hard to find at first, but opens up with time in the air (breathing).

The 1973 **Chateau Montelena**, at \$5.00, is similar to the **Clos du Val** in that it will age gracefully. It is already a complex wine, with good fruit and flavor. But it will round out in a few years and show better balance.

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## Academic Excellence a Tradition at La Jolla Country Day School

Until 1961, classes were held in cottages in La Jolla Village, a new cottage being leased as enrollment grew. Today's permanent campus is valued at \$8 million.

One look through the roster of La Jolla Country Day School makes you realize independent schooling is alive and well. At least this one is. Four hundred eighty-four children from some of San Diego's most prominent families enrolled last fall. And from preschool through twelfth grade, they were there for one purpose: to prepare for college with an education that far surpasses public schools and many other private schools.

Come September, the graduates of Country Day will walk into Stanford, Rice, Smith, Vassar, Duke, Cornell, Marquette and Mt. Holyoke, for openers. And during a national trend of declining college board exam results, the seniors of Country Day topped the school's history with the highest overall scores.

Furthermore, this year's tests confirmed the average seventh grader at Country Day matches eleventh grade capabilities. And just as significant to the watchful Board of Trustees and school administrators, is that students like Owen Doyle, son of Dr. and Mrs. Richard Doyle of La Jolla, set new records within the school for academic excellence. Owen walked away with six department awards for subject mastery in grade seven to nine at the annual awards assembly. Lisa Renshaw, daughter of Mr. and Mrs. Charles Renshaw of Del Mar, followed closely—sweeping up four school awards.

The school is looking for results, and they seem to be forthcoming.

Energetic headmaster, Donald R. Nickerson, says these telltale signs reflect the school's academic standards and superior faculty. "La Jolla Country Day has, by its structure and freedom, a genuine opportunity to excel," he said. "The school forwards this opportunity at all points—on athletic fields, in student activities, as well as in the classroom."

Nickerson graduated magna cum laude with a bachelor of arts degree from Harvard College, and earned his master of education at Harvard University.



Headmaster Donald R. Nickerson.

"It's a combination of open interchange, invigorating instruction, a sense of community and a sense of humor that has 'warmth without sentimentality'—all vital bases for healthy, creative, academic growth," according to Nickerson, headmaster since 1973.

Quality education is the product; enthusiastic parents, a diversified and organized Board and generous supporters are the key. Country Day has all of them. Last year's parents' association, led by President Mrs. Chris Moore of La Jolla, raised \$11,000 through an active calendar of events. Auctions, bazaars and bicentennial productions helped stock chemistry labs, create a 13,000-volume library, renovate playgrounds and pave the way for future expansion.

Such a continuing aggregate of support for school and scholastics resulted in the modern 24-acre campus off Genesee Avenue in northeast La Jolla. Until 1961, classes were held in cottages in La Jolla Village, a new cottage being leased as enrollment grew. To-

day's permanent campus is valued at \$8 million, and much more construction has been outlined in a master building plan.

Right now the free-flowing campus includes 33 classrooms, three science labs, two art studios, a music room, a gymnasium, two playing fields and four tennis courts... enough for its student body and 46 instructors. It's a far cry from the school's 1926 beginnings, when Mrs. Louise C. Balmer opened a primary school with herself as headmistress, instructor and administrator, and four students.

Of course the school is still small by today's standards. That's part of its advantage. Although Nickerson avows that being small and private is not an automatic guarantee of a good school, Country Day keeps an open-eyed check on its opportunity for learning, and is not hoodwinked into a "smugness of private school superiority," he said. "There are no uniform codes here," he added, "providing a real and very natural environment."

After 20 years instructing and supervising in public and private schools (including his alma mater, Harvard), Nickerson admits to differentiating between smugness and superiority, between public and private, and this insight has constructed his *modus operandi* for the La Jolla preparatory school.

"In public schools I found that both student and faculty intolerance for nonconformity was extreme," he said. "The atmosphere of Country Day is one of tolerance and freedom for individual interest. Here the environment can be influential in establishing a high degree of respect and even applause for those students who assert themselves in ways that are in conformity with their own talents."

Another nourishing element faltering in public schools, according to Nickerson's observation, is a high value placed on the "life of the mind."

"We have a large number of faculty members who care passionately about their field and who, in their caring, are

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Mini News

Timely Concorde

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

"Last year's parents' association raised \$11,000 which helped stock chemistry labs, create a 13,000-volume library, renovate playgrounds and pave the way for future expansion.

able to convey the excitement of intellectual life," he said. "This I attribute directly to our freedom from hiring only certified teachers.

"We can seek teachers of French or Spanish or German who are not U.S. citizens; or we can hire extraordinary artists who may never have taken an A.B. degree in a school of art. The result is a calibre of teacher who 'lives' his field. There's no reading to stay just a few steps ahead of the students as you find in many public schools, but rather a readiness that comes from a high degree of mastery.

"This frees the teacher for the intellectual play necessary to perplex students sufficiently for them to begin thinking about their work. If this high value on the life of the mind is absent from a school, the student's diet has been literally fudged," he said.

In agreement with Nickerson's ideals on faculty and the ensuing education,

is the California Association of Independent Schools. In April it gave Country Day's staff the highest possible rating. And in consonance with all the theorizing on educational policy and teaching quality are the students, who are relaxed while learning and are walking into top-notch universities.

Serving on Country Day's Board of Trustees for 1976-77 are, from La Jolla, Mrs. Lynn Fayman, chairperson of the board; Gary Aguirre, Dr. William W. Baak, Mrs. William F. Black, Garet B. Clark, Mrs. Martin Colby, Dr. Max Elliott, Mrs. Herman Froeb, William Harris, Mrs. Patricia Hunt, James R. Kerr, Robert E. Moore, and Stephen L. Newnham. Also on the Board are: James Alcorn of Del Mar, Dr. Donald J. Ritt and Paul Thomas of Rancho Santa Fe, and Harold E. Temmer of San Diego. Honorary Trustees are Harold P. Field and Trumbull Richard, both of La Jolla.

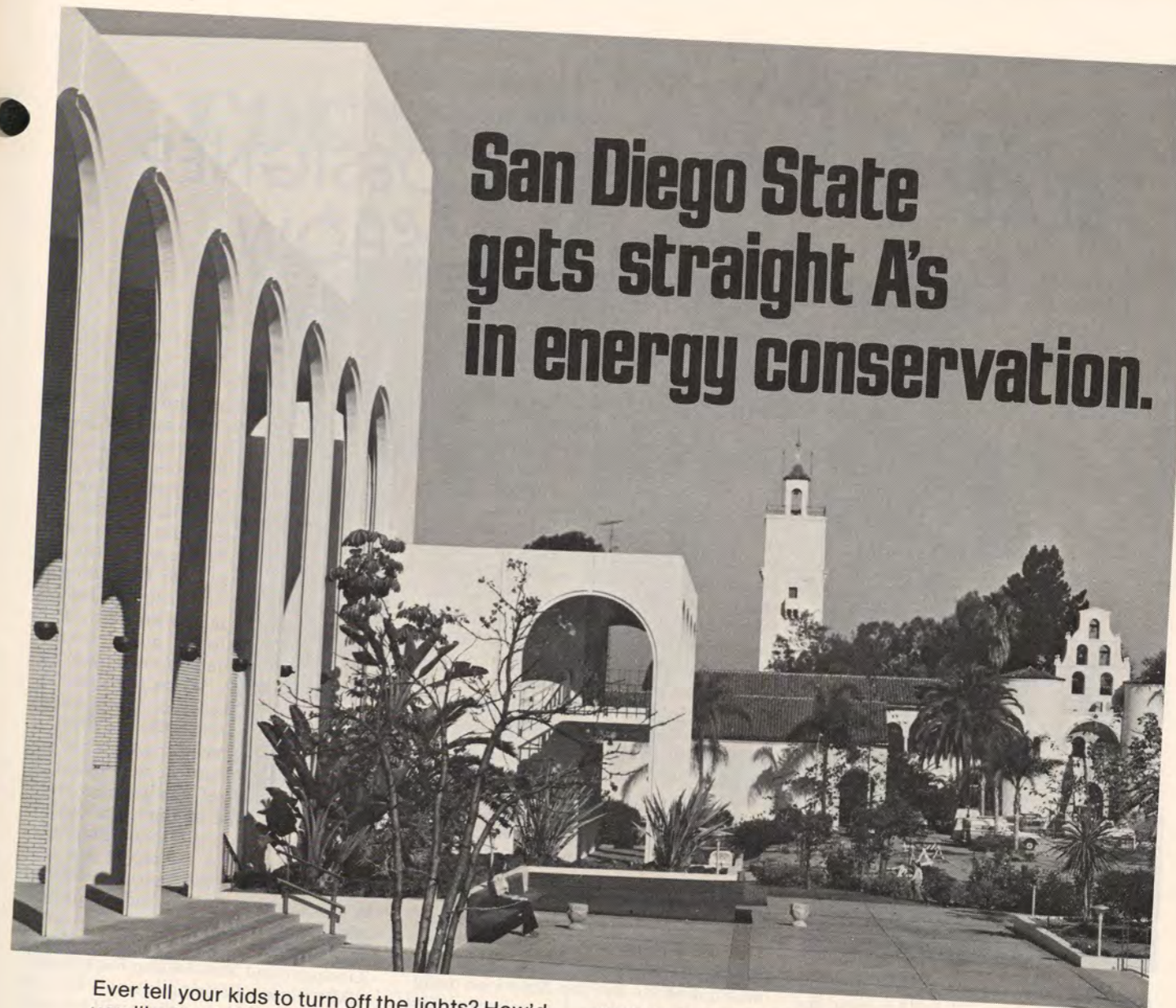


*Lisa Renshaw, Del Mar, student at La Jolla Country Day for 13 years, accepts the Frank M. Bryant Award for outstanding achievement in creative arts, from Headmaster Donald R. Nickerson.*



*Students Sharon McCartney and Mark Olsen of Rancho Santa Fe discuss their academic achievement awards for excellence in Spanish and English.*

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energy control equipment whenever possible. Cleaning oil filters frequently. Tinting windows to reduce air conditioning needs. And constantly reminding people to conserve.

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# FASHION:

## BLASS NAMED GUEST DESIGNER FOR 'SHADY LADY' SHOW



Bill Blass, widely acclaimed American fashion designer, will be the guest designer featured at the Country Friends annual "Appearance of Autumn" fashion show to be held at the Rancho Santa Fe Inn Sept. 21.

color and style have helped to carry him from a sketcher's desk to sole ownership of Bill Blass Ltd. Refusing to limit himself to one area of design, Blass has expanded his talents to include designs in furs, menswear, women's sportswear (Blassport), rainwear, watches, luggage, scarves, men's grooming gear, and most recently, sheets and towels. He has received the Coty American Fashion Critics' Award three times, the third time elevating him to the Fashion Hall of Fame; and in 1971, he received an unprecedented special citation for his overall excellence in many fields. His other awards are: The Chicago Gold Coast Fashion Award; the Cotton Council Award; the 1968 special Coty Award for Men; the "Millie" Fashion Award from the Boston Academie Moderne in 1969; the Neiman-Marcus Award in 1969 for his contribution to men's and women's fashions; the Print Council Award in 1971; the Martha Award in 1974; and the I. Magnin "Great American Designers" Award in 1974. In 1973 he was one of the five top American designers invited by five top couture designers in Paris to show his creations at a gala showing at Versailles. Most recently he won the 1975 American Fashion Awards for high fashions which was televised on National TV.

Mr. Blass was born in Fort Wayne, where he attended and graduated from high school, playing football, working on the school paper and dabbling in art. A fascination with the fashions in Vogue and Harpers Bazaar led him to study for six months in New York. His first job was that of sketch artist for the New York sportswear firm of David Crystal, but he resigned to enlist in the United States Army during World War II.

Discharged with the rank of Sergeant, Blass was hired as a designer for the Manhattan firm of Anna Miller & Co., which is no longer in existence. In 1959, he joined Maurice Rentner Ltd. and two years later he was elevated to the vice presidency of that company. He has since become sole owner of this company, which is now called Bill Blass Ltd.

Mr. Blass usually begins to sketch a new collection nearly four months before it's shown to buyers and the press. Inspired by specific fabrics and guided by his own flair for color, line, and style, Blass starts out by sketching designs at home as he finds little time to create during office hours. The sketch then goes to a workroom where the design is made in the fabric. Blass directs and criticizes as the original design sample is worked out by an aide. After the original is perfected, duplicates are made from it and patterns are made for all standard sizes. When the dress or ensemble is completed, its price is fixed, anywhere from \$200 to \$2000.

The crisp elegance for which his designs are noted may be attributed to the skillfulness of the process from sketch to finished product, the beauty of his fabrics, and the sheer simplicity and freedom from clutter of his creations for the active American woman. In the world of fashion today, his creative designs are recognized and worn by many people such as Mrs. Henry Kissinger and Mrs. Nelson Rockefeller.

Mr. Blass will bring his new fall collection with him and they will be modelled at the show with Mr. Blass' commentary.

In addition to Blass' designs, the afternoon's showings will include fashions from John Hogan stores and fine jewelry from J. Jessop and Sons Modelled by guest models.

The guest models chosen for the fashion show are: Mrs. Richard McMahan, Carlsbad and Pauma Valley; Mrs. G.E. Dooley, Del Mar; Mrs. Harlan Svare, Encinitas; Mrs. Julian Kaufman and Mrs. Thomas Shook, Escondido; Mrs. John Bianchi, Fallbrook; Mrs. James C. Biller, Lake San Marcos; Mrs. Karl B. Didricksen and Mrs. Karl ZoBell, La Jolla; Mrs. Lloyd Carswell, Rancho Bernardo; Mrs. Leon R. Hubbard, Mrs. Gordon C. Luce, Mrs. John McBride Thorton and Mrs. Gerald L. Warren, San Diego; Mrs. R. Michael Flick, Vista; Mrs. Maurice J. Nestrud, Poway, and, from Rancho Santa Fe, Mrs. Edward H. Heinemann, Mrs. David Humphreys Miller, Mrs. Donald Sherman and Mrs. Harry Wenz.

# COUNTRY FRIENDS... ...INDEED!



Reviewing final plans for the 22nd annual Appearance of Autumn Fashion Show are Country Friends Mrs. Frank R. Warren (Chairman), Mrs. John Twohy and Mrs. Harry A. Wenz.

This year's show, entitled "Shady Lady," will be held September 21, on the lawn of the Inn at Rancho Santa Fe. Featured this year are Bill Blass fashions and Bill Blass himself, who will commentate during the presentation of his new fall collection. The presentation will be

staged by John Hogan women's specialty store, with jewelry from J. Jessop and Sons.

For twenty-two years, the Country Friends have been helping friends in need by raising over \$750,000 for San Diego County charities. Before this year's show has even begun, Rancho Santa Fe Savings would like to applaud the fine work of the Country Friends. We too are concerned with helping friends in need. In fact, we make it our business.

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Mrs. Frank R. Warren, chairman of the Country Friends fashion show, "Appearance of Autumn," on September 21, has announced that Bill Blass will be the guest designer for the event.

The theme of this year's show is "Shady Lady" and the lawns of the Rancho Santa Fe Inn, setting of the annual event, will be transformed into a Central Park setting blossoming with parasols, wicker and a gazebo.

One of the most widely acclaimed American fashion designers of today, Bill Blass is also an eminently successful businessman. His sense of line,

# THE WIDE WORLD OF TRAVEL



RUTH M. GIFFIN  
TRAVEL EDITOR

## EDITOR'S NOTE

It was my happy experience to spend a weekend recently on the 64th floor of the Peachtree Plaza. I felt like a modern "Alice in Wonderland" to be part of this exciting complex for 48 magic hours. Eating breakfast with a cascading waterfall as a background; enjoying a pre-dinner cocktail on my own little island in the midst of a private "lake;" dining on international cuisine (fantastic!) in the revolving restaurant with a 360 degree view; riding escalators that look down through glass and space; admiring the handsome graphics and dramatic decorating; each experience was new and exhilarating! In Atlanta, one of the favorite tourist attractions is to walk through the city and "sightsee" the hotels. Peachtree Plaza most assuredly outshines them all! This sparkling glass cylinder against Atlanta's skyline is not only the tallest building in the South but, at present, the tallest hotel in all the world.

Ruth M. Giffin

## ATLANTA'S PEACHTREE PLAZA: A MODERN-DAY PALACE IN GLASS

The "World's Tallest Hotel," Atlanta, Georgia's 70-story Peachtree Plaza, was formally opened February 27 by Western International Hotels.

Every day thousands of guests and visitors marvel at a half-acre lake in a seven-story lobby; soar to a restaurant and cocktail lounge 700 feet high; dine to the sound of a waterfall 100 feet wide; and glimpse a new era of hotel convention and guest facilities.

Atlanta architect-developer John Portman is designer and owner of the 1,100 room facility which is operated by Seattle-based Western International Hotels.

Says Portman of his mammoth project, "We did not decide in the beginning to build the world's tallest hotel. We began by examining Atlanta's needs and asking how we could fulfill them within the parameters of the site, economic feasibility and our desire to make a contribution to man. The Peachtree Plaza was the answer.

"One of Atlanta's most pressing needs was for additional convention hotel space. Our feasibility studies

54 / AUGUST 1976



The soaring guest-room tower of the new 70-story Peachtree Plaza. Glass-enclosed elevators to the hotel's revolving restaurant and cocktail lounge are located in the tube-like exterior shaft (left).

showed that we had to build at least 1,000 rooms in order to help relieve the problem and to have a reasonable return on our investment.

"Based on our experience in designing quality guest rooms and using the guidelines of 1,000 rooms as a minimum, we arrived at the 70-story height. Another factor bearing on the height was our insistence that the building achieve spaciousness with re-

lution to adjacent structures. That was a factor in determining the diameter of the guest tower and thus its height."

Atlanta's shining new hotel is part of Portman's ten-acre Peachtree Center Complex of office buildings, the Shopping Gallery, restaurants, the Atlanta Merchandise Mart, the Midnight Sun Dinner Theatre and, now, two hotels.

Portman's first hotel, a block away from the new Peachtree Plaza, revo-



Diners on the revolving lower level of the three-tier Sun Dial have a spectacular view of Atlanta and a vast surrounding area from atop the tallest hotel in the world.



John Portman, architect-developer of the Peachtree Plaza.



Earth-tone concrete columns rise seven stories out of a half-acre lake to the skylighted roof of the lobby in the new Peachtree Plaza Hotel.



The 70-story Peachtree Plaza dominates Atlanta's skyline. It is the tallest hotel in the world and the tallest building in the South.

lutionized hotel architecture when it opened in 1967.

The Peachtree Plaza, however, soars far above and beyond previous Portman hotel designs. It is the first of three "super hotels" he has designed to be managed by Western International. The others are the Los Angeles Bonaventure and the Detroit Plaza.

Rising 723 feet above Spring Street and 700 feet above Peachtree Street,

the Peachtree Plaza is the tallest hotel in the world and the tallest building in the South. It displaced in the record books Moscow's Hotel Ukraine (650 feet) and Houston's Number One Shell Plaza office building (714 feet).

Focal point of the new Atlanta hotel is the seven-story atrium lobby with an exciting, yet relaxing, people-watching atmosphere replete with water, greenery, tapestries, birds, sculpture and

people themselves. The lobby contains more than 100 trees, some of them 18 feet high, and 600 boxes of trailing ivy.

Rising above the lobby in a glass-enclosed circular tower are two levels of meeting rooms, 54 stories of guest rooms and suites and, crowning it all, the spectacular Sun Dial—a three-level cocktail and dining area that revolves to give up to 600 patrons a breathtaking view from the Blue Ridge

Mountains to central Georgia.

The Sun Dial is reached by two express elevators in a glass tube attached to the guest room tower. The trip takes 80 seconds.

The hotel's rectangular base includes, in addition to the lobby, two major banquet facilities—the balconied Peachtree Ballroom, capable of accommodating up to 2,300 persons, and the smaller Plaza Ballroom—as well as the Six Flags and Henry Grady suites of meeting rooms.

The base structure also contains the gourmet Terrace Room restaurant, The

Inner Circle night club, a coffee shop, 17,000 sq. ft. of retail space all leased by Elson's of Atlanta, a 22,000 sq. ft. Exhibition Hall, parking for 500 cars, and executive offices. There is direct access to Davison's department store next door.

The glass-enclosed all-weather swimming pool and health clubs are located on top of the base structure.

The Peachtree Plaza's height is but one of its remarkable features. Its cylindrical shape and all-glass facade are equally breath-taking. Portman explains the reasoning behind the de-

sign, inside and out.

"We selected a cylindrical tower design because it permits a very efficient room arrangement. Corridor space is minimized, so guest room space can be maximized. We selected the reflective tinted glass exterior so that guests would have a sense of unity with nature and space beyond the walls of their rooms.

"In all our buildings we are intensely concerned with the constants and variables in human nature. We know, for example, that people like order but not too much of it, or they lose interest. There must be variety as well.

"So, we created a massive central court, or atrium, which lends a sense of order from the very moment a guest registers in the hotel. Then, within that atrium, we added elements of variety, such as the pool at the bottom of the atrium with seating areas extending out into it. Within the atrium there are other elements of variety such as trees, tapestries, sculpture, and special pattern tile. People moving on escalators and pedestrian bridges create a kind of kinetic sculpture."

Joseph D. Guilbault, general manager, spent two years in Atlanta prior to opening, recruiting and training a staff of 1,500.

The shining glass tower hotel located at Peachtree, Cain and Spring Streets in downtown Atlanta, is on an historic piece of property. Owned by the state of Georgia, the one and one-half acre tract was, until 1921, the site of the governor's mansion. During 50 years, 17 governors lived there; and one—Alexander H. Stevens, vice president of the Confederacy—died there.

In the 1920's the old mansion was replaced by the Henry Grady Hotel, a favorite Sunday night meeting place for legislators during sessions of the Georgia General Assembly; the Henry Grady Office Building and the Red Rock Building.

In 1971 Portman Properties, owners of the new hotel, leased the old mansion site from the state for 99 years.

The three buildings, in their turn, were demolished—two of them by a dramatic "implosion" technique—in the summer and fall of 1972 to make way for the Peachtree Plaza Hotel.

Among the 50 hotels that Western International already owns or manages in 14 countries are The Plaza in New York, perhaps the most famous hotel in the world; Continental Plaza, Chicago; Mayflower, Washington, D.C.; Crown Center, Kansas City; Century Plaza, Los Angeles; St. Francis, San Francisco; and such international properties as the Hotel Toronto and Montreal's Bonaventure; the Camino Real in Mexico City; the Hotels Scandinavia in Oslo and Copenhagen, and opening in September, the Hotel Manila in The Republic of the Philippines. ■

"The farm is placing great hopes in the possible development of Jenny's Boy, the best son of Petrone and King Jaren, son of Damascus, who has just started his stallion career this year."

*continued from page 17*

nold Anderson. It was a candid meeting where Anderson was briefed on the thoroughbred business and advised it wasn't for someone seeking a glamorous time, but a sport of a big dollar and a professional know-how.

#### KAMA FARMS IS BORN

Further meetings and discussions were held, culminating with Mr. Anderson appointing Gabor to formulate a business for him, starting from scratch, but with one strong guideline. Everything had to be the very finest quality from land and buildings to top horses. He picked the right man and the wheels of action went into force.

Being familiar with Rancho Santa Fe, Mr. Anderson and Renner had heard that the magnificent Silver Lining Stable was for sale. It had been built at great expense by Betty Cummings Miller, daughter of the famed composer, Jerome Kern. Mrs. Miller raised three- and five-gaited horses as well as having some of the greatest hunt-jump horses.

The facility was procured and architect Kenneth Anderson, Mr. Anderson's brother, proceeded to completely redesign and refurbish the farm turning it into one of the most posh showplaces in America. KAMA Farm is now looked upon as the Kentucky stable of California.

The king of the farm is Gladwin, a



Wenda Wencke, top Rancho Santa Fe equestrienne rider, shown with prize mare Moonlift and Gabor.

ten-year-old stallion. His progeny are now providing themselves on the track, placing often in the Winner's Circle. Gladwin, a stakes winner on the track, has an enviable pedigree. He is by First Landing, the sire of Riva Ridge. In 1972 Riva Ridge triumphed in the Kentucky Derby and went on to establish two world records.

First Landing is the richest money winner sired by Turn-To. Gladwin's dam Dungaree, a Princequillo mare, is full sister to Blue Prince, a consistent sire of stakes winners. Gladwin retired in 1970 with earnings of \$192,667, with Mr. Anderson very pleased with his choice of his now famed thoroughbred General Manager, Gabor Renner.

Management and veterinary care is tops; the eight foaling stalls enjoy 24-hour closed circuit television in a special room that houses their audio system which covers all 44 stalls. Mrs. Susan Tessem, niece of Arnold Anderson and a former educator acts as controller, serving on the Board of Directors along with Arnold and Kenneth Anderson. Dr. Bruce Stucki is the veterinarian in attendance. The farm works closely with the Department of Agriculture in keeping the pastures in perfection to maintain quality crops and hygiene.

The farm is also placing great hopes in the possible development of Jenny's Boy, the best son of Petrone and King Jaren, son of Damascus, who has just started his stallion career this year.

Though outside mares are accepted for breeding, the farm looks with great pride upon their quality mares, including Toward; Chaska; the first and favorite mare of Mr. Anderson, Moonlift; Georgian Belle; Ginny M., and many others.

Few that come in contact with the quiet and always congenial general manager of Kama Farm realize the quality of the man they are meeting, for his refined and unassuming ways do not breathe forth his endless wealth of knowledge. ■

*Terry Esposito is the former associate editor of North County Living (now San Diego Living) and is now doing freelance writing for various newspapers and other media. She is an alumni of the University of San Diego.*



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Allard Roen, left, a principal of La Costa, graciously welcomed some 200 guests and thanked all the members for their participation in the many La Costa events through the years, all contributing to an ever-growing successful La Costa. Pictured here with Roen are, proceeding left, Mrs. Shushan, Mrs. Roen and Louis Shushan of New Orleans.



A patriotic theme was carried at La Costa's 12th birthday party held over the July 4 weekend. Large movie screens were placed about the Vallarta Room and slides depicting moments in history were projected to the delight of all attending. Pictured here are Mary and Bill Gargan.



Thanks to Frank Rayo, director of functions, La Costa's 12th birthday party was a gigantic bicentennial bang. Mr. and Mrs. Sid Shaw, pictured here with Ray Gillilan in the background, were among the guests.

58 / AUGUST 1976

Making waves at "Moonlight Beach" on the weekly La Costa spa walk was the beautiful Marissa Berenson. Top model, international jetsetter and star of "Barry Lyndon," "Caberet," and the upcoming "The Pirates," Marissa is an eye-catching figure even on a beach filled with the well-endowed. With it all, she is very sweet and unassuming and she really loved every minute of her first visit to a spa.

Another doll attracting much attention during her spa visit was vivacious Phyllis George, known for her coverage of CBS sports.

Yes, that was Johnny Mann enjoying a round on the La Costa golf course. Johnny and his 'All American' group entertained at the Del Mar Fair. Speaking of entertaining, that was Robert Goulet singing in the La Costa lounge. He and pal Leslie Neilson are here for a few days of golf.

It's Del Mar time and all the familiar faces are appearing at La Costa: Dan Schwartz, Jerry Frankel, Sidney Factor, Burt Bacharach, Ross O'Leno, Leon Peters and Harry James. All horse owners, they will be hitting that track every day hoping for the 'winners circle.'

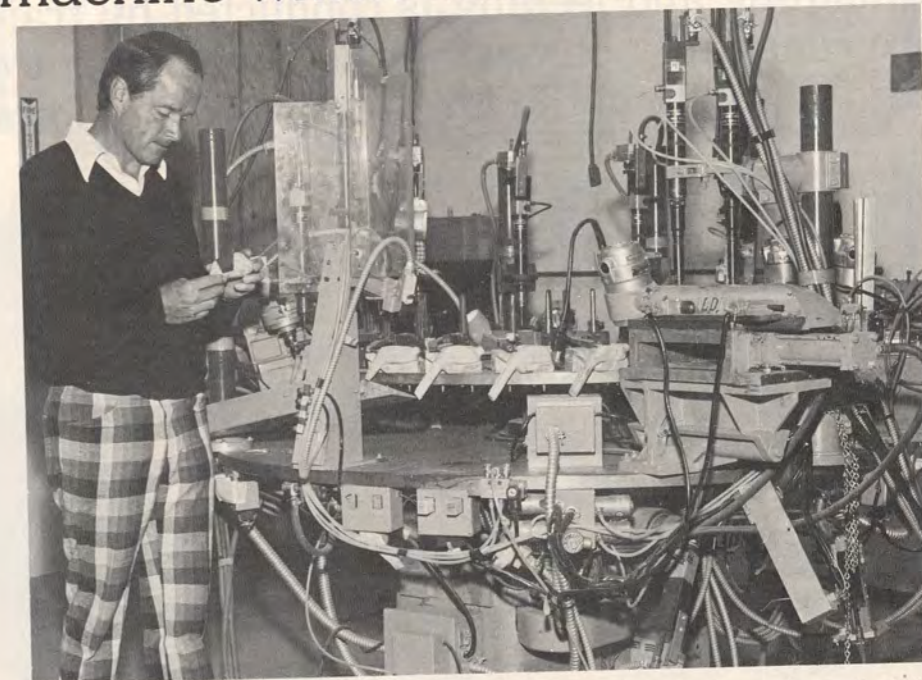


Mr. and Mrs. Murray Arnold at La Costa's birthday bicentennial bash. Murray and his group are now playing in La Costa's main dining room.



Attending the 12th birthday party at La Costa were Mr. and Mrs. Morry Lenack.

## Lil' David Gawfe Tools Their four new wonderful woods and the fantastic "Goliath" machine which builds them!



Jim Flood looks over the fabulous "Goliath" machine which duplicates the work of 100 people in a single day's output of 3000 heads.

by Ruth M. Giffin

This is the story of Goliath. Goliath is a machine which does the work of 100 people in a single day with the capacity to turn out 3000 golf heads daily ready for hand-finishing. It is the newest and most sensational "baby" of a sensational golf club company based in San Diego with the whimsical name of Lil' David Gawfe Tools, Inc. It's only natural then that this new machine be named Goliath because, in truth, it is already a giant in the industry.

Dynamic Jim Flood, young president of Lil' David, knew a good thing when he saw one. He hired Cornelius Chow, automation engineer, and moved him and his family to La Jolla for the express purpose of building a machine that would eliminate all the hand labor required in the construction of a golf head. In order to complete this original machine the cost is estimated at approximately \$250,000.

In simple terms, this machine is comprised of 24 holders for the heads. Each holder rotates to 24 different stations and at each station a different operation is performed. The neck is coned and drilled. The metal sole plate slot is routed, the metal insert put in place and secured by four screws. The slot for the face insert is cut. The fiberglass insert is put in place. The hole for the steel shaft is drilled. The

four-way bulge and roll is contoured on the face. Finally, after all 24 operations have taken place (with 24 heads on the machine at the same time in various stages of completion) the head drops off the machine . . . 3000 per day. However, each head must be hand-finished and at present Lil' David Gawfe Tools has the capacity to complete only 500 fully finished woods each day. This machine eliminates approximately \$5 in labor per head and in pro shops all over the country a set of four Lil' David woods sells at approximately \$35 per wood or \$140 per set.

On April 1, President Marcos of the Philippines was given a set by Ron Rhea, a personal friend of the Marcos family, along with a gold-plated set of "Slingers," the sensational new irons developed by Lil' David Gawfe Tools, Inc. Jackie Gleason, another fan of Lil' David, has just ordered a set of gold-finished woods to go along with his set of gold-plated Slingers.

Jim Flood will have another surprise by the end of the year. "We're planning to introduce two new models of irons which will be fantastic," is all he would say right now.

We'll be waiting, watching and reporting. San Diego County is Golf Country so we ought to be the first to know! ■



Jim Flood, president



George Swerdlow, left, chief administrative officer with President Jim Flood

# ZOO BABIES:

## T.L.C. IS ESSENTIAL

"Cleaning and feeding is conducted by trained professionals who are constantly observing the development of the animals, checking the safety of the area and watching for any signs of sickness."



When infants must be taken from their mothers they are given special care and attention.



Simon and Garfunkel once put to song what San Diego Zoo authorities have been saying for years: "It's all happening at the zoo."

This is especially true in the care and raising of its animals. The San Diego Zoo, first incorporated in 1916, and on its present site at Balboa Park since 1922, has been working to raise and maintain its animal population through expert post-natal care with facilities ranging from nurseries for hoofed animals and large mammals to special areas for reptiles and birds. The Children's Zoo was established in the late 50's to care for cats, dogs, marsu-

pials, apes and monkeys.

Care is of the utmost importance in the Children's Zoo. Cleaning and feeding is conducted by trained professionals who are constantly observing the development of the animals, checking the safety of the area and watching for any signs of sickness. When emergencies do arise the zoo hospital's staff of three full-time veterinarians and four Ph.D.'s make "House calls" to the Children's Zoo or, in more serious cases, treat the animals at the hospital.

Temperature, humidity and diet are constantly checked and food is specially prepared. Animals are served fresh

meat, fruit, vegetables and other special mixtures including monkey chow and the zoo's own Zoopreme. Birds are hand-fed with eyedroppers and later with V-shaped spoons, simulating mother's mouth, with care given to how much food is needed.

Rare animals, such as the Australian Bearded Dragon, one of the first zoo births of this animal recorded, are kept from the public eye and carefully observed.

Each keeper takes care of a particular strain of animal and it is his or her job to see that every stage of development is carefully monitored and the proper diet and environment standards are carried out. Each keeper is well-acquainted with every aspect of his strain, exemplified by the zoo's receipt of the Edward Bean Award in 1973 for outstanding hatching and feeding methods, cleanliness and good conduct with visitors.

Most of the animals in the Children's Zoo are there because they need special care. Many times the infant has been rejected by the mother or the mother is simply unable to care for her offspring. Surrogate mothers are used when possible. Tigers, for example, are given pacifiers to take care of extra nursing sensations when milk cannot be given by the mother. Monkeys and apes are given rolled blankets or teddy bears and marsupials such as wallabies are given towel pouches.

The keepers leave the infants with the mother as long as possible, but if the animal is sick or injured or there are other problems, he is taken away to be cared for.

Sometimes the story has a happy ending and mother and child are reunited. Recently, a zoo gorilla raised in captivity did not know how to care for her child. She was shown films of gorillas in the wild caring for their infants and was given a doll to "practice" on. This, with the help of her keepers, enabled her to care for her first, and later a second, baby.

Visitors, although always welcome, cause one of the major problems in the care and feeding of young and older animals alike by feeding foreign objects and food to the animals which can gravely danger them. All-in-all, however, the expert zoo staff is able to handle most adverse situations that arise and have a remarkable 83 percent success rate. Many species might have disappeared if not for this special care given to zoo babies.

Research is going on continually and projects like Up-Grade, which will remodel old enclosures to make for a more natural habitat for the animals and hopefully increase chances for reproduction, provide continual improvements for a more pleasing environment for the animals and visitors alike. ■

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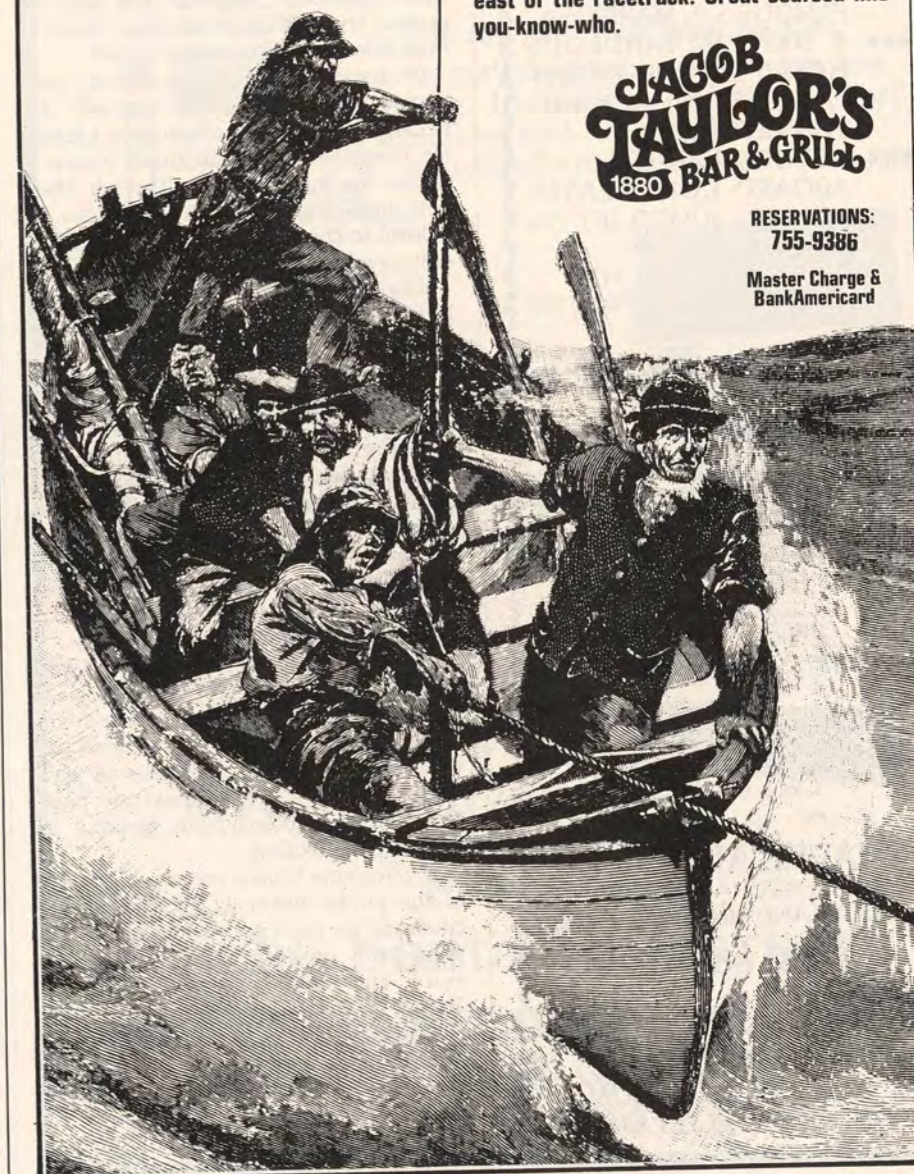
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# BOOKS IN PRINT

by Shay Sayre

NIGHTMARE SEASON. By Arnie  
Mandell. Random House. \$7.95

The notoriety associated with *Nightmare Season* could be attributed locally to curiosity about a resident shrink turned pro sport—or perhaps nationally to the drug-use scandal allegedly revealed in Arnie Mandell's new book. Yet this reviewer found neither a revelation of drug consumption nor any interesting biographical insight about the La Jolla shrink in this treatise designed for sports fans.

Mandell was hired in 1972, along with coach Harland Svare, to revitalize the San Diego football team by solving their emotional problems and thus increase their NFL standing. Neither man alleviated the team's losses.

Charger owner Gene Klein, portrayed here as the chief engineer of a personal ego trip, is ultimately blamed for those losses. Klein hired Svare to act as his puppet, and although Mandell implies the worst about Klein, he is kind to the character of Svare. (Mandell never does justify his own hiring.)

The story itself makes interesting light reading; an explosive expose it is not. Mandell only casually refers to treating some drug problems (by prescribing weaker doses) as part of his daily routine with the club. Marijuana smoking by players is mentioned. The reader is never aware of serious problems in this area. Mandell emerges as a spectator shrink who enjoyed the excitement of the men and the game, but who fled all uncomfortable situations and who refused to cope with the brutality of war games for spectators.

Svare, the Chargers, and life in general are expressed in a flowery metaphorical essay. The author's constant use of trite similes reminds this reviewer of English exercises in style which required 50 similes per page. Some of the comparisons provide interesting reflection.

If your name is on a reserve list at one of the public libraries for *Nightmare Season*, no need to bite on chile peppers from anxiety about revelations you'll encounter between the covers. You will get one colorful sex orgy, some psychological explorations of the male athlete, and a bland documentary of locker room lingo. Perhaps Mandell's mission with the Chargers was too tough to complete, even in the eyes of an eager reader. After all (metaphori-

cally speaking, of course) how successful could Freud have been if Nero had commissioned him to diagnose the lions' lethargy with Christian flesh during a Coliseum spectacular? He wouldn't dare get close enough to locate the trouble. Neither did Mandell.

LIVING IN STEP. By Ruth Roosevelt  
and Jeanette Lofas. Stein & Day. \$7.95

With second marriages such a common practice these days, the problems of entering new family units faces a large number of parents and children. A sensible approach to these problems is the subject of a new release entitled *Living in Step*, co-authored by Ruth Roosevelt and Jeanette Lofas.

Without being overly clinical or conversely generalizing, the writers treat the subject with candor and relevance. They present specific situations and possible treatments for them. All points of view are considered, from that of the new step parent to the child to the fringe relatives of the step family.

Occasionally a resolution is presented which seems inflexible and a bit dictatorial, but for the most part the authors avoid cliches and provide sound guidance.

As the authors point out, couples often enter into a new marriage unaware of the conflicts that can arise from two established ways of life merging into one, and are ignorant of the ramifications confronting children involved. The negative connotations of a "step" person are acknowledged and dealt with candidly.

While this particular non-fiction is hardly required reading for all persons contemplating re-marriage, it does provide an awareness which could help alleviate future misunderstandings. It flows well for interesting reading and furnishes enlightenment on a timely subject.

DOLORES. By Jacqueline Susann.  
William Morrow & Co. \$6.95

Jacqueline Susann has left her biggest bust for last. *Dolores*, her final contribution to the literary heritage of melodrama, is an impersonal presumption about, who else, Jackie Kennedy. Only the names have been changed to implicate the innocent.

The book begins just after the death of James T. Ryan, fictitious President, who just happens to be young, Irish,

and loaded with charisma. Dolores disembarks from Air Force One feeling a minor annoyance with Jimmy's death and its effect upon her future social standing. We, the readers, follow her for the ensuing five years of her mourning and adjustment period, to her marriage to a French Baron and multimillionaire who coincidentally is the ex-lover of her pill-popping social fanatic sister Nita.

There probably could have been a story someplace within those years, but this adventure concentrates on two preoccupations; sibling rivalry and hateful envy between Dolores and Nita, and the search for a proper income by America's Sweetheart to sustain her in the manner to which she was accustomed. For Dolores was left with a small yearly allowance of thirty thousand and can hardly be expected to survive on that.

After being escorted properly by a Chief Justice and her brother-in-law, plus a short fling with a show-biz-whiz, Dolores meets Barry Haines, a lawyer with no ability who is married to an aging wealthy lady who needs his name for her hopeful heir. This relationship endures, almost sincerely, until Barry's wife dies and he must re-marry money in order to stay socially acceptable. So much for love.

Stricken from her second great rejection, Dolores enters into a financially agreeable marriage on the rebound, where the book abruptly ends. But no matter, we all know how it turns out anyhow.

What Ms. Susann doesn't portray in emotion, character and other human traits could have been the story she intended. If, indeed, Dolores is Jackie, the lady is a cardboard construction. The author is cruel in her portrayal of her heroine—she gives her the ability to love, but only immaturely and immorally. She allows her hate, but only superficially. In spite of herself, Ms. Susann allows Dolores to maintain respect for the Ryan family, especially her mother-in-law.

While we are not treated to any sex, we do get to visit some famous people backstage and peek into the lives of recognizable notables. Unfortunately, the stilted conversation and elementary style do not allow the reader to become at all involved. The author is journalistic and provides a rapid succession of stale events for us to impartially witness. (Just the facts, Ma'am!)

With its large print and short chapters, *Dolores* is certainly a browser's delight. But personally, I wasn't delighted to browse; I expected some depth about a person who had endured tragedy, and I was disappointed. The real tragedy is that the book was ever written at all. I just can't wait for the movie version. ■

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# REAL ESTATE RAP-UP

## WINDEMERE WINS TWO GOLD NUGGET AWARDS

Windemere, Avco Community Developer's new community located atop Mt. Soledad in La Jolla, was presented two Gold Nugget awards of excellence, during the Pacific Coast Builder's Conference in San Francisco recently.

The Gold Nugget awards, presented by the National Association of Home Builders, are the development industry's equivalent to film's "Oscar." Windemere won in two categories: for single family homes over 1800 sq. ft., the development's "Colorado Springs" model won the Grand Award; the project's townhouses won an Award of Merit in the category for attached homes over 1100 sq. ft. in size.

Windemere was also selected as the cover feature in the June issue of *Professional Builder*, the development industry's most prestigious publication. Editors of the magazine called the development the finest example of homebuilding in the West.

The 140-acre private residential community is being developed by Avco Community Developers, Inc., masters



of community development, whose credits include the New Towns of Rancho Bernardo and Laguna Niguel.

The second phase of townhomes and single family homes went on sale July

10. The 33 homes in the first phase sold out within 30 days following the Grand Opening of the development in January.

The second phase of 21 single family homes and 20 townhomes will be offered first to some 300 families who have been on a waiting list for several months.

Phase three, consisting of 31 townhomes and 26 single family homes, is expected to be available in early Sept.

When completed, the La Jolla community will have 153 single family homes, 144 townhomes, a 13-acre park, bike and jogging trails, its own private streets and guarded entry, a large recreational center with seven tennis courts and a neighborhood commercial area.

The four townhouse models range from 1615 sq. ft. to 2175 sq. ft. and are priced from \$84,500 to \$115,000. The four detached single family home models have 1925 to 3420 sq. ft. and are priced from \$118,000 to \$189,000.

Windemere is located atop Mt. Soledad, just south of La Jolla Scenic Drive at the 6400 block of Soledad Mountain Road. ■

## RANCH SITES OFFERED

Estate rancho sites for custom homes are being offered at Hacienda Santa Fe, a 195-acre, 128-lot development immediately east of Rancho Santa Fe.

Ranch sites in the first phase of 35 lots vary in size from one to nearly three acres, and are priced from \$37,500.

All of the homesites command magnificent views of the countryside and mountains.

Horses may be kept on designated lots, which are connected by bridle paths to miles of trails in the surrounding area.

Three and four bedroom ranch style homes are being constructed for sale on six lots in Phase I. These homes range from 2,100 to 3,300 square feet, and are expected to be priced from approximately \$100,000 to \$150,000.

Hacienda Santa Fe is a development of the Santa Fe Company, a joint venture comprised of Fairhomes, Inc., a Techbilt company, and Lomas Santa Fe, Inc. The two companies in the partnership have developed several successful residential communities in San Diego County, including La Jolla Alta and Lomas Santa Fe.

In developing Hacienda Santa Fe, their stated objective is to create a rural, equestrian atmosphere in keeping with the tradition that has made



Nancy Manjikian, sales associate at Hacienda Santa Fe, a new development just east of Rancho Santa Fe, checks over ranch sites for custom homes with Gary Graves, vice president of Lomas Santa Fe, Inc. Lomas Santa Fe, Inc. and Fairhomes, Inc., a Techbilt company, are joint venturing the 195-acre, 128-lot project.

Rancho Santa Fe one of the choicest places to live in San Diego County.

The gently rolling land has been left in its natural state. Improvements include paved roads, bridle trails, fences

and underground utilities.

Hacienda Santa Fe is two miles east of the heart of the village of Rancho Santa Fe, on the south side of Del Dios Highway (S-6). ■

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continued from page 44

**La Jolla Beach and Tennis Club**, nestled along a beautiful beach and with its own lake and 3-par golf layout, has ten courts and 88 living units. William C. Kellogg, a former national boys' champion, has taken over as president, a position previously held by his father, Bill Kellogg, a long time U.S. Lawn Tennis Association official. General Manager at the Beach and Tennis Club is a former professional, H. William Bond. His son, Bill E. Bond is the club's tennis professional. Club members compete for fun in club tournaments, interclub tournaments, and in weekly group meetings. The tennis club hosts the Pacific Coast Sectional Men's Doubles Championships in the spring.

**Rancho La Costa**, 30 minutes north of San Diego in Carlsbad, has 25 courts, Pancho Segura as head pro, and luxurious accommodations ranging from double rooms to studio rooms to cottages to chateau suites. Other services available to the tennis visitor are a practice court with automatic ball service and lessons which include closed circuit video tape systems with instant replay. The clubhouse and snack bar overlook the courts for relaxing in between matches or for enjoying après tennis meals. The tennis complex includes, as well, an exhibition court surrounded by a grandstand with 2,000 seats which may be expanded to hold 5,000 for tournament matches. A 27 hole golf course, 21 miles of riding trails and a spa are only a few of the activities available for off-the-court entertainment. Tennis fee for hotel guests and non-members is \$6 per hour for singles and \$8 per hour for doubles per court.

**Rancho Bernardo**, an attractive recreation community east of La Costa has a tennis college with courses tailored to the student. Carefully planned two-day programs are offered at all levels. Lectures, films, demonstrations and four hours of court time daily compose the intensive program which may be taken for \$35 a day on weekends or \$30 a day on Tuesday and Wednesday. Living accommodations are available in the Rancho Bernardo Inn for \$34-37 a night. Courts are also available at the nearby **Rancho Bernardo Swim and Tennis Club**.

**Pala Mesa Golf and Tennis Resort** in Fallbrook Valley also offers a tennis college featuring instant TV replay and specializing in doubles strategy. Connected with the resort are four cement courts, two grass courts, (the only ones in Southern California), 88 living units, an 18 hole golf course, swimming pool, restaurant, dining room and bar with entertainment. Tom Leonard, two-time all American, is the tennis club's touring pro along with his duties as contracting pro with the World

"Thirty-three million Americans are now playing tennis, marking a 60 percent increase in one year."

Championship Tennis Group. Joanne Leonard, once nationally ranked herself, is in charge of the college tennis program for women.

**San Diego Country Estates** located near Ramona in the San Vicente Valley has 14 courts, two of which are night-lighted. Tony Trabert, twice U.S. champion, one-time Wimbledon win-

ner, Davis Cup winner and a member of the tennis hall of fame acts as tennis adviser and exhibition pro.

**San Vicente Racquet Club**, located in the Country Estates, has opened ten new courts and offers a tennis clinic featuring video analysis of student strokes. Presently charter memberships cost \$250 but as a lounge and

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kitchen are not yet open to members only \$50 is required now with \$200 due in 1977. Also accessible on the 3,200 acre resort are an 18 hole golf course, western and international equestrian centers, spa, swimming pools, riding trails and a 30 room guest lodge.

**Royal Palms Motel**, located at 3001 Carlsbad Boulevard, Carlsbad offers several plans for the visitor or the resident. Memberships are available for \$25/single person, \$35/couple or \$45/family per month allowing unlimited hours of play on the three courts and use of the restaurant and of the beach. Courts may also be rented by the hour at \$5 for singles and \$8 for doubles. A special tennis package allows the visitor to rent a room for \$21-23 a day and play all of the tennis he or she wants, without paying the \$5 or \$8 fee. If not staying in the hotel it is a good idea to make reservations a few hours in advance of playing.

Several clubs, hotels and motels along San Diego Bay and Mission Bay provide both lodging and tennis facilities for the visitor. Several of the area's tennis clubs also function alongside and share clubhouse space with the golf clubs.

The romantic and historic **Hotel del Coronado**, located on Coronado island offers seven courts adjoining the sand of the Pacific.

**Mission Valley Tennis Club**, with eight courts, is located along Hotel Circle near several of San Diego's largest hotels and motels. A five dollar guest fee and a wearing of "whites" is required.

**River Valley Sports Center**, located in Hotel Circle North, has six lighted courts that may be reserved at any time. Four automatic practice alleys allow you to brush up on strokes while a restaurant and cocktail area let you relax after playing. Racket rentals are available.

The **Atlas Hotel Chain** has just completed its new \$1.5 million health club plant which includes six championship tennis courts. Of the six, three are reserved for the five Atlas Hotels in Mission Valley.

The **San Diego Hilton** has five newly constructed courts.

Completing the 1,200 total are courts found at military bases, private homes, private schools and the four year colleges.

San Diego county hosts 31 regular public tournaments a year, hundreds of club events and at least a dozen more celebrity-pro-ams, charity benefits and touring professional tournaments.

What better place to enjoy the sun, the company of friends and a little exercise than on the tennis courts? The facilities are ready and waiting for you in North County. ■

# RANCHO SANTA FE GAZETTE

EDITED BY LOUELLA LIVERWURST



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



### New Tennis, Golf Facilities Underway

Reviewing progress of construction of new tennis and golf facilities at the Lomas Santa Fe Country Club are **Jim Bullock**, left, chairman of the tennis committee; **Mrs. Betsy Kennedy**, tennis committee member, and **Bob Jackson**, assistant tennis director. Four new tennis courts, two practice alleys and a practice pitching green are being added to the Club's existing facilities, which include eight tennis courts, an 18-hole championship golf course, driving range and practice greens, and 25-meter swimming pool.



Former Pan Am Cabin Attendants who met at the Inn recently were, left to right, Jody Hansen, Betty Hauser, Marilia Cathcart, Judy Shorrey, Renate Smith, Chris Cavanaugh, Diane Carlson, Molli Wagner and Ann Feighner.

### World Wings Organized Here

World Wings International, Pan Am's organization of former Cabin Attendants, was hosted by Pan Am at the Rancho Santa Fe Inn recently to establish a San Diego chapter. At the first organizational meeting in May officers were elected for the year. They are

**Molli Mercer Wagner**, president; **Diane Langiotti Carlson**, secretary, and **Linda Munoz-Kimbell**, treasurer.

World Wings International is a chartered non-profit organization now open to all former Pan Am Cabin Attendants. Formerly the organization of Pan Am stewardesses, the group has recently

changed its bylaws to include both men and women who have served Pan Am. Chartered in 1959, their purpose is to provide an opportunity for former Pan Am Cabin Attendants to keep in contact with their career and friends and to unite in civic and social activities. World Wings boasts 22 chapters, 19 in the U.S. with three in California, and foreign groups in London, Oslo and Tokyo.

Among the numerous community activities has been World Wings' continuing contributions toward research for the prevention of mental retardation.

Former Pan Am Cabin Attendants interested in meeting old friends, renewing old acquaintances and joining in community service may contact **Mrs. Wagner** at 620 Rimini Rd., Del Mar (phone 755-3329) for information.

**Amateur Golfer Turns 'Pro'**

Maxine Van Evera has retired from a very successful amateur golf career to join club pro Jim Boyle's teaching staff at the Rancho Santa Fe Golf Club.

Maxine, her husband Dave and sons Jim and Rob moved to Rancho Santa Fe in 1965. She won the San Diego County Women's Golf Association championship that year and also captured the Rancho Santa Fe Women's Golf Club championship during her first year in the club, the first of several club championships. During 25 years of competitive amateur golf, Maxine won 20 club championships at various clubs.



Maxine Van Evera

Rather than "turning professional" in the true sense of the word, Maxine hopes to be able, through her teaching, to put into application the theories expounded in a recently completed book she has written. The book, not yet published, is directed to helping the already established golfer analyze and correct his own golf swing by comparing his swing with the basic swing. The technique outlined in the book is based on fundamental positions and movements which Maxine will apply in teaching.



Left to right: Mrs. Eugene Fletcher, Jr., Diane Jaffari, Ruth Carter Stapleton and Yager Cantwell.

**Ruth Carter Stapleton Feted**

Ruth Carter Stapleton, sister of Presidential nominee Jimmie Carter, was feted at the Garden Club in Rancho Santa Fe on Thursday, June 24. A "last minute" reception for nearly two hundred people was planned by her hosts, Diane Jaffari, Keith Watson, and Mr. and Mrs. Yager Cantwell, in order that Mrs. Stapleton, a widely acclaimed author and religious leader might tell Ranchoites of her childhood experiences with her brother, his courtship of her best friend, Roslynn, his entry into politics, and some intimate views of his governorship of Georgia. Mrs. Stapleton spoke of religious convictions, acknowledged her gratitude to Yager for his help on her recent best selling book, *The Gift of Inner Healing*, and stayed at the Cantwells where she resumed work with Yager on her third book.

**Meet Your Neighbors**

Mr. and Mrs. David Murphy of La Costa Point are new San Dieguito residents with a new business. Dave Murphy is the owner of Paul Murphy Interiors in the Camino Real Shopping Center, Encinitas; and the young couple are actively involved in business, social, and civic affairs. They have three children; Kerrie, John and Matthew; aged five, three, and two.



**Team Tennis Troupe Triumphs**

Lomas Santa Fe Country Club's North County 14 and under World Junior Team Tennis champions. Front row, left to right, Peggy Walther, Kevin Stephan, Scot Wadsworth, Jim Ravazzolo, Andy Edson, Mike Harder, and Jackie Walther. Back row, Nancy Beesley; Christie Connell; Chip Cullison; Bob Jackson, team coach; Bill Kobrin, DeDe Mackey, and Kathy Boyce. The Lomas Santa Fe team completed the season with a perfect 8-0 record.

**RSF Community Concerts Association Organized**

Meeting in June, a group of Rancho Santa Fe and coast area music enthusiasts organized the Rancho Santa Fe Community Concert Association. The non-profit association was formed for the purpose of presenting live professional concerts featuring solo artists and group attractions of international standing. Elected to the executive committee of the new organization were: Lawrence Tilton, president; Muriel Wick, membership chairman; Mrs. Curtis Barkes, secretary; Mrs. C.M. Alderson, treasurer, and Cliff Krueger, arrangements chairman.



Larry Tilton.

The board of directors for the group will be the officers plus the following directors: Mrs. Robert Holley, Fred Gardner, Mrs. Walter Krafft, Mr. Hubert Larson, Mrs. George Richter, Mrs. Earl Whitehead, Mrs. Roger Rowe, Mrs. Fillmore Rose and Mrs. Lenore Bates.

The Rancho Santa Fe Community Concert Association will be affiliated with the Community Concerts of New York City, a division of Columbia Artists Management.

This New York-based service will supply assistance in conducting an annual membership campaign and act as the booking office for the local association. Community Concerts in the last forty years has assisted over one thousand towns in the United States and Canada with the organization and presentation of a concert series under the concept of the "Organized Audience Plan."

Present at the meeting was Parthy Engstrand, a representative of Community Concerts. She explained the procedure and plans for a one-week membership campaign to be held from September 27 through October 2. A goal of 35 volunteer workers was established for the campaign.



Left to right, Leonard Morris, principal of San Dieguito High School; Brian Dvorak, Encinitas, award recipient, and Edward Beyzack, regional sales manager of the La Jolla office, Metropolitan Life.

**Second Dvorak Receives Award**

The Rancho Santa Fe Inn was the setting of a luncheon honoring Brian Dvorak, a San Dieguito High School senior, with the presentation of Metropolitan Life Insurance Company's National Merit Scholarship, a four-year award to the college of his choice.

Brian followed in the footsteps of his brother Dean who was similarly honored two years ago.

The scholarship funding system was initiated and nurtured some years ago by Gilbert Fitzhugh, recently retired president of Metropolitan and now a resident of Rancho Santa Fe.



**Dr. Lloyd Ocheltree**

That handsome new beaming face you see in Dr. George Groth's office these days is none other than his cousin, Dr. Lloyd Ocheltree who will be sharing the workload.

Dr. Ocheltree and his wife, Patricia, live in Fullerton at present, but plan to move to this area as soon as possible. Mrs. Ocheltree, an R.N. herself, specializes in intensive care nursing with coronary patients. The couple has five children, ranging in age from 13 to 20. Although Dr. Ocheltree was exclusively occupied with the practice of anesthesiology for the past fifteen years, his decision to return to private practice is best summed up in his own words: "I enjoy the personal day-to-day contact with my patients when they're awake—not sleeping!"



**50th Wedding Anniversary**

Mr. and Mrs. Fred V. Gardner of Rancho Santa Fe recently celebrated their 50th Wedding Anniversary with a dinner at the Rancho Santa Fe Inn. Over ninety guests were in attendance, including relatives from all over the country as far as the East Coast. Special guest was Mrs. Sheila Gerbosi, and her three sons... daughter and grandchildren of Mr. and Mrs. Gardner. Ms. Gerbosi is a graduate of USC Law School and a practicing lawyer in Laguna.

Mr. Gardner is still active in management consulting, and numbers General Electric and several major airlines among his clients. The Gardeners live on Via de Santa Fe, and are very well-known in the North County area.

**Mrs. Warren Named To Hospital Board**



Mrs. Frank R. Warren (Joanne) of Rancho Santa Fe is a recent appointee to the Children's Hospital and Health Center Board of Trustees.

She is also a member of the Children's Hospital and Health Center Development Committee and the Easter Seals Advisory Board.

In addition, Mrs. Warren serves as first vice-president of Country Friends and board member and recording secretary of the Rancho Santa Fe Guild and the San Diego Opera Society. She is active in WAIF and the Beach and Country Guild of Cerebral Palsy.

Husband Frank is a builder and operator of furnished apartment houses throughout the U.S. and is Chairman of the Board of Rancho Santa Fe Savings & Loan Company.

The Warrens have five children, ranging in age from 6 to 25.

**Opera Guild Names 76-77 Officers**

Mrs. Harry E. Wenz, newly elected president of Rancho Santa Fe Guild of the San Diego Opera Association, will be serving with a new group of officers for the Star-Studded 1976-77 San Diego Opera season. Assembled with Mrs. Wenz for their first Board Meeting and later as hosts at lunch in the Library of The Inn on July 7 were Vice-President Mrs. John M. King and assistant Vice-President Mrs. Lloyd S. Nix.

Other officers include Mrs. Frank R. Warren, recording secretary, and Mrs. Thomas H. Lambert, alternate Corresponding Secretary, Mrs. J. Edmond Kowalski will be assisted by Mrs. Harold G. Dunford. Advisors are Mrs. Gilbert W. Fitzhugh and Mrs. Walter C. Young. Finance Chairman, Mrs. L.B. McLaughlin is assisted by Mrs. Alex DeBakcsy. Member-at-Large is Mrs. Jack Lewis Powell.

Committee chairmen are Mrs. Edward R. Dale and Mrs. Wm. C. Winter, Jr., membership; Mrs. Eugene B. Fletcher and Mrs. Walter A. Krafft, hospitality; Mrs. C.M. Alderson, program; Gilbert W. Fitzhugh and Hans H. Amtmann, transportation; Mrs. Elbert J. Evans and Mrs. Dorothy B. Patton, opera dinners.

Local tickets are handled by Charles A. Chapin and Col. George A. Baldry. Combo committee is composed of Mrs. Maury E. Strom, Mrs. David Humphreys Miller, Douglas D. Brien, Preston M. Fleet and Phillip R. Crippen, Jr. Telephone committee members are Mrs. Richard G. Duncan and Mrs. E. Randolph Harington.

Youth participation chairmen who will work on the "In-School" opera education program are Mrs. Maurice Schiff and Mrs. James M. Smathers. The Town Hall series chairmen are Mrs. Frank T. Weston and Mrs. Lewis T. Dorgan. Publicity will be handled by Mrs. Henry G. Sandvoss and Mrs. Roland R. Sahn. Volunteer chairman is Mrs. Edward Charles Strauss.

San Diego can expect the greatest opera season ever produced in this city. The season opener will be the mighty masterpiece of all opera-theatre, "Othello," by Verdi, on October 9, 12, 15, 17. A contemporary opera, "The Saint of Bleecker Street" by Gian-Carlo Menotti will be presented on December 1, 3, 5, & 7. The third season offering on January 23, 25, 28, 30, 1977 will be "Die Fledermaus" (the Bat) by Johann Strauss. Wagner's "Gotterdammerung" on February 19, 22, 25, 27, 1977 will be a continuation of San Diego Opera's presentation of Wagner's "Ring" cycle.



Seated, left to right, Mrs. Lloyd S. Nix, vice chairman, and Mrs. Harry Wenz, chairman. Standing, left to right, Mrs. John M. King, vice chairman, and Mrs. Frank R. Warren, recording secretary.

**Rancho Athletes Bring Home Medals**

Rancho Santa Fe had 31 students participating in the San Diego Junior Olympics track finals held June 19. Seventeen of those participating returned with 21 medals. They were:

Mark Broome, first in the 50-yd. dash and third in the long jump; Lorraine Charman, first in the 100-yd. dash and second in the long jump; Lauren Miller, second in the 50-yd dash; Kris Engelman, second in the 440; Megan Foster, third in the long jump; Kevin Zasio, first in the 440; Bridget Cantwell, first in the 100-yd. dash; Toni Green, second in the 50-yd. dash; Tim Holcombe, first in the shot put; Arlin Miller, first in the 100-yd. dash and second in the high jump; Brad Southworth, first in the 880; Marianne Young, second in the 100-yd. dash; Richard Allred, second in the 880; Bonnie Southworth, third in the 440; Barry Engleman, third in the 440; John Nogle, third in the shot put, and Linda Morrison, first in the 220 and long jump.

**Santa Fe Youth Horse Show Door Prizes**

1. Designer dress compliments of Bill Blass
2. Designer costume from John Hogan & Company and The Country Friends.
3. Yellow Gold, Black Onyx and Diamond Ring . . . compliments of J. Jessop and Sons
4. Two gift certificates, \$50.00 each to be applied for purchases at The Country Friends Shop compliments of Glendale Federal Savings
5. Two pieces of luxury luggage . . . compliments of The French Company, Covina
6. Four season tickets for the 1976-1977 San Diego Symphony
7. Basket of fresh fruit . . . compliments of The Carriage Trade Catering
8. Case of Davis Bynum Pinot Noir 1974 . . . compliments of Wine Marketing International, of San Mateo
9. Catered dinner for ten. Cuisine of your choice . . . compliments of Mrs. Maury E. Strom
10. Trip for two, to Hawaii, via Western Airlines. Accommodations for two at a Sheraton Hotel in Hawaii for six nights and seven days . . . compliments of Redmond Travel of Rancho Santa Fe.



Rotarians do their bit. Left to right are Dick Wehmeyer, Glenn Bell, Bill McCoy, Gene Fletcher, the cook from the Town & Country hotel in San Diego and Marshall Campbell.



Miniature golf provides a challenging change for young and old

**Rancho Santa Fe Horse Show Events Detailed**

The third annual Rancho Santa Fe Youth Horse Show will be held on the grounds of the Rancho Riding Club August 20-22.

Along with the championship classes and the beautiful horses, the activities will include: Country breakfasts to be cooked on the griddle by Alyson and George Goudy and Lorraine and Frank Schulte;

Lunches served by Rancho Santa Fe Rotary members; The Sweet Booth, well-stocked with all sorts of goodies baked by Rancho Residents and donated to the show. Vivian Held and her daughters will tend the sweets'

Baskin and Robbins ice cream; Fresh buttered popcorn served up by Gayle Gillies; Lemonade especially made by Judy Flangan along with cokes in the coke booth;

And a Saturday night steak dinner barbecued by master chef Brock Cowan and friends. During the dinner, organized by Irene Russell, there will be dancing under the stars to Dixieland music.

Jack Giacomini is food co-ordinator for the show. A miniature golf course designed to look like a Grand National Jumping Course will be set up on the grounds for the enjoyment of all attending.

There will be box seats available. Contact Jackie or Bruce Cavanaugh at 756-3883 for seats.

Fushias in hanging baskets will be available for purchase on Sunday. Exhibitors will be competing for many top prizes. Twelve of the top Pacific Coast Jumpers will be competing for the \$1,000 prize in that class.

The Working Western Pleasure championship winner will receive a silver head stall. The Youth Champion will be competing for an English Hunt Seat saddle.

Admission is free to the show.



Mrs. Gary Driver

**Pat Driver Race Day Chairman**

Mrs. Gary D. (Pat) Driver, Rancho Santa Fe, was chairman of the annual Country Friends "Day at the Races" held Monday August 2 in the Thoroughbred Club of the Del Mar Race Track. Mr. Driver served as co-chairman.

The committee serving with Mr. and Mrs. Driver were Mrs. Cyrus Thieme, Mrs. Gale R. Traver, Mrs. Edward Heinemann, Mrs. Donald Sherman, Mrs. George Goudy and Mrs. Joan Danzinger.

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Dinners by Reservation:  
Thursday, Friday, Saturday  
6:30-8:30



Sharon Lewis of Rancho Santa Fe is shown driving her beautiful Shetland Pony, Master Showman, at the Del Mar National Horse Show. Master Showman was the winner of the Shetland Harness class 43' & under. Sharon also won the 5-gaited Ladies class on Secret Call after an exciting work-off for 1st place against Linda Summers of San Diego.

In the recent Rancho Riding Club Horse Show Sharon had two impressive wins with her American Saddlebred Pleasure horse, On the Wild Side. She won the Saddlebred Pleasure Driving class and the Saddlebred 3-gaited pleasure class.

The Lewis's horses are trained by Anne Speck of Del Mar.



Ruth Anne Lewis, the 9-year-old daughter of Sharon and Rudy Lewis of Rancho Santa Fe, is shown riding her horse, Hello Dollie. Ruth Anne won the 9 & under Saddle seat Equitation Class at the Rancho Riding Club Horse Show on June 6 and won 2nd place in the same class at the National Horse Show at Del Mar on June 30. Ruth Anne also rode her fast racking 5-gaited pinto, Hercules, to a 4th place ribbon in the 17 & under 5-gaited class at Del Mar, quite an accomplishment for a 9-year-old. Ruth Anne is instructed in Equitation by Melissa Montague of Encinitas.



#### Lewis' Capture Horse Show Honors

Darryl Lewis, the 12-year-old son of Sharon and Rudy Lewis of Rancho Santa Fe, is shown riding his horse, Secret Call. Darryl won the 17 & under 5-gaited class at the Rancho Riding Club Horse

Show on June 6. At the Del Mar National Horse Show Darryl won the 14 & under 5-gaited class after a very exciting work-off for 1st place against Jamie Lenore of San Diego.



Mr. and Mrs. Jim Bond of Whispering Palms, left, and their hosts, Mr. and Mrs. Jack Morgan, were the winning team in the Lomas Santa Fe Country Club Fiesta Days Mixed Member-Guest tournament on Sunday, July 18. The Bonds and Morgans scored 119 points in the two best balls of foursome event to beat out the team of Mr. and Mrs. Jerry Ward and their guests, Mr. and Mrs. Ernie Bertocini, by one stroke.

#### Member-Guest Tourney Winners Announced

Winner of the Men's Member-Guest golf tournament at the Lomas Santa Fe Country Club July 16 and 17 was the team of Jack Forsythe and his guest, Darryl Wilkins of Pala Mesa.

They scored 79 points for the two day's play, which was best ball of partners points the first day, and total points of partners the second day.

Finishing second were Jerry Drake and his guest, Emory Porthola, with 75 points.

Low gross winners were Leonard Morris and guest Mike Whistler from Torrey Pines, with a two-day total of 134, 10 under par. Finishing second were Jock McIntosh and guest, Fred Fletcher from La Jolla Country Club, with a 139.

In the Mixed Member-Guest that followed on Sunday, July 18, the team of Jack and Billee Morgan with guests Jim and Jackie Bond from Whispering Palms, totaled a 119 to win first place. In second with 120 was the team of Jerry and Lil Ward with guests Ernie and Joan Bertocini, also of Whispering Palms.

## NEW PRODUCTS



#### Portalite Offers New Golf Bag

A new lightweight golf bag, the PORTALITE<sup>®</sup>, has been introduced and is being marketed directly to golfers in Southern California. Designed especially for those who want to walk the course, the lightweight bag also fits easily on pull or power carts.

Made of Du Pont CORDURA<sup>®</sup> nylon, the fabric is extremely du-

urable, highly abrasion resistant and lightweight—the empty PORTALITE bag weighs just 4½ pounds and holds the regulation 14 clubs. The faceplate is designed to give maximum accessibility to the clubs with individual tubes for club grip protection and an over-size tube for the putter.

Of particular interest to the walking golfer, the carry strap stands at a convenient height to lift the bag to your shoulder without stooping. The 3½-inch-wide strap is always up and is suede-backed to prevent slipping, and foam padded for comfort.

A double-compartment accessory pocket holds the bag at an angle to keep clubheads off wet turf and to keep the carry strap up. A 520-cubic-inch pocket is held flat when not in use and expands to hold a pair of shoes and a sweater. The Delrin<sup>®</sup> zipper is non-corrosive. The bag also has an umbrella strap, chain for tags, towel and attaching to riding carts.

The PORTALITE is currently available in red or blue plaid. The optional top hood for travel or storage attaches to the bag with a Velcro fastener.

PORTALITE bags are available from PORTALITE, P.O. Box 1178, Rancho Santa Fe, CA 92067. The bag is priced at \$35 with the optional hood \$4. Shipping charges are \$3 per bag, and California residents must add 6% sales tax.

\*Reprinted, with permission, from "Fore" magazine.

#### Dri Grip New Tennis Aid

You'll be hearing a lot about Dri Grip. It's great for the guy or the gal who takes his or her sporting hobby seriously. The following is from "Tennis Ticker Tape."

If you've been wondering what it is that the pros are using in televised matches to keep their hands dry during play, we're here to tell you that it's Dri-Grip. We have contacted Gene Salamon, president of Dri Grip. An intense player himself, he tells us that his product has made it to the Davis Cup, Wimbledon, W.C.T. World Team Tennis and many many more tournaments. He says it is "already the 'Bayer Aspirin' of the tennis industry." Dri-Grip is designed so as to condition the hand as it removes moisture. Salamon says "blisters need no longer be associated with intense play." The



unsolicited comments he has gotten from pros have told him that they are "finding it very useful," "obtaining great results with it," and have "tried it and found it to be everything you advertised, a rarity these days."

**North County Residents Honored**

Lynn Castle of Rancho Santa Fe, Bill Putman of Carlsbad and Arthur Willis of San Diego were singularly honored last month as members of the coveted Cosmos radio network, the only two-way radio network affiliated with the official government of Baja, California.

Mr. Castle, Mr. Putman and Mr. Willis, along with a host of invited guests, were feted at an afternoon fiesta at the home of Cosmos II, Francisco Espenoza Esqueda and family. The formal presentations were made by Xavier Luna Martinez, presidential coordinator for the P.R.I. Party during the campaign of Lopez Portillo, president-elect of Mexico. Following the formalities, a carne asada dinner was served by the wives of the Cosmos Club.

Among those in attendance were: Tom and Patsy Neblett of Rancho Santa Fe; Mr. and Mrs. Dick Tibbets of Rancho Santa Fe; Kay Wasser of Del Mar; Marcel Leveque of Los Angeles; Vera Love of Las Vegas; Donna Trew of Las Vegas; Mrs. Tony Lipsitz of Waco, Texas; Mr. and Mrs. Bob Wood of Santa Barbara; Bob Chesney of Los Angeles; Alan Hamilton of Carlsbad; Mr. and Mrs. Dean De Lonais of Huntington Beach; Bill Spurlock from Escondido; Vincent and Judy Bartalotta of Carlsbad; Tina, Terry and Michael Castle from Rancho Santa Fe; Bill, Jane and Terry Putman from Carlsbad and Ruth Giffin from Rancho Santa Fe.

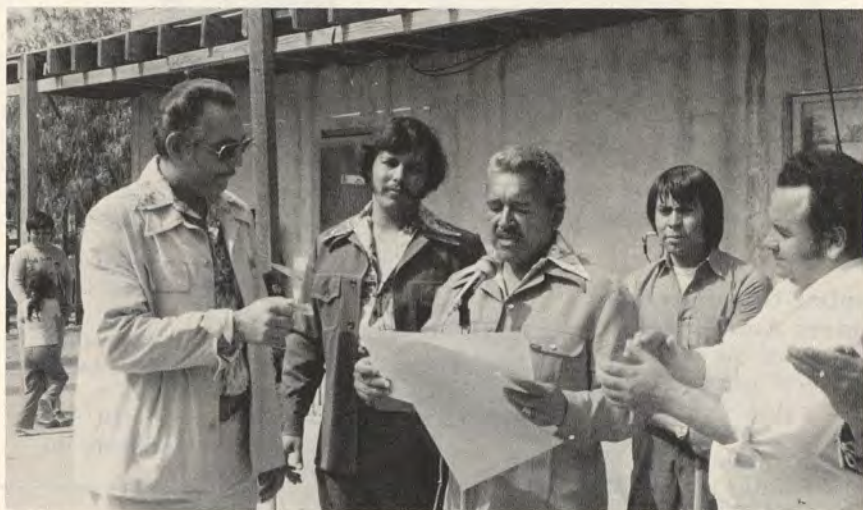
It was a heartwarming tribute between friends across both sides of the border. Mr. Castle, Mr. Putman and Mr. Willis are the only three American recipients of Cosmos diplomas in the history of Baja California.



Carlos Cortez, Ignacio Osornio, Xavier Luna Martinez and Carlos Vega, chief of land and air transportation.



Lynn Castle beams as he receives his award. Left to right: Lynn Castle, Xavier Luna Martinez, Alfredo Cuentas, Guadalupe Iglecias, Ruben de Luna Garas and Colonel Miguel Avedo Cadena.



Bill Putman, Alfredo Cuentas, Xavier Luna Martinez, Ruben de Luna Garas and Francisco Espenoza Esqueda, host of the magnificent party.



Jose Carlos Bermudas, head of the P.R.I. party public relations; Carlos Cortez Medrano, karate and security instructor; Carlos Lavenat; Colonel Miguel Avedo Cadena and Lynn Castle.

**Children Host Anniversary Surprise Party**

The children of Jack and Nell Daniels hosted a surprise anniversary party for their parents at the Rancho Santa Fe Garden Club June 19.

Mr. and Mrs. Kenneth Retzer, Mr. and Mrs. Geoffrey Daniels, Ms. Sandra Wilkinson and Ms. Judy Clemmons planned the cocktail and dinner party for some 75 guests. Music was provided during the cocktail hour by Jan Tober and Ron Satterfield.

Out of town guests included Mrs. Daniels' sisters, Mrs. W. E. Stainback of Hot Springs, Arkansas, and Mrs. F. A. Roberts of Laguna Niguel, and nieces Mrs. Kenneth Babajan of Whittier and Mrs. Duane Brown of Los Angeles.



Mr. and Mrs. Jack Daniels at their surprise anniversary party. Orchid leis were flown from Hawaii as a gift to the couple.



**Is Our Face Red!**

In our Rancho Santa Fe "Gold Book" we inadvertently misnamed one of our local Real Estate Brokers as Lloyd Braver when he is, in actuality, Lloyd Brauer. He's one of the big four at the RSF office of the Willis M. Allen Company, Real Estate.



The staff of Rancho Santa Fe Pharmacy is always ready to assist you with a smile! Left to right are Carol Legge, Adah Sherman, Connie Gillespie, Sandy Subka and Jim Subka.



Jim Subka, new owner and pharmacist at Rancho Santa Fe Pharmacy.

**RSF Pharmacy Has New Owner, Pharmacist**

Jim Subka is the new pharmacist and owner of Rancho Santa Fe Pharmacy in Rancho Santa Fe. A La Jolla, Jim and his wife Sandy (who assists him in the pharmacy) have two children, John, 11, attends San Diego Military Academy and Jacqueline, 7, is a student at Country Day. Mr. Subka is a graduate of the University of Illinois and for ten years operated a pharmacy in that state.



**Junior Twilight Golf League**

Rick Brush, Peter Dempsey, Bill Brewer, Rich Ferguson, and Scott Adams pose in their handsome new uniforms which were supplied by Jack Matzinger, owner of The Ascot Shop in La Jolla. This picture was taken at the first match with San Diego, La Jolla and Lomas Santa Fe. (San Diego won.)

### A History Of Oceana

Oceana was born eleven years ago in Oceanside. It is located high on a hill, four and a half miles due east of the Municipal Pier. The 200 acres were purchased and developed by the "Oceanside Land Co.," namely: **Curt Cutsinger, Morrie Bitker, Tom Pickering and Willard Newman.** This select parcel of land was, at one time, a part of the Jones' Ranch, where coyotes, rabbits, pheasants and other wild-life made their home.

The Oceanside Land Co., with the help of engineers, carefully revamped the hillside into a series of plateaus, terraced to the west, south and north, which allowed for fuller and better use of the terrain. The engineered plan proved doubly rewarding, for not only was it well-designed and interesting as a development, but its appearance became more and more attractive as the months went by. It was further enhanced, after a few years, by the maturing trees and shrubbery which had been generously implanted into the barren silica sand deposits. This, of course, resulted in a solid foundation for the more than 900 individual homes and apartments which were constructed in Oceana.

The Clubhouse, flanked by the hobby, art and craft shops and recreation rooms (all Spanish architecture), completed the dream of the developers—to bring the first adult condominium-living concept to North San Diego County.

"Cal" Calcara, who sold for the Land Company, reminisces about the early days of Oceana when condominium living was, to most of us then, a new form of life, and the local community was skeptical. The condominium concept gained greater acceptance as people began to note the advantages of property ownership in a community which allowed the maintenance freedom of a renter.

"Cal", who has devoted more than nine years to Oceana, opened the first and only resale and rental office in the Oceanas, situated in the architecturally compatible Spanish-style shopping center located to the north of the main entrance to Oceana.

At Oceana there are hobby shops, arts and crafts shops, swimming, bowling, golf, bridge and many other healthful recreational activities available to the residents.

### Profile: Hadley Orchards Partner, Walter Alf



*Paul and Peggy Hadley and Walter Alf, general manager of Hadley's Orchards.*

**Walter Alf** is an expert in every facet of an extremely complex and critical business.

"Hadley Orchards" is **Walter's** business. The nephew of **Paul and Peggy Hadley**, **Walter** is the general manager and part owner of the multi-million dollar dried-fruit and nut operation located on I-5 and Palomar Airport Road in Carlsbad and also on Highway 10, twenty minutes west of Palm Springs.

**Walter's** duties include buying a myriad variety of dried fruits, nuts, honey, natural foods, breads and cheeses, and the processing of jams and jellies, candies, vitamins and wines, which the **Hadleys** collect from various parts of the world. In addition, **Walter** supervises the huge date-packing plant

at Indio for **Hadley's** five date gardens, where dates are cleaned and graded. He is also in charge of the packaging plants in Cabazon, to which all fruit and all other **Hadley** products are trucked and converted into consumer packages.

Several buildings for cold-storage, a honey-straining plant, a nut-roasting division, ranches, two immense stores and a mail-order department complete the family-owned **Hadley** complex, an enterprise so extensive that it takes a day to tour it. **Walter Alf** is the executive supervisor and business administrator over the entire operation, as first assistant to **Paul and Peggy Hadley**, the originators and developers in marketing natural foods.

**Walter** has had a son-like relationship with his uncle **Paul** since childhood. Great companions, **Paul and Walter** continued their friendship during the 19 years **Walter** was with the California Department of Agriculture. **Walter's** technical knowledge acquired during his employment with the government, traveling the state and becoming expert in many kinds of crops, was invaluable to **Paul Hadley** when he offered a partnership to **Walter** eight years ago.

There has been a continuous expansion of **Hadley's** plants in the past few years because of a constant increase in demand for **Hadley's** fine products.

### Children's Hospital Horse Show "Bicentennial" Success

**Mrs. William S. Aylmer** and **Mrs. A.W. Himfar**, co-chairmen of the Thirtieth Annual Children's Hospital Horse Show, which was held at the Rancho Riding Club on June 5 and 6 announce that this year's "bicentennial extravaganza" was probably the most successful show produced yet by the winning combination of the San Dieguito Auxiliary to Children's Hospital and the Rancho Riding Club. The Auxiliary turns over annually to Children's Hospital at least \$10,000, and it appears that this year will produce an even larger donation.

The success of this show depends almost entirely upon the generosity of local people with both their financial help and donated services. Among these are such local merchants as **Bob Francisco** of Ashley's Market who "masterminds" the food and works closely with the concessions chairman, and **John Scurlock**, local landscape artist, who performs his expertise in decorating the grounds and, most particularly, the center of the horse show ring and judge's booth.

Southland Music Center donated the organ for the music, as well as some organists who donated their efforts by playing background music throughout the show. **Mrs. Lois Segur**, organist for the Village Church, also donated her time and efforts Sunday, playing tunes made famous by Honorary Chairman, **Patti Page**.

Pay us a visit—  
you'll be glad you did

carry a wide variety of sun-dried fruits; raw and roasted nuts; honey; health foods; natural vitamins; cereals; baked goods and fancy fruit and nut gift packs. Our quality is the finest, our stock the freshest, our prices the lowest. You are welcome to sample our products, including wines in our wine-tasting room



## HADLEY FRUIT ORCHARDS

Visit our complete new store in Carlsbad.

(Interstate 5 and Palomar Airport Road, next to Denny's Restaurant)

We are the same HADLEY ORCHARDS on Highway 10  
16 miles west of Palm Springs since 1954

Both stores open 365 days a year



Future neighbors meet at preview showing of Santa Helena Park models at Lomas Santa Fe. From left, Mr. and Mrs. Milton Day, who will be moving here from Whittier, and Mr. and Mrs. Paul L. Stubbs of Solana Beach. Mr. Stubbs is also the broker associate handling sales at Santa Helena Park.

## Preview Showing Well-Attended

Over 150 guests attended a preview showing of the newly decorated model homes and clubhouse at Santa Helena Park in Lomas Santa Fe.

Santa Helena Park is a 64-unit condominium development overlooking the Lomas Santa Fe Country Club golf course.

The model homes and clubhouse were decorated by John Snyder of Home Centers, Inc.

Three floor plans are offered at Santa Helena Park: one-story with two bedrooms, two baths and den; two-story with two bedrooms, 2½ baths; and two-story with two bedrooms plus study or optional third bedroom and 2½ baths. The living and dining rooms are at the back of the units, oriented to the views of the golf course and parklike recreation area.

All of the plans have attached two-car enclosed garages with direct access to the kitchen.

The units range in size from 1,282 square feet to 1,535 square feet and in price from \$58,400 to \$71,900.

In addition to the clubhouse, which has a large lounge, kitchenette and dressing rooms, the recreation area includes a swimming pool, therapy pool, patio deck and barbecue area with gas charcoal broilers.

## Junior Tennis Tourney Winners Announced

New junior singles tennis champions at the Lomas Santa Fe Country Club are John Martin and Dede Mackey.

There were 78 entrants in the event, the largest number of juniors to ever participate in a tournament at the Lomas Santa Fe Country Club.



John Martin, left, defeated Loren Sanders, 6-4, 7-5, to win the Boys' Advanced Division of the Lomas Santa Fe Country Club Junior Singles tournament.



Finalists in the Girl's Advanced Division of the Lomas Santa Fe Country Club Junior Tennis tournament were Janie Babcock and Dede Mackey. Miss Mackey was the winner in a long three-set match, 5-7, 6-4, 7-6.

## A City In The Sand

Sand castle aficionados, perhaps in anticipation of the sand castle contest held July 26 on Mission Bay, met at San Elijo Beach in Cardiff July 18 to reconstruct, in sand, the medieval city of Carcassonne.

Principals in Sandcastle Construction, Ltd., based in Rancho Santa Fe and prime movers behind the event, are Norman Richard Kraus, castle conjurer; Lusana Troxell, calligrapher, and Harry Wanket, construction, tractor. Sand and authorization were provided.



A sand castle to top all sand castles! The finished product, after a full day's work by volunteers and castle freaks, was this city in the sand on the beach at Cardiff. C. Quintan Kimball photo.

## NEW AD AGENCY CORNERS RETAIL MARKET

After only eight months in San Diego, the advertising firm of Mutimer-Smith Professional Advertising (MSPA) has swept up six major retail accounts and is nearing the \$1 million mark in billing. The clients include San Diego County Chevrolet Dealers Association, Trend Furniture, Jacobson's, Robinson's, The Bedroom Waterbeds and H. Salt, esq.

Principals Steve Mutimer, 32, and Ken Smith, 33, talked about their success during a recent gathering for clients and media representatives in their La Jolla offices. The occasion commemorated the firm's sixth anniversary.

Although new to San Diego, MSPA originally organized in Rockford, Illinois.

"We began in my basement with three accounts," Smith said, "and within six months we were handling the largest retail accounts in Northern Illinois and Southern Wisconsin."



Mr. and Mrs. Steve Mutimer (l) and Mr. and Mrs. Ken Smith.

After picking up most of the major retail clients in the Rockford area, MSPA expanded to other cities in Illinois, Wisconsin, Indiana and Iowa. "It soon became clear that we needed to find a larger yet more geographically concentrated marketing area for our services," Smith said.

The pair researched several cities and found that Houston and San Diego were the areas that best matched their growth objectives. San Diego won out as needing a strong retail-oriented agency.

This retail-orientation differentiates MSPA from other agencies. Rather than promote industrial clients, wholesalers or manufacturers, they work exclusively with companies selling directly to the public. "We create advertising for the mass consumer, which means we work mostly in mass media: newspa-

per, radio and television," said Mutimer.

For each of its clients, MSPA has put together a complete advertising campaign, including television commercials created, filmed and produced right here in San Diego.

In 1973 and 1974 MSPA picked up four awards for outstanding commercials, including "Best of the Show," at the U.S. Film Festival, competing against entries from all over the world.

MSPA is located at 2223 Avenida de la Playa, La Jolla.

## JONES PROMOTES DATSUN DEALER

Padre pitching superstar Randy Jones, center, shows how he throws his sinkerball to R. Gary Sheler, account executive, left, and Dave Grant, president of Grant & Millard Advertising Inc., during filming of television spot for Terry Allen Datsun, El Cajon, at San Diego Stadium. Jones has been advertising spokesman for the El Cajon dealership for the past year and can be seen tooling around town in a Terry Allen '76 Datsun 280-Z with custom baseball pinstriping.

## PSA ANNOUNCES PASSENGER TRAFFIC FOR JUNE

Pacific Southwest Airlines (PSA) announced recently that total passengers and total revenue passenger miles decreased 1.8 per cent and .9 per cent respectively during the month of June, compared to the same month one year ago. Total available seat miles for June increased 12.8 per cent compared to 1975. Average load factor for June was 59.2 per cent compared to 67.3 per cent one year ago.

On June 1, PSA increased its flight schedule by introducing additional nonstop service from Burbank to Oakland. The airline also offered additional flights in the San Diego/San Francisco and Lake Tahoe/Los Angeles markets.

PSA also announced that total passengers and total revenue passenger miles were up 3.5 per cent and 3.7 per cent respectively during the first six months of 1976. Total available seat miles were up 5.5 per cent over the same period for 1975. Average load factor for the first six months of 1976 was 59.3 per cent versus 60.4 per cent for the same period for 1975.

## UNIQUE AUTO SECURITY SYSTEM DEVELOPED

Gil Daerr, president, and J.B. Webster, chief engineer of California Electronics Industries, Inc. have developed the ultimate in security systems. Designed for automobiles, especially luxury cars, this system, called "The Sleeping Tiger," is a very sophisticated, electronic alarm that is triggered by voltage drops or rises and can also incorporate a solid state motion detector.

The Sleeping Tiger Security System offers maximum protection for the luxury car owner. It not only safeguards the contents of the car, but protects against theft of tires, generators and other external items.

"The motion detector is the most advanced unit available," states Gil. "It has no moving parts and no contacts to corrode. It is preset at the factory and no adjustment is required." The motion detector will cause the alarm to sound if the vehicle is given a sharp blow— someone breaking a window or if the car is hit by another vehicle. The alarm will also sound if an attempt is made to jack up the vehicle.

The warbler output trumpet emits a loud, screaming, high-low sound that cannot be ignored. Solid state and with no moving parts, corrosion is not a problem as with horns or bells. The trumpet is weatherproof and compact for easy placement.

The security system operates only when the vehicle's ignition is in the off position.

The basic components of the security system are the solid-state control unit, the warbler-type siren and the wiring harness. There are several special options available. (The motion detector is one such option.) Other options include the following: an alarm pager unit consisting of a transistorized transmitter and a pocket receiver unit that are hooked into the alarm circuitry with a range of up to ½ mile; floor contact mats which will trigger the alarm with as little as three pounds of pressure; a panic button, which, with the flip of a switch allows you to sound the trumpets even if the ignition is in the on position.

For more information on the "Sleeping Tiger Security System" contact Gil Daerr, California Electronics Industries, 2005 S. Ritchey Ave., Santa Ana, CA 92705, or call (714) 835-4522. ■

## MITCHELL HONORED BY INTERNATIONAL SOCIETY

Randall L. Mitchell of Oceanside has been selected to be listed in the forthcoming issue of the Dictionary of International Biography to be published in Cambridge, England next October.

Mitchell, 55, was selected for the honor from a list of men and women of achievement in most nations throughout the world, according to The Honorable Ernest Kay, general editor.

The publication is assembled and issued from the International Biographical Centre in Cambridge. The special edition now being compiled will be the thirteenth to be published.

Mitchell, an accredited member of the Public Relations Society of America, also is listed in the past four editions of Who's Who in the West and in PR Blue Book. He owns his own advertising and public relations firm, Mitchell & Associates, in Oceanside.

## LION MANAGEMENT CHANGES ANNOUNCED

Lou Overgard has appointed Robert E. Cena as the new president and chief executive officer of Lion Clothing Company. Effective July 26, Overgard will assume the new role of Chairman of the Board.

Presently vice-president and merchandise manager of all Men's Wear in some 30 Roos Atkins stores in the San Francisco bay area, Cena, age 39, is a graduate of Brigham Young University from which he holds his B.S. and a degree in business administration and marketing.

Prior to joining Roos Atkins, Cena was with Grodins in the San Francisco area for 13 years. With his wife Victoria, the Cenas have two daughters, Jennifer, age 7 and Johanna, age 5.

According to Overgard, Cena will be responsible for the day to day policies of Lion, a 90 year old firm founded in 1886 with three local outlets. These include the main downtown San Diego store and branches in La Jolla and Fashion Valley.

No other change in Lion management is anticipated. Judd Overgard will continue as vice-president of Lion and merchandise manager, Frank Alfano as vice-president and merchandise manager of Men's Clothing.

## ENCINITAS GLASS CO.

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 ALL TYPES OF ANTIQUES

Mexican Cuisine - Cocktails

## ROSENDO'S HIDEAWAY

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

## PURONIC PURIFIES POOLS WITHOUT CHLORINE

The Puronic Water Purifier, a swimming pool water purification system without chlorine, is an automatic, economical and effective way to purify the residential swimming pool. The Puronic System is an outgrowth of space technology wherein silver ions are used to recycle waste water on long space flights.



Jim Burton, left, Sundance Pools, and Mike Levorchick, manager of Aqua-Tronics of San Diego display the Puronic Water Purifier unit.

Aqua-Tronics, headquartered in Newport Beach, with a district office at 8369 Vickers in San Diego, brings the Puronic System to the individual pool owner. For the first time pool owners can have pure, algae free water without the daily maintenance bother and sometimes physical discomfort caused by chlorine. The Puronic System, a scientifically engineered equipment package makes it possible. Consisting of a transistorized electronic component and a silver and copper alloy ionization chamber component, it installs near the pool's filter unit. Water passes through the ionization chamber picking up microscopic silver and copper ions which kill bacteria and prevent growth of algae.

## HOME FEDERAL HITS \$2 BILLION

Home Federal Savings and Loan Association of San Diego has reached the \$2 billion milestone, its president, Kim Fletcher announced recently. That figure represents a doubling of assets in four years.

Fletcher has been president of the 42 year old association since 1964.

Although many industries have suffered business reverses during the last four years, Home Federal actually improved its market position during that period. Home Federal —

consolidated its position as the largest real estate lender in San Diego County, making about one third of all real estate loans by S&Ls in the county.

— took over first place among savings and loan associations in the secondary mortgage market

where financial institutions buy and sell participations in the profits of loans. Home Federal has used this market money to attract new home construction for Calif.

— grew from 13th largest savings and loan in the nation in 1972 to seventh in 1976.

— grew from 21 offices in San Diego, Orange and Los Angeles Counties to 45 offices throughout Calif. The two newest offices opened this morning in San Diego's Kensington section and Huntington Beach.

During the first six months of 1974, Home Federal's net increase in savings was more than 25 per cent of the total \$344 million accumulated by all California savings associations. Home Federal showed a net savings increase of \$120.6 million in 1974, giving it a competitive edge.

1975 set more records for the association, with a 21 per cent increase in assets over 1974. At the end of 1975 Home Federal's assets totaled \$1.86 billion, a 21 per cent increase over 1974. Total savings deposits were \$1.3 billion, a 23.5 per cent increase over 1974.

In 1975 Home Federal financed 18,978 homes and apartment units throughout the state.

"The \$2 billion milestone for Home Federal was reached a month after Home Federal set its all-time record real estate lending volume. The S&L made real estate loans of \$78.4 million in May, financing 2,915 housing units throughout Calif. Of that total lending volume, \$54.6 million was invested in San Diego County alone.

## OCEANSIDE FED RECEIVES OFFICE APPROVAL

Approval for the operation of a new savings office in San Marcos has been given to Oceanside Federal Savings and Loan Association. The office is scheduled to open in mid-October.

According to Jack Daybell, president of the \$250 million association, "the Federal Home Loan Bank approval allows us to open our eleventh branch in Northern San Diego County." The new facility will be conveniently located in the new shopping center on the north side of Rancho Santa Fe Road, just west of Highway 78.

Oceanside Federal, North County's original savings and loan association, currently has nine offices serving the north county area. The tenth office will open this fall at East Vista Way and Meadowlake in Vista, and will complement the original Vista office opened in 1956. ■

## BANK BREAKS GROUND FOR ENCINITAS OFFICE



Southwest Bank has broken ground for its permanent Encinitas office at 1505 Encinitas Boulevard, scheduled to open in October 1976. Helping turn the first spadeful are (from l to r) Leonard Brzezinsky, manager, Encinitas Chamber of Commerce; Robert McCamon, loan officer with Southwest Bank; LeRoy Lavine, president, Encinitas Chamber of Commerce; Thomas Odegard, manager of Southwest Bank's Encinitas Branch, and Donald Schempp, vice president/loans, Southwest Bank.

## PHOTOGRAPHER WINS SCHOLARSHIP

North County Professional Photographer Ernie Cowan has been awarded a scholarship by the Photographic Art and Sciences Foundation of Illinois to attend a professional photography school in Indiana.

The school, run by the Professional Photographers of America, is considered one of the finest of its kind in the nation. It provides intensive training in various areas of study for working professional photographers.

Cowan will spend the week of August 15-21 at Winona taking a course in portrait photography.



Ernie Cowan

Formerly a reporter-photographer with the San Diego Evening Tribune, Cowan founded his own business 15 months ago. He is also a director of the Escondido Chamber of Commerce, the Palomar Family YMCA and the Escondido Rotary Club, and serves as cubmaster of Escondido's oldest pack, number 62.

## NORTH COUNTY CARPET OPENS IN CARDIFF



North County Carpet, having served North County families for years from their San Marcos location, announces the opening of their brand new second location in Cardiff, at I-5 and Manchester Ave. One of the largest wholesale and retail dealers in San Diego County, North County Carpet carries all major brands of carpeting, draperies, linoleum, vinyl flooring, wall-paper, woven woods, ceramic tile and parquet floors. North County Carpet has the largest selection of room-size remnants in North County—over 400 rolls in stock.

Owner Don Gould and his brother Rod invite you to come in and get acquainted with them and their new store. They're anxiously looking forward to serving the needs of our fast-growing San Dieguito and Del Mar area. Don and Rod are local residents themselves, having grown up in Rancho Santa Fe. Open Monday through Friday 8 to 5 and Saturday 10 to 5, North County Carpet is right on Manchester at the Interstate 5 exit.

## SDG&E OPENS LA JOLLA OFFICE

San Diego Gas & Electric Company has opened a new satellite office in La Jolla to serve customers from Pacific Beach to Solana Beach.

The new office, located at La Jolla Federal Savings & Loan, corner of Herschel and Wall Streets, is open Monday through Friday from 8:30 a.m. to 4 p.m.

Staffed by Elizabeth Ginn, the office provides a convenient center where customers may order service to be started or stopped, pick up brochures about a variety of energy-saving subjects and discuss questions about gas and electric service.

In addition, customers may pay their monthly bills at any of La Jolla Federal's teller windows in La Jolla.

SDG&E said the office was opened to meet customer needs on a more localized basis and at a lower cost. The area has been without an SDG&E office since last October

## McCLELLAN INSURANCE HONORED

McClellan Insurance has been honored by the Insurance Company of North America (INA) for 50 years of continuous service as a representative in North San Diego County.

John G. Paine, INA president, said the award was given "for continuous representation of this company since 1926 and (conveys) the hearty appreciation of the officers and directors of INA."

Gerald C. McClellan and Jayce McClellan jointly accepted the honorary testimonial certificate from Howard C. Marsh, Jr., resident manager of the INA Southwest service office in San Diego, at ceremonies in the Twin Inns in Carlsbad.



Left to right, Roger B. Hill, INA policyholders' service manager; Jayce McClellan, McClellan Insurance; Gerald C. McClellan, receiving certificate, and Howard C. Marsh, Jr., resident manager of the San Diego INA office.

McClellan Insurance, of 2727 Roosevelt St., was established in Carlsbad in 1925.

## OCEANSIDE FED PAYS \$3.5 MILLION

Almost \$3.5 million dollars was paid to North County savers in July by the offices of Oceanside Federal Savings according to Jack W. Daybell, president.

"\$3,421,923 has been credited to accounts or mailed to savers. This amount represents interest paid for the second quarter of 1976," stated Daybell.

Oceanside Federal's tenth office is now under construction. The office, located at East Vista Way and Meadowlake, will be the second Vista office. "This new office will enable us to better serve all areas of Vista," Daybell added.

Founded in 1920, Oceanside Federal has nine offices throughout North County and assets over \$257 million, an increase of over \$34 million from a year ago.

## MOLE HOLE OPENS IN LA JOLLA

"The Mole Hole," a gift shop specializing in items from all over the country as well as original works of art by local artists, has opened in La Jolla at 7927 Girard Ave.

The shop is outfitted with Tiffany lamps, board and batten walls, old wine barrels and white brick flooring. Paintings, jewelry, sculpture, ceramics and imported items are Ron and Val Moore's stock in trade.



Ron and Val Moore

Mr. Moore travels all over the United States selecting unique gift accessories for the home and personal giving. The name "The Mole Hole" comes from the book "The Wind in the Willows."

## TWO LOCAL FIRMS WIN ADVERTISING AWARDS

Two San Diego-area businesses have won top awards in the 1976 "Addy" competition held by the American Advertising Federation.

Solar Division of International Harvester took honors for its quarterly publication *Energy Spectrum*, which was judged the best internal or external company magazine in the nation. An ad campaign for Fotomat Corp., La Jolla, was first place in the regional/national radio category.

Solar produces *Energy Spectrum* to inform its worldwide customers about its gas turbine products and capabilities as well as about the Southwest, said editor Payne Johnson, who is the firm's director of public relations and advertising.

Mark Mullen, Fotomat's vice president of advertising, said his company's winning radio campaign as well as Solar's magazine qualified for the national contest by first winning awards in their respective categories in regional competition. They then were judged against winners from 10 other AAF districts. The AAF includes more than 400 companies and 180 advertising clubs with some 30,000 members.

Johnson and Mullen live in Del Mar.

## Dorsey's DOMESTICS (CLEANING WOMEN)

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A good deal on a good tire.

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 LA GRANADA, RANCHO SANTA FE

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"In The Village"

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At Wilson, Frank & Associates in San Diego, the dream has finally happened. After ten years at 3235 Fourth Avenue the agency has moved next door to 3225 into an old pre-1910 two-story redwood house.

The escrow closed last fall and the house has been scraped down to bare wood on the outside, painted, air-conditioned and carpeted on the inside, and the yard paved for eight advertising persons.

**BERKMAN  
ASSOCIATES OPENS**

Jack M. Berkman has established Berkman Associates, a firm specializing in communications and marketing services with offices at 2822 Fifth Avenue.

Berkman, 29, formerly was sales and marketing director for American Housing Guild's Southern California division and vice president of marketing at Rancho La Costa Properties before opening his own office.

A graduate of California State University at Northridge where he majored in journalism, Berkman was with General Motors' corporate public relations division and a Chicago public relations firm before coming to San Diego four years ago.

He is presently first vice president of the sales and marketing of San Diego Building Contractors Association, a member of the Society of Professional Journalists, Sigma Delta Chi, and an associate member of the National Association of Real Estate Editors. He is an accredited member of the Public Relations Society of America.

Berkman Associates will provide clients with a full range of public relations and communications counseling, advertising and marketing services.

**POND AWARDED  
FRENCH MERIT  
AWARD**

Richard A. Pond, Air France western regional manager, has been awarded the Ordre National du Mérite on behalf of the French government by Michel Rougagnou, consul general, Los Angeles.



Richard A. Pond, Air France western regional manager (right), receives the medal of the Ordre National du Mérite from Michel Rougagnou, French consul general, Los Angeles.

Established December 3, 1963, the Ordre National du Mérite is the highest award next to the Legion d'Honneur. It is presented for outstanding civil or military service to France. Very few have been awarded to non-French citizens and less than ten to U.S. citizens in the southwest.

"It is particularly appropriate that this honor be bestowed Richard Pond during the year of the U.S. Bicentennial celebration," stated Rougagnou during the presentation ceremonies at his Beverly Hills home. "During his 24 years of service with Air France, Pond has not only contributed significantly to the growth of our national flag carrier in the U.S. and tourism to France. His efforts have also done much to increase the mutual understanding and warm relationship between our two countries," he continued.

**SOUTHWEST BANK  
ISSUES STOCK  
DIVIDEND**

Southwest Bank has distributed 68,170 shares of stock to its shareholders, reflecting a 10% stock dividend voted by the Board of Directors at its June meeting. The record date was June 18.

This dividend distribution, in addition to a recent two-for-one stock split, brings the total number of shares outstanding to 752,904.

**LA JOLLA BANK  
PURCHASES ISRAEL  
BONDS**

The La Jolla Bank & Trust Company, George Ellis president, is the first financial institution in La Jolla to purchase Israel Bonds.

These are the bonds of the Fourth Development Investment Issue, especially tailored to the needs of banks, savings & loans, insurance companies, pension & profit sharing plans, and endowment & community funds. The bonds are redeemable on demand including principal and interest, and bear interest coupons payable in March and September.

Monies secured from the sale of Israel Bonds do not leave the United States and are used exclusively for development projects in Israel. The dollars serve as a line of credit for the purchase by Israel of American goods and services. The sales of Israel Bonds provide a most favorable balance of trade and employment for many thousands of Americans.

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Israel Bonds have been recognized as an approved investment by the Controller of the U.S. Currency for investment by banks and acclaimed by all United States Presidents and Congressional leaders over the past 23 years.

Israel Bonds are regarded as a prudent investment, never having defaulted on any of its issues. The La Jolla Bank & Trust Company is one of hundreds of banks holding millions of dollars in Israel Bonds in their corporate folio.



Left to right: George Ellis, president La Jolla Bank & Trust Company; his Administrative Assistant Sharon Tate; and B. B. Feldman, executive director State of Israel Bonds.

Information on Israel Bonds and a current prospectus may be obtained by calling or writing the offices of the Israel Bond Organization, 349 Spreckels Bldg., San Diego, CA 92101, (714) 233-0114. ■

**THIS IS LIVING**

By Don Dedera

**THE IRRESISTIBLE LURE**

Midway through the morning it was obvious we were going to be skunked. Into the sixth hour we had drowned a can of worms, lost a few heirloom plugs, and paved the bottom of the reservoir with spoons. And all that clung to our stringer was a coat of rust.

Not that the situation was all that grim. The sun blazed. A soft, cool breeze kept the skiff drifting down the points. Nearby, ducks practiced touch-and-go landings. At hand were sandwiches and beer. It was a time for dozing and talking.

"Buddy," says I, "one heck of a great idea for making a big bunch of money just struck me."

"Uh, huh," grunts buddy, not opening his eyes.

"No kidding," I insist. "It's a plot for a dramatic television special, or maybe a full-length movie. The script practically writes itself."

"How so?"

"Well, look at us here today, with a couple of tackle boxes bulging with lures costing anywhere from two bits to three bucks a copy, and multiply us by 25 million other anglers in the country, and generally speaking, we all own collections of lures that mostly don't catch fish. Now, that is a beautiful, built-in audience for a story, the working title of which is *The Irresistible Lure*.

My companion stirs. "Hey," he says, "Not bad."

I hurry on. "Let me just wing it. Off the top of my head. The hero is a quiet, easy-going Joe, and his hobby is whomping up lures. And one night out in the shop like Goodyear with rubber Joe accidentally drops a half-whittled wooden plug into his son's Creepy Crawler Thingmaker set, which dumps over onto a feather duster. Joe retrieves the lure which now is a wild item—eccentric, colorfully doped, and grossly fletched—and instead of just chucking it, Joe tosses it into his tackle box.

"So one day Joe is fishing and like us, no luck, and for no good reason he snaps on the oddball lure and casts it over into a cove."

"Joe catches a fish," says my buddy. "A grand-dad mossy-back of a fish. And another, and another. Every cast. It truly is *The Irresistible Lure*."

My buddy picks up the story thread. "Joe isn't stupid. He goes home and makes models of many sizes. Then he experiments with everything from sunfish to marlin, and sure enough, every time the lure is offered, he gets a fish."

"Exactly. Joe covers the lure with an iron-clad patent, takes out a loan from the credit union, and sets up a production line to turn out the lure by the tens of thousands at a cost of about a penny apiece. Then he sends a few freebies around to outdoor editors, and sits back awaiting the action."

"What does Joe charge for the lure?" "Fifty bucks. Why not? It replaces every plug in the tackle box. Joe's gross the first year is \$1.25 billion, at an average of one lure per domestic angler. His production cost is \$250,000. Overhead and distribution is more than made up by foreign licenses."

"Okay," says buddy. "Where does the plot go now?"

"Everywhere. Fish and game biologists are going bananas trying to keep the streams and ponds stocked. Since Joe has his own distribution system, sporting goods stores are folding like paper tents. Manufacturers of other lures go bankrupt."

"Congress holds hearings, protested by 25 million fishermen. The Administration moves to ban the lure, and a President is driven from office. The Supreme Court holds that Joe has the Constitutional Right to sell the justices *The Irresistible Lure*. The economy is thrown out of kilter. Joe becomes the world's richest person."

"Uh, oh," buddy interrupts. "One problem. What about Japanese imitations?"

"No way. Only Joe knows the Creepy Crawler secret."

Then buddy wonders, "Could the establishment stand that kind of strain? I mean, wouldn't the system find some way to protect itself. At some point along the way I think Joe would have to bend, or be broken."

"Not at all," I explain. "Joe is the epitome of the American Dream. The faith of the nation is restored. The wounds are bound up. Every American boy once again can grow up with an equal chance to accidentally discover a monopoly item that will make him fabulously wealthy overnight. The nation emerges from the crisis stronger than ever."

"Beautiful," says my buddy. "For the last scene of the movie I can see the camera kind of low, tilt-angle, and Jimmy Stewart in hip boots and creel, marching to martial music, and a montage of the flag... when are you gonna start writing it?"

"I'm not. I've decided I don't want to write about *The Irresistible Lure*. I want to discover it." ■

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# INVESTMENT STRATEGY

by Leslie M. Pollack

## MARKET ANALYSIS

The bull market has now been in force for 21 months in time and 430 points on the Industrial Average. Many quality stocks have doubled and tripled from their lows. In spite of this, or because of it, public investors and many institutions remain stubbornly bearish. For example, odd lot sales are consistently running 2½ times purchases. Net redemptions of mutual funds were \$348.7 million in May and \$315.3 million in April. Pension funds are heavy into bonds despite their lack of inflation protection. All of this is taking place with the Industrial Average selling at only ten times estimated 1976 earnings and under nine times estimated 1977 profits. Even the fact that the Industrial Average, Standard & Poor's 500 Stock Average, and the New York Stock Exchange Composite Index are all on the verge of significant chart breakouts on the upside has failed to stir the enthusiasm of the investing public.

Why is this seemingly irrational be-

havior taking place? Does the public know something that the most reputable economists don't know? Or is this standard operating procedure after a great bear market? We attribute this behavior to a pervasive "get me out even" syndrome. Investor psychology was severely scarred in the 1965-74 period which began with the highest hopes and ended with the lowest expectations. Memories are long and now that the devastated bulls of the "soaring sixties" are seeing some daylight they are "getting out whole."

This is not what is usually considered a rational decision making process. Today's prices and today's buy and sell orders should be determined by present and foreseeable conditions, not by the price that someone paid for a stock five or ten years ago. However, mob psychology being what it is, a rational weighing of the alternatives is often replaced by pure emotionalism on a mass basis.

This is the best explanation that we can find for the generally low valuation placed on common stocks and the general lack of interest in equity own-

ership. In our opinion, the economy is in the midst of an almost classic self-correcting expansion which has several years to run. Stocks that investors would normally want to own are still on the bargain counter. If history is any guide, they will be avidly sought after at much higher prices by an eager public convinced of the advantages of equity ownership long after the period of opportunity has passed. For those who are willing to stir themselves from the lethargy of a beautiful Bicentennial summer the risk-reward ratio here looks most attractive.

## THE ECONOMY

A half-filled glass can be looked upon as half empty by someone determined to view things negatively. Similarly, slow retail sales in May convinced many skeptics that the 12 month old recovery was running out of steam. In some cases, these were the same people who were frightened in the previous month because the economy was heating up too fast and high interest rates and tight money were upon us. There are very few things that are certain in the stock market and economics but one truism is that it can't be too hot and too cold at the same time. In our opinion, this over-reaction to very short term changes in economic statistics merely shows how nervous investors are and how fragile their conviction is about the merits of equity ownership.

This obsession with finding the slightest imperfect statistic to worry about can also be termed, "not being able to see the forest for the trees." The fact is that the economic forest is doing very nicely and even the trees that are bending are far from broken. While the first easy phase of rebound from the depths of the recession may be over and the pace of growth may have slackened somewhat there are few signs of over-extension or strain in the total picture.

Consumers, corporations, and financial institutions have rebuilt their liquidity to a level which might have been considered impossible as recently as the credit crunch of 1974. This feat alone should be worth several points of price/earnings multiple as the fear of a financial panic which pervaded the market place less than two years ago now seems like ancient history. To illustrate our point, only in the past several weeks have there been signs that the long decline in business loans is coming to an end.

Consumers have been saving a remarkable portion of their incomes and we view this as a source of buying power later on in the cycle. Business inventory accumulation has also been restrained, suggesting an elongation of the re-stocking of goods phase of the expansion. Corporations have been taking in more cash than they have been spending on plant and equipment, improving their liquidity ratios and taking some strain off the bond markets. All of which augurs well for balanced expansion in the future as opposed to a recovery dominated almost exclusively by the consumer.

We are looking for Real Gross National Product growth of 7 percent this year followed by a slightly lower 6 percent advance in 1977. While the economy appears to have completed its rebound or recovery phase it now appears likely to go into a normalized growth phase. This is something that we haven't seen in a decade due to the strains of the Vietnam War but that costly episode is behind us now and there are plenty of demands to be filled once consumers and business recover enough confidence to go ahead and spend the money that they have in their bank accounts.

The primary negative factor continues to be inflation and even though we are forecasting only a 6 percent rate of price increase next year, we continue to view this with a jaundiced eye. The recent sharp increase in commodity prices (approximately 20 percent since the beginning of the year) has shaken some of our confidence about holding inflation down in the latter phases of the economic recovery. The best that can be said about the endemic inflationary disease is that the major corporations seem to have learned how to live with it. In our opinion, the common stocks of companies that have good control over their pricing structure are as good a hedge against inflation as it is possible to find.

## CARTER THE ENIGMA

Another imponderable is Jimmy Carter who looms as our most likely next President. While Mr. Carter seems to epitomize common sense and efficiency, some of the economists in his entourage are of the "redistribute the wealth" school and some of his newfound friends in the Democratic Party power structure were among those responsible for the policies in the Sixties which helped create the inflation we suffer from today. Only time will tell, but until his economic positions are more clearly spelled out he will remain an enigma to the stock market. ■

Les Pollack is chief investment officer of Shearson Hayden Stone.

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IF THE WHOLE WORLD IS LATE HOW COME PSA'S ON TIME?



# GREEN SCENE

By Bob Clay

## THE ONE DOLLAR PLANT IN THE TEN DOLLAR HOLE

Continuing our discussion of low maintenance gardening, careful planning remains the key. With master planning, the design elements tie together and you can reduce maintenance to a predictable level.

Include in the master plan plants that are adapted to our climate and soil. These need not necessarily be native to California, however they should be able to survive on natural amounts of rainfall and on the nutrients normally found in local soils. The plants will take some intensive cultivation to get established, but once established they should survive on natural conditions. Any more care than this will only cause the plant to develop a bit faster.

Much of the soil preparation that goes into a landscape installation in the beginning should be just enough soil amendment to get the plant started or to help the plant make the transition from the nursery container into the ground in its permanent location. If you force the exotic plant into the garden you will lose the low-maintenance concept and extreme and radical changes in soil make-up will be required.

The amount of soil amendment to get the plant started is often more than is generally used. The characteristics of most San Diego soils that make soil amending necessary are low organic matter, often less than 1 per cent, and poor drainage.

Organic matter in the soil creates a condition which encourages root development. The more extensive and greater the mass of soil the plant has to rely on for water and nutrients the more self-sufficient the plant will be . . . less maintenance on your part. Adding organic matter to the soil improves aeration and water penetration in heavy textured soils. It helps build stable soil aggregates and improves moisture-holding capacity in light, sandy soils. It provides sites where nutrients can be held in reserve for later use by the plant. It also buffers the soil and keeps micronutrients more available to the plant. Organic matter in the soil encourages soil microbe population and thereby makes nutrients, particularly nitrogen, more available to the

plant. On its breakdown it makes organic phosphorous and nitrogen available to the plant.

The other problem we experience in San Diego soils is poor drainage. Often, poor drainage occurs 18 inches or more below the surface, but most often poor drainage is the result of soil compaction. For a building site the soil must be compacted to ninety percent of the maximum possible before the city will permit a house to be built. Great for the foundation, but terrible for plant root growth! In most cases a four-horsepower rototiller is used in an attempt to undo what the builder's 20-ton tractor has done . . . wishful thinking!

I suggest, and even this is far from the ideal, ripping or chiseling the soil to a depth of at least nine inches with a large-wheel tractor and, in smaller areas, a jack hammer. (Electric jack hammers are available at rental yards.)

After the soil break-up is accomplished, rototill in three inches of nitrogenized ground bark (1/2 inch and less) or nitrogenized (minimum 1 1/2 percent nitrogen) cross-cut wood sawdust plus other chemical amendments needed as determined by a quick soil test.

Planting holes for large trees and shrubs would be dug in addition to the above depending on the size and species of plant. Most plants adapted to this climate do not like their roots in boggy soil, so drainage can be checked by filling the planting hole with water. It should drain dry after 48 hours. If not, drainage pipes may be required or a tree should be used that will tolerate such conditions. The planting hole itself should be a minimum of twice as large in all dimensions as the size of the original container.

This additional effort made in the beginning will mean less maintenance and a healthy plant community in the future.

Next month we'll look at planting procedure and some techniques to keep early maintenance down until the garden begins to do more of the work itself.

*Editor's note: Mr. Clay is a licensed Landscape Architect and teaches nursery landscape technology at Mesa Evening College. Any questions from readers will be answered in this column as space permits.*

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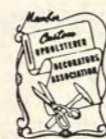
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