

OCTOBER 1965

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MRS. C. TEMPLE MURPHY, general chairman of the Country Friends' Fashion Show, is shown accepting congratulations for a "job well done" from Country Friends President, Miss Erna Clark.

PART OF THE EXCEPTIONALLY LARGE "sell out" attendance at the very successful Country Friends' 11th Annual Fashion Show, held on Tuesday afternoon, September 21st, on the sun-swept lawn of the beautiful Rancho Santa Fe Inn. A champagne hour followed. Fashions by John Hogan, Jewels by Jessop & Son.



MR. JOHN HOGAN stops to chat with Nancy Murphy, Inez Bell and Erna Clark after the most successful fashion show in the history of the Country Friends.

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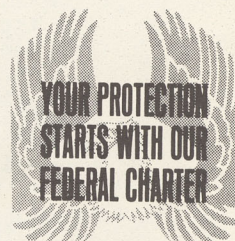
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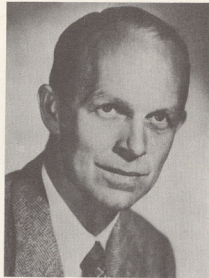
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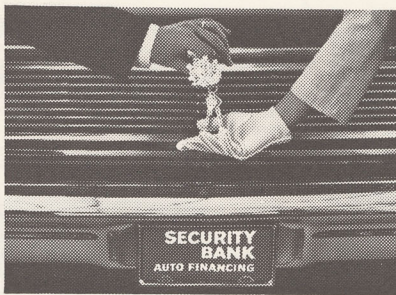
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## Earl Schweikert New Manager of Security First National Bank In Rancho Santa Fe

Earl Schweikert, formerly Manager of the Carlsbad Branch of Security First National Bank has been transferred to the Rancho Santa Fe Branch where he will replace A. B. Lasswell who retired August 31st.

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Schweikert was born in Newport, Kentucky. He attended Newport High School and the University of Cincinnati.

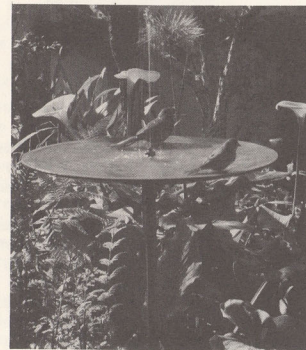
Starting his banking career in 1927, Schweikert rose through the banking ranks in the ensuing years, holding positions of increasing responsibilities. Prior to his assignment as Manager of Rancho Santa Fe Branch he was Manager of the Carlsbad Branch and North Clairemont Branch, San Diego Division and the Melrose and Fairfax Branch in Los Angeles.

Schweikert has been very active in the American Institute of Banking and now holds the Graduate Certificate.

Among his many civic activities, he is on the Board of Directors, Rotary Club of Carlsbad; Life member of the YMCA; Member of the Official Board of the Presbyterian Church of Fallbrook and also Assistant Treasurer. He was formerly Treasurer of the Carlsbad Chamber of Commerce and the Carlsbad Service Unit of Salvation Army.

He and his wife, Marjorie, have two children—David and Kathy. David a graduate of San Jose State College and Kathy a Sophomore at Palomar College. They reside in Fallbrook.

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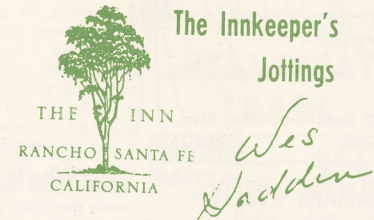
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Christopher Morley's formula for a happy life is one spent in learning, earning and yearning. And just about this time of every year, I always seem to start doing the yearning for something new and different to highlight the fall and winter calendar for THE INN. But this year, I have not yearned for long, for it seems the social lull, which usually follows summer's long last holiday weekend, is not in sight. Our population continued on its merry-go-round, always on the move and new friends and old guests are coming or are booking for the winter months and our conference bookings keep us on our toes.

Our promotion of new business has been well worth while, with new conference business of Modern Materials, Sunkist Growers, Council on Religion and International Affairs and the Law Committee of the Association of American Railroads, all very shortly coming to THE INN. We always welcome the return of our old friends — the Union Oil, TRW Electronics and the University of Southern California, all of whom will be with us in October. The planning and laying the foundation for the success of these conferences give little time to yearn for that something new and different.

Then too — the party-line continues — the planning of which we always enjoy. Of course, I need not mention how over-joyed we always are with the festival of fashions and champagne of the Country Friends. Our limited space was a big concern for feeding the guests, clamoring for tickets to our luncheon on that day. We were sorry those unable to be served missed our new Chef's Chicken Salad Indienne, which was featured.

Saturday night, September 25th forty-four employees of Bill Jack Industries enjoyed a Garden Room planned dinner and the employees of Harloff Chevrolet Company took over our Meeting House for their annual dinner-dance.

Consequently, at THE INN we continue to learn and earn, but perhaps we will find the time before too long to yearn, so we can carry out Morley's formula for happy living.

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## "Just Who Is Free and Equal?"

By MICHELE M. EVANS

Throughout America's history great men and small have been concerned with the ideas of freedom and equality. Countless multitudes of brave hearts have given and are now giving their lives to make this dream a reality.

Freedom, rights and equality are grand and noble words. All Americans of good will do honor the sentiment, at least with lip service. But of what value are the words without the spirit behind them? The two must be in harmony to be effective.

The modern interpretation of the so called "rights" of the individual are thought to give him license to disregard the consequences of his actions. He is encouraged to act independently of society with no concern as to how his actions affect others. Something good and constructive can not come out of a precept so destructive and selfish.

In our mad dash toward rights and equality it is accepted that someone, preferably the other person, will be crushed or cowed. If force is used it sets up an antagonism on both sides and defeats itself.

Forgotten are the innate qualities of love and compassion for one's fellow man without which driving force civilization degenerates into barbarianism. Forgotten also is the truth that all life is based on the law of reciprocity and no man is an island.

When we consider what far reaching consequences the reciprocity of such a small gesture as a sincere, heart warming smile from one stranger to another, given in passing, can have in this cold, hurrying world, we begin to understand the law. That smile can lift the other person out of the anonymity of his being and warm the heart for an entire day. The afterglow is passed with joy from him to others raying out in ever larger circles.

Leaders fondly believe they can pass laws which will automatically give everyone some undefinable thing they call equal rights. Humanity being imperfect, these rights often turn out to be wrongs or at least woeful misconceptions of the intended law. They are used as weapons to force others into line.

There has never been or will ever be a man made rule or law which can force humans into being compassionate, courteous and loving to one another.

These are qualities of the spirit and cannot be legislated. Leaders, parents and teachers could intellectualize forever on the necessity of having these attributes. However, if they do not have them in their own hearts and cannot demonstrate them from an inner realization, then no one will ever understand what they are trying to teach. A great sage once observed that the only effective way to teach is by example.

One of the biggest fallacies under which we labor is the belief that everyone is born free and equal. Even in America this is not true. In fact, the reverse is the truth. The only sense in which men are created free and equal is in the Creator's sight.

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Freedom and Equality are attributes of the soul. They are primarily in the mind, being ideas and ideals. They are not something which can be forced. No one would be so foolish as to put a flower seed in the ground, then sign a paper commanding it to bloom immediately. No, the seed has to be carefully nurtured under favorable conditions, unfolding bit by bit under the warm rays of the sun and the gentle fall of rain. A person is like a human plant and to incorporate these altruistic ideals into his being he also has to be nurtured, loved and cared for by loving parents and a moral society which demonstrates these lessons itself.

Surprisingly enough real freedom has little to do with the ease of being able to do what one wants or to freely transport the body from one place to another. After World War II we met a young man who had been a prisoner of war for two years. He suffered tortures and almost starved to death.

At first he wanted to die but as the months passed he gradually ceased to revile the fates who put him there and even ceased to hate the enemy.

During the interminable days and nights of his enforced loneliness he was thrown back onto his own inner resources. From somewhere deep within a fountain of peace began to flow. He surrendered himself completely to the will of the divine and even though his body was emaciated, he felt a wonderful peace and power and it never diminished.

He said that during the last six months he experienced a complete sense of inner freedom and felt happy.

What is freedom then? For the ordinary man as well as for the religious it is primarily a mental state. Liberation from cares, worries, illness. Obviously if one is only concentrated on this physical or material plane it is an impossibility because no one can run fast enough to escape them.

A man may have millions of dollars and travel to the ends of the earth but never be able to escape his own unhappy self. He may think he is free but a little meditation on the subject will disclose he is bound as a slave to all his appetites. He may believe his thoughts and emotions at least are unfettered but if he monitors them for even one day he will find he cannot control them or channel them successfully into serene and inspirational paths and keep them there indefinitely. He spends his time being constantly buffeted hither and yon by the storms of his emotions and desires. As soon as one desire is satisfied a whole army of others mushroom up in its place to bedevil him. Even while basking in the sun beside his swimming pool he may be burdened by terrible mental agonies.

On the other hand, a philosopher may not even own the bed of leaves he sits upon in the forest, yet be a happiness millionaire free from cares.

So true freedom does not necessarily depend on outward circumstances. It can be attained through mental disciplines and a feeling of at-onement with his creator and a love for all things created. It is never a gift and cannot be legislated successfully. It has to be earned.

Equality is also a state of mind. It can best be applied to something inanimate because who can weigh the treasures of spirit?

If one possesses love and compassion for others, they are the great equalizers. If one can feel the thrill of his heart throbbing in tune with the symphony of all other hearts in the universe, realizing the underlying unity of all creation, then he will know equality in its true sense. At this time the spirit and the words would be in complete harmony and there would exist true freedom and equality among all men, all nations.

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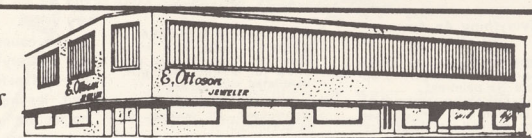
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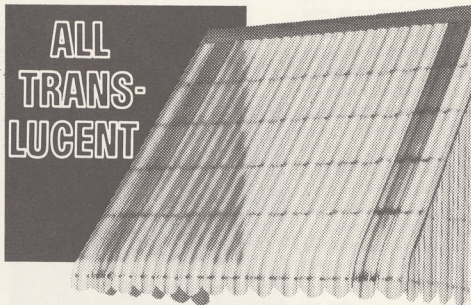
## Report From Your Fire Department



FIRE PREVENTION WEEK is explained to the youngsters, and as a special treat they are allowed to sit in the engine! Left to right: Sheila Haire, Christina Berkson, Ann Fletcher, Stella Edwards and Billy Parker. Fireman Stoba attending.

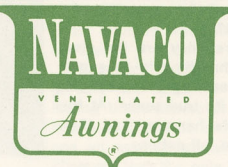
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Fire Prevention Week — the nation's most concerted drive to prevent fires from happening — was observed this year from October 3 to 9.

The purpose of Fire Prevention Week was to remind people to be careful with fire and thus hold, and if possible reduce, the tragic toll in lives and property destroyed by fire.

Fire Prevention Week is always observed in the week which includes October 9, the anniversary of the great Chicago fire in 1871.

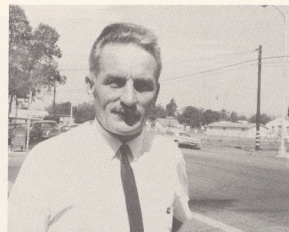
Even with fire safety people working round the clock to prevent fires from happening there were 11,900 fire fatalities last year and many thousands more people were injured. Property dollar losses totaled \$1,367,128,000 last year.

Every hour fire destroys or damages 67 American homes. Every hour and twenty minutes, one person — most frequently a child or an elderly person — dies in a dwelling house fire. These figures are the measure of our failure to heed fire hazards and the measurable results of our failure to correct them. There is no mystery about the causes of most home fires. A carelessly discarded cigarette is left to smolder in an overstuffed chair, electrical circuits are overloaded and overfused, uncleared rubbish becomes a breeding place for fire as do vacant lots overgrown with weeds and dry grass.

The causes of most fire deaths in the home is no mystery either, they occur when the simple rules of safety from fire are violated. Smoking in bed, leaving young children alone in the house, neglecting to teach youngsters that matches and lighters are not playthings.

A critical failure is being unprepared for fire emergencies in the home — no family planning of escape routes, no periodic family fire drill to make sure that both parents and children can act quickly and without panic.

Fire represents failure. Fire Prevention Week was a time to recognize this fact and to act to remove hazards and where necessary to reform habits. Your actions and attitude now can make you and your family safe from the tragic consequences of fire in the years ahead.



## Escondido Imports, Inc.

By DOUGLAS GARTON

Lovers of fine imported cars and local sports car buffs have been watching with interest the steady growth of Escondido Imports, Inc., since its founding by Warren K. Murray in 1958. Located at 183 East Washington in Escondido, the firm handles the Swedish line of Volvo automobiles as well as the various products of British Motor Corporation. These include the Austin Healey and MGB, the Sprite, the Midget, and the increasingly popular MG Sports Sedan. Expert service for all makes of imported cars is stressed at Escondido Imports, backed by an ability to obtain spare parts for most imported models.

Two years ago Douglas Garton, who had become something of an institution in the imported car business in San Diego, joined as a partner

in the local company. The Garton family are former Del Mar residents, where daughter Carolyn and son Frank attended San Dieguito schools.

Earlier this year Mr. Murray sold his interest in the agency to return to his father's company, Murray Buick Co., Inc. Mr. Garton's new partner, Charles R. Young, has recently moved with his family from Tucson. Now settled in Valley Center, "Chuck" and his wife, Nellia, with their three children, plan to continue their life-long interest in raising quarter horses.

Both Doug and Chuck are quick to describe the virtues of the cars they sell. The superbly engineered Volvos, featured in this issue, are famous for their sturdy reliability. The average Volvo in Sweden remains with its original owner at least eleven years — in a country where only five percent of the roads are paved. The British MG, long a pioneer in the sports car field, has produced another fabulous first with its front wheel drive, liquid suspension, and its starting "east-west" engine.

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BANK OF LA JOLLA



## Bank of La Jolla Has Meteoric Rise

Bank of La Jolla commenced service to the San Diego area on September 20, 1963 in temporary quarters at 1250 Prospect Street, La Jolla.

Total deposits had risen to more than \$8,000,000 when, in April of this year, ground was broken for the permanent La Jolla headquarters of the bank at the head of Wall Street.

The new La Jolla headquarters building to be occupied next April by the Bank of La Jolla will be four stories high, designed by architects Mosher and Drew for the maximum in client comfort and convenience.

The Rancho Santa Fe Regional Office — which opened September 27—is the bank's first operational center outside La Jolla.

William F. Black, the personable president of the growing financial organization, has lived virtually all his life in the La Jolla-Rancho Santa Fe area. He commenced his banking career in Arizona, where he rose to the position of vice president with

the Guaranty Bank in Phoenix.

The bank's board of directors includes some of the most distinguished members of the American business scene.

Board chairman is William K. Warren, who is chairman of Transwestern Pipeline and a director of Gulf Oil. Vice chairman is William P. Elser, president of Elser Elevator Company.

Other Bank of La Jolla directors include Willis M. Allen, president of the Willis M. Allen Company of La Jolla; James R. Dempsey, former president, General Dynamics/Astronautics; Thomas J. Flemming, Sr., president of the 919 Corporation; William E. Goetze, president of Cal Electron; R. E. Hazard, Jr., president of R. E. Hazard, Jr., Inc.; Louis H. Hunte, president of H. G. Fenton Material Co.; James R. Ridgeway, Sr., former mortgage loan vice president, Investors Diversified Services, and Mr. Black.

Serving as advisory directors are J. Floyd Andrews, president of

Southwest Airlines; Ogden B. Armour, president of Armour Oil Company; Legler Benbough, president of Benbough Investment Company; Robert H. Biron, vice chancellor, business and finance, University of California at San Diego; Gifford C. Ewing, research oceanographer, Scripps Institution of Oceanography; William F. Halsey, Jr., partner, Hal-tun Co.; Louis H. Kornik, president of Guaranty Chevrolet; John V. Naish, former president, General Dynamics/Convair; Herman E. Nelson, investor; Robert M. Overall, former treasurer, Gimbel Brothers; Ord Preston, Jr., president of K-P-L, Inc., and Herbert F. York, former chancellor, University of California.

For maximum emphasis of local viewpoint in Rancho Santa Fe, the bank has a special Rancho Santa Fe Advisory Board, including Charles duPont, Russell Q. Fellows, A. Randolph Holladay, Arthur R. Lindburg, John W. Rice, Jr., Ludwig Weinding, John M. Wilson, and Roger S. Woolley.

BANK OF LA JOLLA

La Jolla | Rancho Santa Fe



MEMBER FDIC



## QUALITY OF CONSTRUCTION

*The exterior beauty of the new Rancho Santa Fe Regional Office is the result of exceptionally fine planning and craftsmanship . . . the combining of brick with wood so as to achieve an effect which would blend with the over-all architectural design.*

Brick and masonry by  
**BELDEN THOMPSON & SON OF SAN DIEGO**

Architectural mill work by  
**LA JOLLA CABINET SHOP OF LA JOLLA**

BANK OF LA JOLLA

La Jolla | Rancho Santa Fe

MEMBER FDIC



## QUALITY OF CONSTRUCTION

*In the afternoon sunshine, the building waits for the final "finishing touches". The roof, however, is finished and complete . . . adding the flavor of the Spanish Don to the over-all building with its pleasing pattern of gracefully rounded red brick tiles.*

**General sheet metal work by  
SAN DIEGO SHEET METAL WORKS OF SAN DIEGO**

**All tile roofing, composition roofing and damp-proofing by  
J. P. WITHEROW ROOFING OF SAN DIEGO**

**Excavating and Grading by  
CARL PLANK CO. OF DEL MAR**

BANK OF LA JOLLA

La Jolla | Rancho Santa Fe

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## QUALITY OF CONSTRUCTION

*The distinctive new Bank of La Jolla building in Rancho Santa Fe is a marvelous example of Trepte's outstanding construction work. With its modern facilities, technique and equipment, Trepte incorporates design, engineering and building to each client's specialized requirements, provides highest structural quality and maximum economic advantage.*

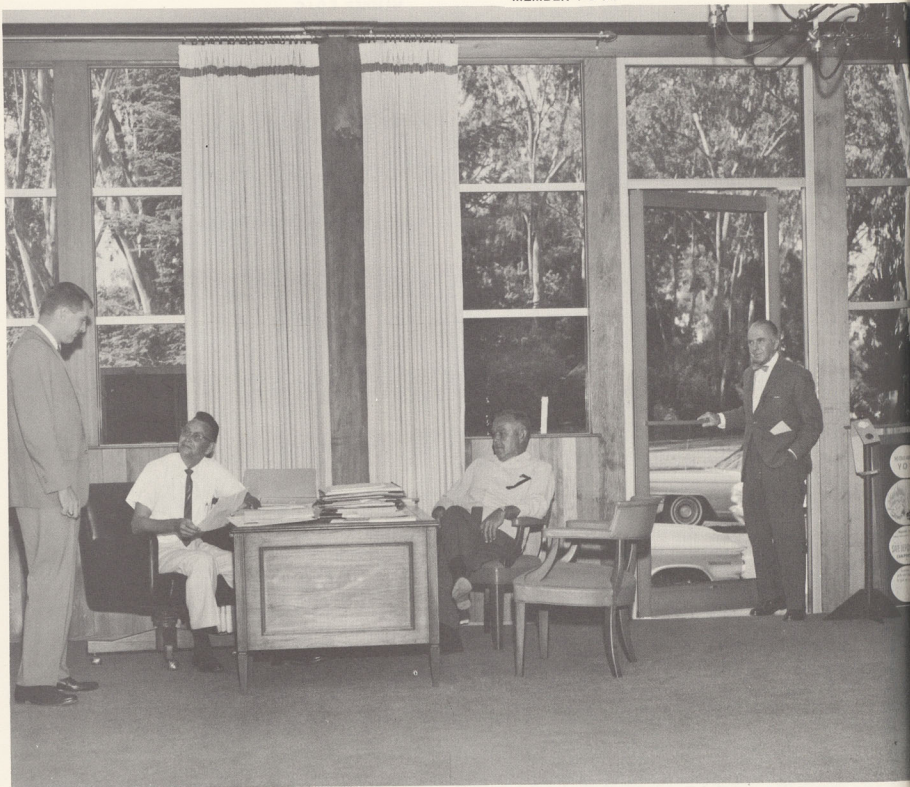
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**TREPTE CONSTRUCTION COMPANY, INC.**

BANK OF LA JOLLA

La Jolla | Rancho Santa Fe

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## QUALITY OF CONSTRUCTION

*The interior of the Rancho Santa Fe Regional Office of the Bank of La Jolla is light, bright and pleasant . . . achieved through the wide expanse of glass used in the tastefully designed windows. From left to right: Jack Maher of the Le Febure bank equipment company chats with C. B. "Chuck" Cook of the Bank of La Jolla, while Wally Duncan, project architect, watches. Gimber Evans, Ranchoite, waits his turn.*

**Glass and Glazing by SAN DIEGO GLASS COMPANY**

BANK OF LA JOLLA

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## QUALITY OF CONSTRUCTION

*Before a building is finished, much goes on "behind the scenes". Painstaking care, meticulous attention to detail, the finest in materials—all these must be combined before the final effect is achieved . . . before perfection is assured.*

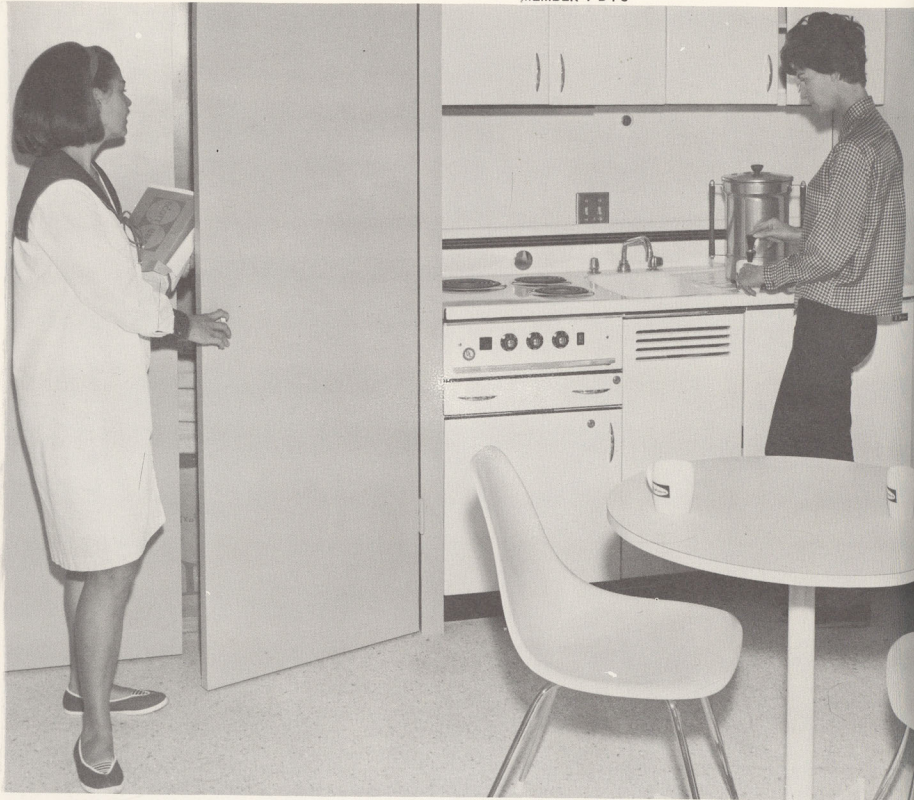
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BANK OF LA JOLLA

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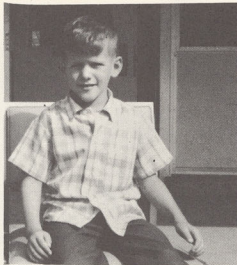
## QUALITY OF CONSTRUCTION

*There is a look of dignified elegance about the interior of the Regional Office of the Bank of La Jolla . . . coupled with warm friendly colors, and warm, friendly people. The entire interior decor was planned to achieve a harmonious, pleasant place wherein to spend the time you need . . . an unhurried atmosphere in which to transact banking chores.*

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## This Month in Rancho School



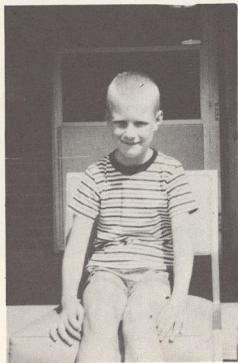
Kindergarten  
Room 8  
Mrs. Pierce  
Wayne Wencke  
Reporter

Thank you for the Dr. Seuss book Mr. Rowe and Library Guild, "Scrambled Eggs Super."

I have two baby goats and Abel climbs the slide. Cain used to not drink water a long time ago. Now Cain drinks water.

IS had a birthday party July 5th. Jim Van Benschoten had a party at San Dieguito Park. Other kindergarten friends had a birthday too.

Kolby Peterson, Clay Pardee, Tina Jones, Delta Rae Giordano, Cathy Friedman, Neal Foard, Billy Dee, Geoffrey Haddad, Mary Anne Buchans, and Buzzy Culver. I like Spanish lessons. I like Mrs. Pierce's dresses.



First Grade  
Room 1  
Mrs. Wadia  
Ricky Mason  
Reporter

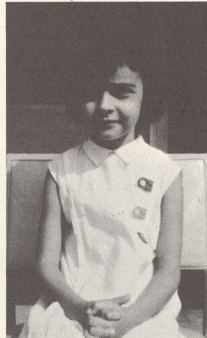
We have been here for 3 weeks so we should know everyone in our room. We have the twins, Susan and Linda Bowles and Denise Prim, new in our school.

Every day we count the boys and girls. Today Mark and Sharon counted the children. We also check the calendar. We have a new one for October.

We work in our mathematics books and we are learning to read. We know all the long and short vowels.

Our newscaster is Lori Randol.

We talk about families and today we talked about a little girl and her family who lived in the north where it is cold. She is an Eskimo.



First Grade  
Room 2  
Mrs. Jennings  
Ann McQuilkin  
Reporter

We have a little class in room 2. We have 18 children. This is a nice class because we have a pretty room. We are learning words and letters and numbers.

Reporter: Ann McQuilkin



Second Grade  
Room 3  
Miss Kawano  
Trish Foard  
Reporter

We certainly had fun all together again, especially when Miss Kawano asked Don and Billy to stand together for awhile but then Don said: "No you're taller, but Miss Kawano looked at the two of them together for awhile but then Don said: "No you're not taller you're hair is standing up taller!"

There are now five new children by the names of Ann, Sheila, Stella, Christina and Billy.

We've graduated from playing on the obstacle course to playing games like kickball.

There is something else new for us to know about, and that is breves and macrons.

Harvey Hopkins was a prize winner at the Awards Assembly, because he read more books than any other first, second or third grade boy during the summer. The prize was a book, of course.

Jackie brought some parts from the jet that crashed near his house this month. We all felt badly.

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Third Grade  
Room 4  
Mr. Cook  
Katie Van Benschoten  
Reporter

"Welcome back" is the motto of our class. After a long summer vacation we were all glad to get back to the rigors of school.

Mr. Cook has been helping us plan a Navajo Village. We plan to build it out of sticks, sand, mud, and clay. Last Wednesday we went outside to find building materials. One corner of our room is filled with sticks, bark, straw, etc. Needless to say we are studying the Navajo Indians.

During our Independent Research period we are looking up and reporting about great Americans such as Paul Revere, George Washington, Abraham Lincoln, and others.

During our science period we have been studying Oceanography. We have listened to several recordings and have seen a few films.

We are learning cursive handwriting during our writing period.

For sharing, last week Wenda Wencke brought in 5 hamsters, Cynthia Briggs caught a sparrow in her parents car and brought it to class. (We let it go after school.) Arthur Brown has been bringing in Navajo blankets and rugs from his parents ranch.

Last Friday, Mrs. Cole visited our class and ate lunch with us. She was certainly a welcome guest.

Katy Van Benschoten  
Betsy Dodds  
Reporters for Mr. Cook's third grade.

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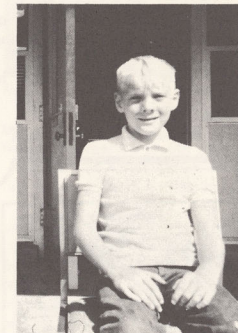
Fourth Grade  
Room 5  
Mrs. Feist  
Tommy Haddad  
Reporter

We are back at school and working hard! There are one dozen boys and one dozen girls in our class. New children in our school are Linn Carpenter, Gloria Berkson, Mitchell Haire, Cary Kenney, and Duncan MacEwing.

Our Social Studies unit is new to California. It is about Japan as well as California.

We have already learned many interesting facts about Japan. Already Debbie Bray has brought many Japanese things to show us. We are having a spelling contest with the other 4th grade. We won the chart this week. We hope to keep it in our room. We have been studying about electricity. Several students brought in electrical experiments to demonstrate and discuss.

Art, Spanish, Music, and P.E. also keep our day busy and happy. We'd like to take a field trip to Japan but our teacher isn't very encouraging about being able to.

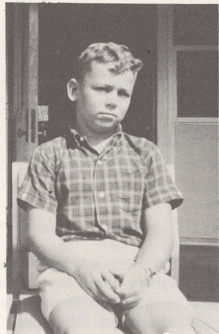


Fourth Grade  
Room 6  
Mr. Osting  
John Mohr  
Reporter

Hi! I am John Mohr. I'm your reporter from Mr. Osting's class. On Thursday, 9-30-65, we went on our trip to the Father Serra's Museum. We had a lot of fun and a Mrs. Martin was our guide. She told all about the Father Serra Museum. We had lunch at the museum. We left the museum and went to La Casa De Lopez. There were hundreds of candles, big candles, small candles, strange candles and of course the regular candles. There was one big, big one that was 3 feet or more in height and was as fat as a coffee can. It cost \$450.00. We left Casa De Lopez and headed out to the Adobe Brick Company. When we arrived I was surprised to see a building as big as a

garage and a little shack. They mix water and a special kind of oil and a special kind of dirt to make the bricks.

Mr. Osting, our teacher, went to Indiana for the whole month of August. He drove a car and a house trailer with five people. He camped in many places. The Worstell's and the Strohmeys went to Lake Arrowhead for one week. We have three new children in our class, they are Douglas MacEwing, Ann Bowles, and Jeff Holter. We have 24 people in our room. See you next month.



Fifth Grade  
Room 7  
Mrs. Harper  
David Cocks  
Reporter

Hello Readers:

We have been very busy these first three weeks. One of our studies is how the heart works. Another is learning about famous explorers. We elected class officers, President and Vice President every two weeks. For the first two weeks the President was Diane Hoadley and the Vice President was yours truly.

World geography, we have learned, is a lot of fun. It is exciting to read about what is happening in the world.

It seems that every body is enjoying school in our room.

Yours Truly,  
Mrs. Harpers fifth grade class



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Fifth Grade  
Room 9  
Mrs. Taylor  
Judy Bergen  
Reporter

John Holter, a new boy in R.S.F. School, had his 11th birthday Tues., Sept. 28. Toni Valles Key went on a trip to the World's Fair this past summer.

Besides John Holter we have Judy Bergen, Jamie MacEwing, Debbie Trowbridge as new students this year.

Already we have learned a lot about our Fifth Grade work. I think we are going to have a good year since Mrs. Taylor really wants to help us learn a lot.

Mrs. Taylor was absent on Thursday. Her substitute wrote a nice letter to her about how we did.



Sixth Grade  
Room 10  
Mr. Taylor  
Karen Cornelius  
Reporter

Hi,

This year we're studying new math. We're studying about exponents, expanded notation, and sets. Everyone is very interested in it. It's a lot of fun.

We are having elections for President, Vice President, and Secretary. The room is brightly colored with posters from each candidate. Our elections will be held on Friday, October 1st at 2:30 P.M. Each candidate will prepare a speech for the class.

In Social Studies we've had several tests on South America. We are all reading books about it. South America proves to be very interesting.

We have several new people in our class. Their names are, Rick Klaus, Tyler Dalton, and Rory MacEwing. We are glad to welcome back Dick Feist and Robin Drew.

School's back in the swing of things.

See you next month,  
Karen Cornelius



Sixth Grade  
Room 11  
Mrs. Ross  
Tim Savage  
Reporter

Summer is over and it's back to school. In our class we have 13 girls and 11 boys, including a new girl, Cathy Kinney from Cardiff. Our teacher, Mrs. Ross, is very nice — and strict when you don't behave. She has planned that we will be finished with our grade six subjects by Christmas. The rest of the year we will work on our grade seven studies.

The students in Mrs. Ross' room are getting reports ready on many different subjects. For instance, one's on Wild Life, another is on The History of Math, and another is on World Problems. These are only a few.

For P.E. on Tuesday Mrs. Lois Harris comes to teach us square dancing. Of course its natural that the boys do not want to dance with the girls, but after a few extra words from Mrs. Ross, we cooperate.

Friday of the first week we had elections. Counting up the ballots we found that Bob Feist was the President; John Herbert, Vice President; Connie Carlton, Secretary; Cary Schoensee, Treasurer; Tim Savage and David Murphy, Program Chairmen; Steve Shipkey and Marion Hadden, Ball Monitors; Cathy Kinney, Librarian, and Harold Hill is her Assistant; Mitch Gosney and Bill Buchans, the House Keepers; and Wendy Christensen, the Classroom Hostess.

We have programs every Friday, after the classroom meeting with our officers. For the first program, Connie Carlton played the flute, and Ann Freeland played the piano. At the second program, the Rancho Santa Fe. Sheriff, Mr. Cheronousko, came to talk to us about his job.

So, you can see we are off to a good start this year. See you next month.

Tim Savage

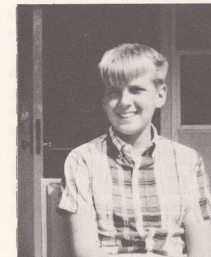


Reading  
Mrs. Meyer  
Chip Gaunce  
Reporter

Some people need extra help with reading. The class is fun and helps your reading at the same time.

Classes are every day for about half an hour. This year there will be about 26 boys and girls in special reading classes with Mr. Meyer.

What do we do? We play reading games, learn sounds of letters, and improve speed of reading. What do we do? We read!



Spanish  
Mrs. Martin  
David Hughes  
Reporter

Buenos Dias Madres y Padres

This is your Spanish reporter. I'm going to tell you what's stirring in school about Spanish, from Kindergarten to 6th grade.

Starting in Kindergarten all the kids are having fun learning their names in Spanish.

In 1, 2, 3rd grade they have been learning Los Tres Osos (The Three Bears) for a play.

In 4, 5, 6th grade they have been reading. Some 6th graders have been doing all Spanish reports. David Lewis is writing a report in Spanish on La Argentina. We have also (in 4, 5, 6th grades) been getting a Spanish newspaper called "El Sol."

Here is a little sharing that the 6th graders have brought in a picture called "Judas Kissing." It is over 100 years old and comes from Ecuador. The artist is unknown. David Hughes brought in some Indian weapons from an unknown Indian tribe also from Ecuador. David Coy brought in some Conquistador's stirrups, said to be worth \$1,000 and are over 300 years old. I'm afraid its time to go now, so see you next month.

Your Spanish Reporter  
Don Diego Hughes

P.S. — Next month we are looking forward for a report from a girl who lived with her family in Peru.

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Music  
Mr. Biggins  
Lisa Berkson  
Reporter

Hi there music lovers,

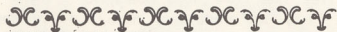
This year at "School" we're having a good music program. In our choir there are over 75 students. When choir first started several years ago there were only 20 students in the entire choir.

Band is coming along nicely too. Beginning band has almost exploded with so many pupils in it. Advanced band has over 20 students. Several years ago when Mr. Biggins first came to our school there were only 30 advanced band students and 5 beginning band students. So you can see how band has become more popular.

Mr. Biggins hopes our choir will travel into San Diego to sing at clubs as we have in the past. I forgot to mention that in the choir there are many sixth graders which we haven't had in the past. The choir has many new students too. Although the choir has lots of new people it still sounds as good as it did last year and maybe a little bit better. Right now the choir is working on two songs! "Hand Me Down Yo Silver Trumpet," and "Trees."

Mr. Biggins is really a lot of fun and he has trained and blended our voices into a fine group. I think we (meaning our choir) have been a big success in the past, we will be in the future and we owe it all to Mr. Biggins.

Your music correspondent,  
Lisa Berkson



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A Roving Eye  
Big Polka Dot Tie  
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## East County Chapter of Fine Arts Society Offers Classes in Drawing, Painting and Design

The East County Chapter of the Fine Arts Society of San Diego will offer Drawing, Painting and Design classes at Grossmont Center October 26 to December 21, 1965 of a 9 week period. Classes are limited to 15 students and each class meets for a 3 hour period one day per week.

Applications can not be accepted by phone but for further information call 239-1257, 456-0996 or 488-6710. Interested parties may also write East County Chapter of the Fine Arts Society of San Diego, P.O. Box 2151, Station A, La Mesa, California.



KATHY HAFLINGER of Loma Verde Drive celebrated her 9th birthday on September 25th by a "dress-up" party which included a look at the new truck models. Unfortunately, the selection was limited to a '56 Dodge. The young ladies pictured are, left to right: Patty Ziskin, Andrea Burger (driver), Lisa Jones, Kathy Haflinger, Lauren Haflinger, Lili Foard, and Janet Rowe. Kathy is the daughter of Mr. and Mrs. Dan Haflinger.



PRETTY MISS TINA JONES, daughter of Dr. and Mrs. Whitney A. Jones of Avenida Alondra, displays her beautiful long hair which had never been cut until the school bells rang this Fall. "Before" and "After" pictures prove that although Tina lost her hair, she didn't lose one white of her beauty! Tina is 5 years old, and in kindergarten.



## Tennis

New champions received their awards at the Labor Day potluck supper which closed the Rancho Santa Fe Tennis Club's annual championships. Despite rain which forced interruption and cancellation of some finals matches, the tournament was pronounced a big success, with credit for arrangements going to Russ Fellows, Ty Cobb, Virginia Dewey, Louise Loomis and Diane Stone.

Louis Perry defeated Charlie Buman for the men's singles championship, and Virginia Dewey won the women's singles crown with a victory over Nonnie Sullivan. Men's doubles' winners were Hubert and John Brooke, and women's doubles' winners Virginia Dewey and Mary Anderson. In the mixed doubles' final, Mary Day and Joel Prescott defeated Artene Perry and Charlie Buman.

Junior events' winners were: boys' 18 and under singles, John Desha; boys' 14 and under singles, Bill Pharr; and girls' singles, Sheryl Fellows.

Club members have participated in several events at La Costa Tennis Club. Virginia Dewey and Pat Todd were victors in the women's doubles invitation. Others of the Ranch contingent in that tournament were: Louise Loomis, Pat Woolley, Mary Anderson, Susan Anderson, Kay Wasser, Jonelle Nance, Flo Day, Diane Stone, Sheryl Fellows, Nancy Mason and Eleanor Tague. Virginia Dewey, Ty Cobb, Joel Prescott, Christy Pharr and Bill Pharr have also played in mixed doubles' events at La Costa.

Tennis Committee members plan an October chop suey tournament, plus a women's doubles event.



## COLUMBUS DAY?

THE COUNTRY SQUIRE

In October? Every year when we send out our invitations to the pre-showing of Christmas decor to begin on October 12th, we are besieged with these questions. Why? It isn't even Thanksgiving!

In the beginning when Country Squire first started we did show our Christmas "things" the day after Thanksgiving. Then our clients who come from distances asked us to set up an earlier date and we did, using November 11th. Then others, fearing they would miss some of the individual one of a kind items pushed the date to October 12th where it has stood for the past six years.

Many of the items are single pieces that I have purchased in Europe, or had made here by our own craftsmen. Others are unique things that I have had specially made just for Christmas and just for our shops. These are in great demand, as is indicated by the postmark on the packages that we send out on specific mailing dates for Christmas delivery.

So, again this year, we will be all aglow with the hundreds of unusual items on October 12th, Columbus Day, and the "ohs" and "ahs" will be myriad.

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## Gourmet Steals

By BETTY BLAISDELL



If ever, in my life, I had the slightest inclination to manage an eating place, it was, I'm sure, at a moment when I was not up to facing another coarse, wet, unpalatable, run-of-the-mill restaurant salad which hadn't a single grace to justify its emergence from a kitchen!

Salad disasters turn up everywhere, even at home! Truth of the matter is, it takes time to make a good salad... it takes basic know-how to put together compatible ingredients... and it takes one or more at the table with you, I think, to make the effort really seem worthwhile.

Tossed salads of the classic, simple French variety are on the very top of my list of favorites, but to do these well they are quite far from simple. Dione Lucas knows the art perfectly, and clearly states herself in "The Gourmet Cooking School Cookbook." One can vary her French Dressing recipe as one will (after all, Taste is a personal thing), but there should be no compromise in her selection of salad greens, her fastidiousness of drying them, and her thoroughness of coating the greens with the dressing.

A well-homogenized dressing... one which will insure total absence of that pool of vinegar in the bottom of your salad bowl is the following favorite of Margaret Suydam's. It is lively, colorful and very good, indeed, particularly on a bed of chilled vegetables:

### SALAD DRESSING (Mrs. Wendell Suydam)

- 1 cup salad oil
- 1/3 cup vinegar
- 1/2 cup tomato catsup
- 1 tsp. Worcestershire
- 1 clove garlic
- 1 med. onion
- 1/2 cup sugar
- 1 tbl. salt

Blend all together in electric blender. This dressing rarely separates.

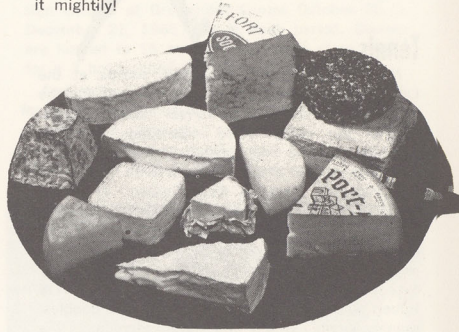
### EGGS BECHAMEL (Mrs. Phil Franklin)

This recipe came to me from this delightful newcomer to the Ranch, who with her husband and two children (Fred, 12 and Shelley, 7) have just moved into their home on Linea del Cielo. We chatted some time over fire-proof porcelain shirred egg dishes... we think this is a good way to use them:

Halve 8 hard cooked eggs. Blend mashed yolks with 1/4 cup softened butter, 1/2 teaspoon minced parsley, 1 tablespoon grated onion and 1/2 cup finely ground boiled ham. Stuff eggs generously and arrange on the buttered baking dishes. Now make the following sauce: blend 3 tablespoons butter with 4 tablespoons flour. Add 1 bouillon cube in 1 cup boiling water. Season to taste. Add 3/4 cup cream and cook until thick and smooth. Pour sauce over eggs and sprinkle with cheese (my choice would go to a combination of Swiss Gruyere and Parmesan). Heat for 1/2 hour at 325 degrees. This is an ideal brunch dish, says Mrs. Franklin... she often prepares it a day ahead.

### RANCH RECIPE BOOK

Soon to go to press, we hope, is a collection of choice recipes from Rancho Santa Fe... would love YOURS if you have some you will part with... bring them or mail them. I'll 'preciate it mightily!



*You don't have to be French to enjoy French Cheese... but you DO have to be discriminating to serve a tray like this one. All varieties at their peak of perfection...*

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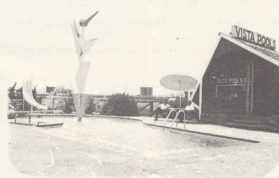
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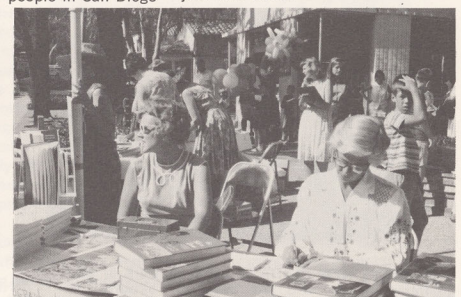


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BOOK FAIR CROWDS didn't faze Betty Brooke or Mary Day nearly as much as the hot sun! A very successful Fair was enjoyed by all!

AUTHOR FRANK BONHAM of La Jolla (formerly of Rancho Santa Fe), takes time out from auto-graphing his latest book "Durango Street" to chat with Rancho Living Editor Giffin.

## 2nd Annual Book Fair Is Huge Success!

The second annual book fair was a tremendous success! People from all over San Diego County attended. There were many rare volumes that were sought. The Silent auction, which featured new books donated by publishers, and an innovation with this Fair, netted the Library Guild much needed funds. The bidding was heated and every purchaser was happy with their treasures.

The madrigal singers could be heard for blocks, publicizing the book fair. The unusual penny banks for children to buy hard candies sent from Vermont were an outstanding feature. Ane, a mother duck and two ducklings which squawked, another, a cannon which fired, a third Jonah and the whale. These three unusual banks were on loan for the Fair.

This second annual feature of the LIBRARY GUILD is now established in the minds of people in San Diego

County. Funds derived from the Fair are used, to quote Mrs. William Weddell, President Library Guild; "Half of the proceeds from the Book Fair will go into the Guild Building Fund. The balance will aid in the purchase of a selection of the best new books each month, and to sponsor children's reading programs, as well as to continue to pay the Rancho Santa Fe Library's share of the rent."

A beautiful portrait of General George S. Patton Jr., is now on display at the Library. Loaned by Mrs. Jack L. Powell. This portrait of General Patton was painted by Mr. Robert Geise, well known artist. The latest book on General Patton: "PATTON: ORDEAL AND TRIUMPH," is now on book stands in a paperback. To quote some reviews: "A magnificent job, fast, fascinating. A major contribution to History," or, "Death silenced the man of armor—but it cannot silence History." This portrait of General Patton was commissioned by the late Roy W. Miller, 20 years ago. Mr. Miller had great admiration for General Patton.

Please use your Library, please join the Guild.

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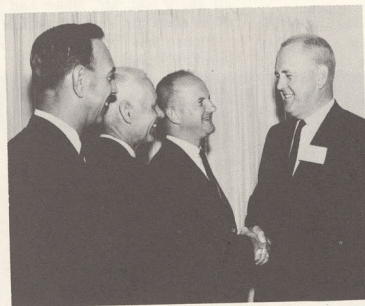
## On the Ranch Scene



MR. AND MRS. HAMPTON G. WALL of Rancho Santa Fe, are current guests at the Santa Barbara Biltmore. They are daily devotees to putting on the green.—A Hal Boucher photo.



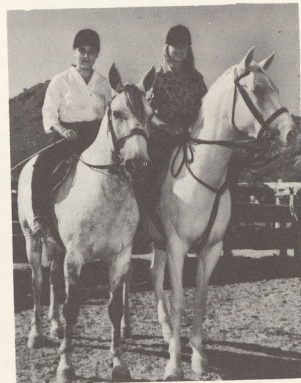
PICTURED AT THE GARDEN CLUB MEETING last week were (left to right) guest exhibitor Mrs. E. A. Chester; general chairman, Mrs. Hardy Kent; horticultural chairman, Mrs. Harry Lee.



DISCUSSING NEW PLANS to carry on work of acquainting public with the need for airports in Southern California were (left to right) chairman of the Board Leland Launer of Fullerton, director Harlan Torkelson of Rancho Santa Fe, trustee Donald Pardee of Rancho Santa Fe and president Melvin Burt of Pasadena; at the recent annual trustee meeting of the Southern California Aviation Council at Newport Beach. Launer, Torkelson and Burt were re-elected for 1965-66. Pardee is being welcomed as a new trustee. The Aviation Council studies airport problems and recommends appropriate action in the nine counties of Southern California. The other trustees from San Diego County are DeGraff Austin, San Diego County Supervisor, and John D. Butler of San Diego.



ANOTHER FIRST FOR RANCHO SANTA FE! Bus service to La Jolla Country Day School! The first bus to replace the car-pools prepares to load on Monday morning, Sept. 13th. Bus service was achieved through the hard-working efforts of Ranchoite parents, among them Bob Dodds and H. P. Field. (pictured)



HORSES ACCOMPANY COEDS TO SCHOOL—Ready for a canter across the Arizona desert from the Judson School corral in Scottsdale are two Rancho Santa Fe coeds, Miss Diane Gossett, mounted on her quarterhorse, Frosti Surprise, and Miss Dolores Butts, who brought her palomino, Rena, to the ranch school. Both girls are accomplished equestriennes and plan to enter their horses in the valley horse shows. Diane, the daughter of Mrs. Elizabeth S. Gossett, is a freshman at the college preparatory school. Dolores, whose grandparents are Mr. and Mrs. William H. Butts of El Mirador Road, returned to Judson this fall as a sophomore.



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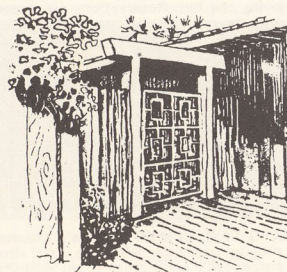
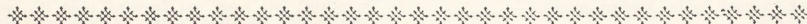


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## Report on the Summer Youth Center Activities of The Village Church

The Village Church for the last two summers has sponsored a youth center for all of the youth on the Ranch and for their friends. This was developed in order to provide organized activities well chaperoned to fill a few of the many hours which young people have during the summer months. This year the Youth Center met every Wednesday night for nine weeks from 7-11. The first period was devoted to recreation, and then a period was spent dancing. All young people from 8th graders through college were welcome to attend. They were charged \$1.00 for a summer membership or 50c for one night. The following rules were set up by the Youth Committee of the Church to guide the behavior of the young people:

1. No drinking or smoking before or during the Youth Center.
2. No coming and going from the Youth Center—once someone left he or she was not permitted to re-enter the Center, which was then no longer responsible for that young person.
3. Co-operation with the chaperones was expected.

On each of the nights mentioned there were at least five adult chaperones and sometimes more. These chaperones include the co-ordinators, Mr. and Mrs. William Duley and Miss Linda Brebner, along with parents, elders and deacons.

There were 85 teen-agers who became members of the Youth Center during this summer; 78 of whom were from the Ranch. It was also interesting to note that 36 out of the 86 were not connected with the church in ANY way except through the Youth Center, which seems to suggest that this Center was serving the community as well as the church. Our average attendance was 55 persons, but there were only three nights in which the attendance was below this number and three nights when it was above that average. The young people, on the whole, were enthusiastic about the Youth Center. Many felt that a similar program should be offered during the school year; but more infrequently because of the many activities offered during the school year.

At the end of the summer we asked many persons who had been involved to evaluate the program, and most of these evaluations were of a positive nature but with constructive suggestions as to how the program could be improved. Among those statements which we received was one made by George Chernousko, Deputy Sheriff on the Ranch, in which he said the following:

"I personally believe the young people's dances held at the Village Church have been well chaperoned and organized.

The young people themselves have shown good conduct and have been well-mannered.

I have checked these dances from time to time while they were in progress and after they have ended. I have no criticism, but much respect, for these young people attending these dances.

I have had little or no contact as far as juvenile problems with the young people attending these dances."

Sheriff Chernousko was present at each of the Youth Center meetings for varying lengths of time. The Church is glad that he could make this statement regarding the Youth Center, and the Church only hopes that in the future the Youth Center will continue to serve the community and its young people.

# dining out

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Diners should be prepared for elegance from the gourmet menu in the finest continental tradition . . . to the breathtaking 60-mile view . . . to the decor which is opulent and colorful. Luncheon Mon. thru Fri. from 11 a.m.; Dinner Mon. thru Sat. 5 p.m. to 10:30 p.m.; Cocktails Mon. thru Sat. 11 a.m. to 2 a.m. 239-1377.

## HOTEL DEL CHARRO

2380 Torrey Pines Road La Jolla

. . . the La Jolla Jacaranda Room is justly proud of its wonderful Chef Hilfiger whose twin nightly specials and exciting dessert selection makes an evening meal an adventure! Completely new menu for Sunday Brunch (served 11 to 3) 2380 Torrey Pines Road. 454-6134.

## THE HONKER

7590 Girard Avenue, La Jolla

Luxurious, sophisticated atmosphere with fashion shows on Tuesday and Wednesday at noon. Buffet luncheon 12 to 1:30 p.m. Regular luncheon 11:30 a.m. to 3 p.m.; Dinner 5 to 11 p.m. Good bar, excellent wines. 459-3424.

## QUAIL'S INN

Lake San Marcos off Rancho Santa Fe Road

This is a luxurious restaurant with a menu to please every taste—yet not expensive. Two dining rooms—yet it is wise to make reservations. Delightful lake setting; exceptional wine list. 744-0120.

## CHUCK'S STEAK HOUSE

1421 Valley Blvd., Escondido

Steak and lobster served exclusively . . . atmosphere is intimate . . . waiters are friendly . . . food is superb. Help yourself to salad, sourdough and pumpkin bread . . . is served piping hot to your table. Modest prices. — 746-5100.

## EL SARAPE

788 Second Street, Encinitas

Just one street west of highway 101, but well worth searching for! Authentic Mexican food with a guacamole dip that's a gourmet delight! All orders prepared to take out if you'd like . . . Closed Wednesdays. 753-2652.

## LA TIENDA

1342 South Highway 101, Del Mar

La Tienda is the ideal dining spot for a complete meal or a tasty snack. Mexican food is a specialty of the house—but there is a full American menu as well. 755-1808.

## RANCHO BERNARDO COUNTRY CLUB

off Highway 395

San Diego Ranchoites may cut across (via Felicitas Park Road) and be at this delightful club in less than fifteen minutes! Early-Spanish decor; excellent food and bar at modest prices; busy and friendly—with a small dance floor and nightly entertainment. — 748-1611.

## TONY'S JACAL

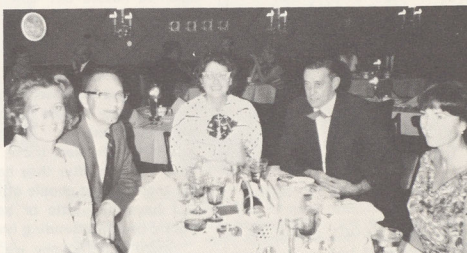
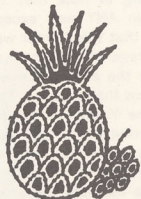
Eden Gardens, 2 blks north of the Del Mar Track

Mexican Food at its superb best! Open every day at 5 p.m. during the Racing Season. (On Sundays, open at 3 p.m.) You may choose from a tantalizing menu which includes every Mexican dish you've ever heard about . . . plus American food if you insist upon it. Do try the special green chile . . . it's wonderful (but hot!). Guacamole salad a specialty! Marvelous bar, with special service by Tony himself! 755-2274.

## THE VIKING

La Granada and Paseo Delicias, Rancho Santa Fe

Such a friendly place to dine! Open from 8 a.m. to 8 p.m. Monday through Saturday; closed Sundays. Excellent dinners featuring a steak and lobster combo with more than generous portions. Excellent wine list featuring Almaden wine and Carlsberg beer. 756-2166. Mae and Hans Andersen, your hosts.



**WICKERSHAM'S WONDERFUL RESTAURANT** in San Diego (on 395, across the highway from Circle Arts Theatre) is a fun spot to spend an evening. Great menu includes everything you can think of, and a singing bartender (plus all sorts of other surprises) will keep you lingering until the wee small hours. The Dave Comeys, Morgan Janes and Luther Liverwursts recently spent a Saturday evening enjoying the fun. Reservations are suggested.



**YES, THAT'S DAVE COMEY!** (But he's mesmerized by the singing bartender who has just struck a high C, and doesn't know what to do with it!) The man on the right belongs to Wickersham's.



Meet Your Neighbors . . .  
The Richard Harris Family

Richard Harris, or "Dick" as he is known to everyone in the Ranch, was born in St. Paul, Minnesota. After a short span at Purdue University, he went into the auto parts business in Hinsdale, Illinois. During the summer of 1950 he came to Rancho Santa Fe with his dad who was interested in looking for property here. It was only natural that they visit the Edward Shriefers of Rancho Santa Fe, old friends of many years standing. Now, as it happened, the Schriefers lived next door to the Bechsteins. And the Bechsteins had a lovely daughter named Lois. Needless to say, Dick Harris lost all interest in looking at Ranch property then and there! Lois Bechstein became Lois Harris the following summer at a beautiful ceremony in the Del Mar Episcopal Church. They lived in Rancho Santa Fe operating the elder Harris' ranch until 1958, when they purchased their present home on La Glorieta. Lois is a graduate of Stevens College in Columbia, Missouri, where she majored in dancing and education. She taught ballet and modern dance for thirteen years, and when she came to Rancho Santa Fe, she and her co-worker had seven studios operating in Illinois! Small wonder, then, that Lois was instrumental in starting the first Rancho oSanta Fe Cotillion in 1955. In fact, said Lois (and I quote) "I can remember back

seventeen years ago when Ellen Ross, Mrs. Treathaway, and I had physical education classes at the Garden Club, and I taught ballet. There were only enough girls in the school at that time to have two classes!" In 1955, due to popular demand, Ranchoites Florence Trepte, Betty Brookes, Maria Lloyd, Helen Gordon and Miriam Ames joined Lois Harris' Exercise Class . . . a class which lasted for five wonderful trim, slim years! Lois is a painter, too—with many exquisite paintings to her credit. She studied under Herbert Turner of Del Mar, and hopes to have a studio in her home very shortly where she will do portraits.

Dick Harris purchased Central Van and Storage Company of San Diego almost two years ago; and is the agent for U. S. Van Lines, who have moving facilities all over the United States. The Harris' family includes two wonderful children; Dan Frederick who arrived in 1957 and is now in the third grade; and Laura Natalie, who joined them in 1960, and is now in kindergarten. Since Daddy sings in the choir, and Mother dances and paints, there is no doubt at all as to the talents which Dan and Laura will inherit! Yes—it's a happy Ranch family who live on La Glorieta, where the sign out front says "Harris"!

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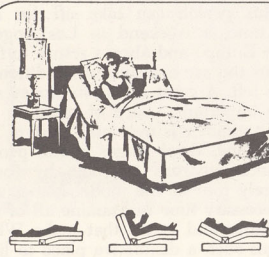
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## *Additional Privacy Stressed at Whispering Palms*

It seems incredible but more than two months have elapsed since the opening of the lovely Whispering Palms Condominium Homes on Via de la Valle. Sales Manager Errol Unger states that over 2500 persons have visited the model homes and interest is running very high in this unique concept of golf course living.

Many of the people of Rancho Santa Fe who visited us during the opening week should really come back and see us again says Unger, because we've made some additions and changes to further emphasize privacy and utilization of space. A walk through the model homes will now reveal the addition of interesting and surrounding walls on some of the patios that faced on the garden court side of the homes.

We learned from our buyers that having the option of erecting these walls gave us further individuality in our homes and allowed our buyers even more opportunity to exercise their own personal preference in the final arrangement and appearance of their home.

Some people feel however that one or two private enclosed patios is sufficient for the kind of living they do and elect not to have the patio facing the "green side" enclosed so that they might further enjoy the view, especially those homes which directly face on the fairways of the golf course.

By the time you read this, construction will

be underway on the next increment of the first unit at Whispering Palms. Nineteen homes are completed, five of which are exquisitely furnished models. The next increment of 52 homes is scheduled for completion the early part of next year.

Another feature of Whispering Palms homes that is meeting with widespread approval, is the condominium form of ownership. Under this method the homeowner belongs to an association which establishes an adjustable monthly fee and completely provides for the upkeep and maintenance of the exteriors of the homes including all landscaping, gardening, lawn mowing, watering, painting, etc. Under this method you are never bound by the usual demanding obligations of home ownership, time that can now be utilized for recreational pursuits. This plan also has great appeal to the traveler, this person can take off for any length of time, a weekend in Los Angeles or a trip to Europe and always return to find his home in the same beautiful condition as the day he left. A great saving in money and even more important, peace of mind.

Now that summer is over and most of the visitors are gone, Errol Unger invites people in the Ranch environs to come by for a more leisurely tour of the model homes and take the necessary time to examine all of the custom features and extras that make Whispering Palms such a distinctive place to live.



19 CONDOMINIUM GOLF COURSE HOMES completed at Whispering Palms, next 52 now under construction.



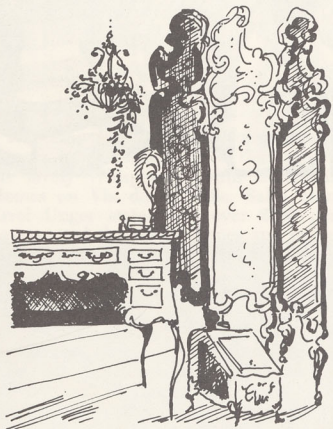
WHISPERING PALMS HOMES are highlighted by gold medallion all electric General Electric kitchens.



EACH WHISPERING PALMS FLOOR PLAN is a study in unusual architectural effects including this bedroom with pitched ceiling and skylight.

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## Places To Stay in the Northwest

By ED RANSOM, JR.



There have been several requests for another article, so I have taken pen in hand and will endeavor to cover some hotels and motels in the area that I roam.

Rather than start in the Northwest, I will mention just a few in San Francisco and the Bay area. In the city proper, my favorite is the Chancellor Hotel, small and well located, in between the St. Francis and the Drake. On Van Ness, towards the Golden Gate bridge, the Holiday Lodge is good (also has a pool), and for those who enjoy Fisherman's Wharf, try the new Travelodge. In Oakland Jack London Square has been brought up to date and has several fine eating places. Nearby in walking distance are good motor lodges. The one I like is the Thunderbird Lodge.

There are many good motels on the way North that I will mention in later articles, but, first, let's cover the two major cities of the Northwest, Portland and Seattle. In Portland, there is one really fine hotel, The Benson on Broadway. It is half old and new. Very elegant and comfortable. Congenial hosts make your stay well worthwhile. Many good motels, among them, the Cosmopolitan and the ever-present Travelodge. For a small family place, try the Congress.

In Seattle, the big hotel is the Olympic. Personally I prefer the Benjamin Franklin. It is small and offers a friendly atmosphere. The Camlin, also downtown, has cabanas and a pool. Now that the new floating bridge is in, it is only a matter of minutes from downtown to Bellevue, a fairly new residential small city with good eating places (the Crabapple and the Bleu Dolphin). There is a good motel, the Bellevue Travelodge, one of the best in the chain. It is in the pine trees with fresh Northwest mountain air and the hosts, Dee and Ed Stratton and son Steve, are warm friendly folk.

In Spokane, the fine hotel again is the old Davenport. It is now remodeled and up to date. For those who drive, the Ridpath Hotel is fairly new and has a pool. Incidentally, so does the Davenport, on the roof of the fourth floor. In Yakima, the fruit city, the Chinook is the good hotel in town with cabanas and pool for the kids.

Now to jump around a little. Of course, in Eugene, I have already mentioned the Village Green in the last article, and in Boise, The Downtowner Motel owned by a friend, John Pengilly, who makes your stay enjoyable.

Now, if I may, I would like to comment on what makes a good hotel or motor lodge. I believe the main element in any good place are the people who run it. There are many fine resting places, but in the final choice, it is the personal touch that places some lodges a step above all others.



## Annual Progressive Luncheon To Be Sponsored By Ranch Republican Women.



LAURA EGAROFF, JANE WILCOX, AND BETTY PRATT display the wonderful old gowns which will be on display at the Republican luncheon.

The "American Heritage" Progressive Luncheon sponsored by the Ranch Republican Women on Monday, October 18th, promises to eclipse the gay event of past years. The four homes selected to be the setting for the four courses served are delightful in the Ranch tradition and, as the theme suggests, each home will feature an exhibit of authentic and rare relics of our historical past from collections of Rancho Santa Fe residents.

The collection of costumes from the Civil War period will fascinate the clothes-conscious. The meticulous little hand stitches that executed the design for midlady of the mid-eighties would even today pass inspection in the House of Dior. Included in the collection is a one-piece suit for a little gentleman of perhaps two — all elegance and style — but its present state of preservation suggests that it was reserved for very special occasions, and no more suitable for the activities of a two-year old than that it would be today. Currency from the original thirteen colonies will be exhibited, and since it is difficult enough for the statisticians

to say accurately how much the dollar has "devaluated" since 1939, it is doubtful that anyone will hazard a comparison to the Revolutionary period. Volumes from the library of General John Sherman, a Civil War pass, a letter from President Buchanan and many other fascinating items to be displayed in the luncheon homes will make this exhibit memorable.

An innovation in the transportation has been made by Sam Lee this year. Persons with tickets are to park their cars in the parking lot at the Village Church, where there is ample room, and busses will be leaving regularly from 11:30 a.m. on. As they say in the commerca, "leave the driving to us".

The first stop will be at the home of Mrs. Elmer Morton on Mimulus, where the hostesses will be Mms. Chester Root, Kenneth Knudson, Gerald Champ and Ray Paulin. Upon finishing the first course, guests will board the bus for a drive nearly to the end of Glorietta for salad at the home of Mrs. Robert Corlett. The hostesses who will greet guests here are Mms. Herbert Pratt, James Stockton, Horace Blackman, Richard

Wilcox and Jack Monroe. Then back to the "High Road" to the home of Mrs. Karl Weber, whose home features one of the most exceptional gardens in southern California, for the entree. Hostesses at the Weber home are Mms. John Novak, Jack Novak, Fred Manning, Thomas Clotfelter, Richard Clotfelter and Anthony Holzhauser. The luncheon will conclude with dessert at the home of Mrs. J. E. Coberly, Jr. on La Entrada. Serving as hostesses here are Mms. Hale Ashcraft, Richard Loomis, Charles Thomas, John Bovee, Elmer Tague, Gary Freedman and H. P. Field. From here guests will be delivered back to the church parking lot.

The herculean task of delivering the food prepared in Rancho Santa Fe kitchens to the homes on the luncheon circuit is being undertaken ably by Mrs. Jesse Powers and Mrs. Charles Haugsten.

Mrs. Frank Fowler, General Chairman of the luncheon, says that it is still not too late to make a reservation by calling Mrs. M. N. Egeroff, 756-2169. The donation is \$5.00 per person.

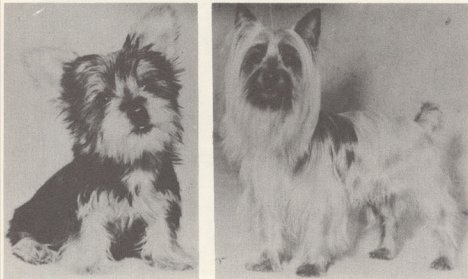


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**COLOR:** Silver-blue, tan points  
**SIZE:** 6 to 10 pounds at Coolaroo  
**COAT:** Silky, odorless, doesn't shed. Never needs clipping.  
**TEMPERAMENT:** Lovable, wonderful with children—never bites. Excellent in apartments, too.  
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We try to have a dozen male and a dozen female pups for sale constantly to provide excellent selection. All at Coolaroo are purebred and can be registered with the American Kennel Club.

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\*\*\*SIRE OF 9 USA CHAMPIONS AND INTERNATIONAL CHAMPION COOLAROO LORD ARBIE



## It All Started With a Picture In The Paper

This entire story started with a captivating photograph in the Los Angeles Times. A lovely Qantas airline hostess held a small Australian Silky Terrier in her arms. The picture was so utterly charming that the Cooley family fell in love—not with the hostess—but with the tiny little terrier. Since Mr. Cooley's business (as Director of Product Planning for Carnation's General Milk Company) took him to foreign countries several times a year—he decided to bring his family back a surprise on his next trip to Australia. Not only did he bring them back one surprise he brought back four! His children, then ages 13, 7 and 5 years, were so captivated with the Australian Silky Terriers that they wanted to keep them all. The Cooley family settled on two, and sold the two remaining. From then on they were in business!

People coming to the Cooley home kept saying, "When you go to Australia why don't you bring me back one of those puppies?" After that, whenever Mr. Cooley had an Australian trip on his agenda, he came home with several Silky Terriers. This was in 1955, and at that time there were only 50 Australian Silky Terriers in the United States as compared to 2500 now. It is interesting to note that although for years the Poodle has been King in the American household the trend seems to be more toward this captivating little Silky Terrier—but we are getting ahead of our story.

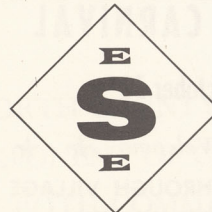
The Cooley family was now very definitely in the dog business! — (the younger element, that is). The three small children cared for the dogs, sold them and put the money in their bank account. A half dozen Terriers were kept in their kennels all the time for the selection of customers. Today, 10 years later, the kennel is thriving! It contains between 100 and 150 dogs all of the time—and the Cooley children (now 23, 17 and 15) employ seven full time employees. Today the kennel provides their source of livelihood—pocket money, travel, higher education, etc. Our picture, above, shows these employees posed with film star James Garner (who, incidentally, is a Silky fancier.) All of the young people employed by the Cooleys are European boys and girls who live a year in the Cooley household and work in the kennels between High School and College. The Netherlands group pictured above was hired by 17 year old Cynthia who went to Europe this summer for the express purpose of interviewing prospective employees. She stayed with the families of young people who had worked for the Cooley family in past years.

The Cooley's "Cooleroo" Ranch is in Chatsworth, California, in the San Fernando Valley. Anyone interested in these delightful Australian Silky Terriers is cordially invited to take a ride up to the Ranch and see the group of puppies in the kennels. This particular type of dog is ideal for apartment dwellers.

If you are interested in a puppy for yourself or your children, why not consider a Coolaroo Australian Silky Terrier! What finer Christmas gift for the family . . . joy for months and years to come!



FIFTH ALL ARABIAN HORSE SHOW held at Del Mar October 1-2-3 attracted much local interest. Pictured above is Mrs. John B. Kingsley, noted equestrienne of La Jolla, showing Diane Graser the La Costa Saddle Club entry, "Gato Mio", owned by Dr. and Mrs. Ben Esposito.



## TRAINING STABLES

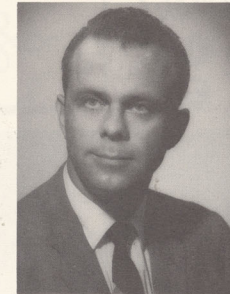
Rambla de las Flores, Rancho Santa Fe

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JARVIS ESENWEIN, Trainer  
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## Palomar Motors . . . the Oldest Cadillac-Pontiac Dealer In North County!



By ALLEN McMANUS, President

Palomar Motors of Escondido has been serving the automotive needs of the North County for 20 years. At the present time, Palomar is the oldest Cadillac and Pontiac dealership in San Diego County. Old only in number of years in business, this agency has the newest and most modern service and sales facility in the North County.

The brand new home of Palomar Motors was opened in July of 1964, and in the intervening year, sales and service volume has doubled. Pointing up the stability of this company is the fact that the average length of time of employment of the management staff is fourteen years!

To provide the very finest in service for their Cadillac owners, Palomar Motors provides a continuing training schedule for all employees. This includes monthly training films, weekly technical bulletins, classes at the General Motors Training Center in Burbank, California; and service clinics.

Being the only Cadillac dealership in the North County, Palomar Motors continually strives to make purchasing and servicing the luxurious Cadillac a pleasure to their large clientele.

President, Allen McManus; Vice-President M. D. Christie; Sales Manager, Jim Moyon; Service Manager, Bob Prentice; and Parts Manager, Dan Sullivan compose what is probably the youngest and most aggressive management team in the county!



## Jane Brett, Realtor

La Granada, Rancho Santa Fe

756-1442

Dorothy Randall — Associate

## Guess What?

NOW WE'RE ONLY **1** BUT  
SOON WE'LL BE **2**

WHERE?  
Escondido Village  
WHEN?  
October 15th  
*"See you at the  
Opening!"*

Marian

 **Marian's Village Shop**

"SPORTSWEAR FOR WOMEN"

DEL MAR ESCONDIDO



### Marian's Village Shop of Del Mar To Open Second Location in Escondido Village

Marian and Jerry Zahrte live in Del Mar, and are well known to their many Rancho Santa Fe friends. They attended grade school, high school and college together in Indiana . . . and Jerry Zahrte was with the Broadway Department Stores for two years as an operations superintendent. Since 1959 he has been employed by Genral Dynamics as manager of material operations at Convair Division. Three years ago, Marian decided to go into business and purchased the former "Guys & Dolls" Shop in Del Mar . . . moving to the new location in the Del Mar Plaza in April of 1964. Store No. 2 in Escondido Village is now open, and will feature the same merchandise which has made the Del Mar Shop so popular; fashionable sportswear for the ladies, casual dresses, capris, shorts, beachwear, swimwear, hosiery, lingerie, handbags, hats, sweaters and blouses. All buying is done personally by Marian—all top lines—all the latest and newest in the sportswear fashion world.

The Zahrtes have a son, David, 20 years old who is now attending Palomar College, and will go to San Diego State in February. Both Marian and Jerry love to travel, and have plans for trips to Mexico and Europe in the very near future.

**HOME LIFE** **KENNETH E. KNUDSON**  
PLANNED ESTATES SERVICE  
"The Home of  
Planned Estates" 756-1749



**Books! Books! Books!**  
Come in or call us  
Mrs. Billy Keenholts, Owner-Manager  
**THE RANCH BOOK SHOP**  
Paseo Delicias and La Granada  
RANCHO SANTA FE, CALIF.  
P.O. Box K Tel. 756-2265

**Flair**  
HOUSE  
OF  
LIGHT  
922 VALLEY BLVD.  
ESCONDIDO, CALIF.  
746-1497

## RSF SCHOOL HALLOWEEN CARNIVAL

Saturday, October 30

★ ★ *Everyone Welcome* ★ ★

**COSTUME PARADE THROUGH VILLAGE**

(To begin at 3:30 at lawn east of Inn)

★ **COMMUNITY INVITED TO PARTICIPATE** ★

Prizes for Adults and Children

**FUN ☆ FOOD ☆ ACTION BOOTHS AT SCHOOL**

(To open immediately following parade)

**COME ONE - COME ALL**

*Make this the best Halloween Carnival Ever!*

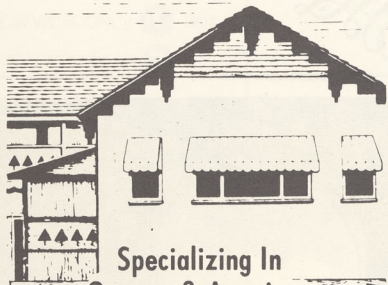


A Store...A Style...and a Staff to Serve You

NORTH COUNTY'S  
EXPONENT OF COUNTRY ELEGANCE  
IN BOTH COMMERCIAL  
AND RESIDENTIAL  
INTERIORS

  
**PORTER  
JOHNSON**  
*Carrying Home Furnishings of Quality  
for Interiors of Style*  
130 EAST GRAND AVENUE  
DOWNTOWN ESCONDIDO, CALIF.





Specializing In  
**German & American**  
 755-1383 FOOD 755-1454

**Little Bavaria**  
 CARMEL VALLEY RD. DEL MAR

## The Book Corner

By **BILLY KEENHOLTS**

### New Fiction

- Miss MacIntosh, My Darling by Marguerite Young.  
 Titanic novel of fable and illusion—taking 17 years in the making.
- A Pillar of Iron by Taylor Caldwell.  
 Superb novel about Cicero and the Rome he tried to save.
- The Seat of Power by James D. Horan.  
 A blockbuster novel about big-city politics.
- Man with the Golden Gun by Ian Fleming.  
 Last James Bond thriller.

### New Non-Fiction

- The Age of Voltaire by Will and Ariel Durant.  
 The History of Civilization Series, Volume IX (1715-1756)
- Second Spring and Two Potatoes by Ilka Chase.  
 Journey to the Island of the South Pacific, New Zealand, Australia and Africa, with visits to many interesting places with many interesting people.
- The Golden Eagle by Robert Purphy  
 A brilliant nature story by the author of The Pond and The Peregrine Falcon.
- A Gift of Prophecy by Ruth Montgomery.  
 Story of the phenomenal predictions of Jear Dixon.



### MOVING DAY FOR SHEARSON, HAMMILL & CO. OF R. S. F.\*

Our hard-working crew manage to survive the ordeal—although it wasn't easy! Left to right: Eleanor Sheffer, cashier; Bill Freck, investment executive; Joe Mason, investment executive; Pat Loux, wire operator; (seated) Jack Vanderbeck, investment executive; Don Frick, investment executive; Helen Lovenberg, administrative assistant; and Jack Lee, resident manager.

\* Rancho Santa Fe



KARL WEBER, IN HIS HANDSOMELY RESTORED  
 1911 BRASS FRONT MODEL 'T' FORD  
 JOINS HIS FELLOW RANCHOITES  
 IN TAKING A LOOK AT THE 1966 MODELS  
 . . . . SUCH AS



**T**he Pontiac Bonneville Brougham is without doubt the most elegant Pontiac which Pontiac has ever made! Mr. David Van Evera, secretary-manager of the Rancho Santa Fe Association, takes time out from a busy schedule of Association duties to admire the Brougham's elegance, styling and performance. This luxurious four-door hardtop with the Cordova vinyl top is also available in a hardtop coupe and convertible . . . all models with sheer luxury inside!



## VON'S PONTIAC

1111 South Hill — Oceanside

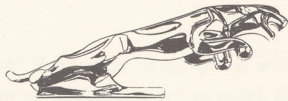
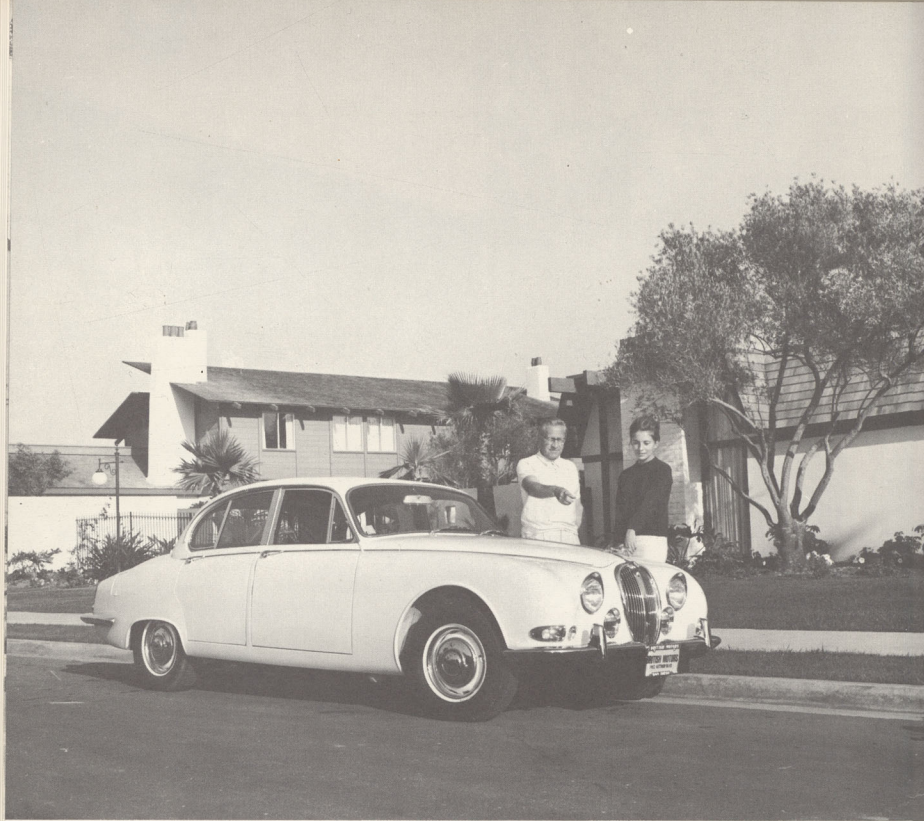


**T**he new one-of-a-kind car, engineered by Oldsmobile is the Toronado! Mrs. P. Sherrod Cantwell is ready to begin an active morning with a round of golf at the handsome new La Costa Country Club where she holds a membership. Golf game was justifiably delayed while she demonstrated the Toronado's almost endless virtues to an admiring throng . . . The car with the cool look of a coupe . . . the spaciousness of a sedan . . .



## BROOKING OLDSMOBILE

1520 South Hill — Oceanside

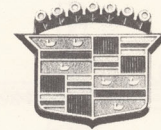


**Jaguar**

Whispering Palms of Rancho Santa Fe is the setting for this distinctive Jaguar 3.8 sedan, as sales manager Erroll Unger welcomes Rancho Santa Fe's charming foreign student, Miss Elizabeth Chatain from Chambéry, France, to this exciting new subdivision. Jaguar has never bowed to passing whims of fashion, but instead has set its own unique styling trends which are instantly recognizable as "Jaguar". Miss Chatain, in love with both the car and the American way of life, is staying with the Arthur Mohr family in Rancho Santa Fe and is attending San Dieguito High School . . .

## BRITISH MOTORS

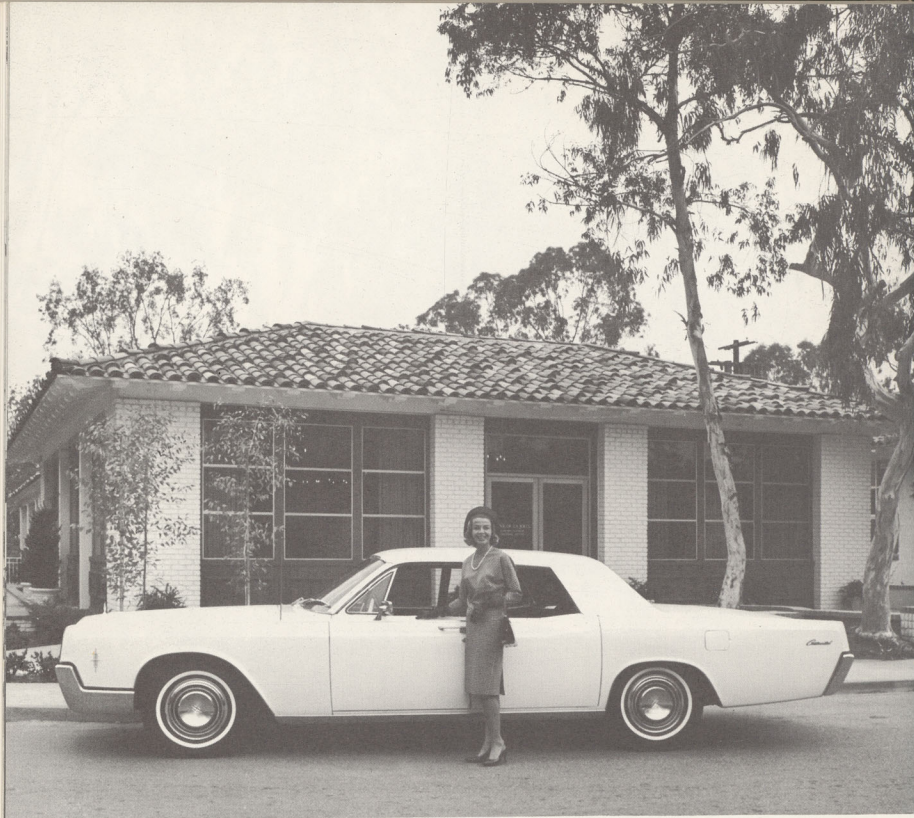
918 Silverado — La Jolla



The Garden Club is always the scene of activity and excitement . . . and small wonder this exciting new Cadillac Coupe de Ville is attractive to Mr. and Mrs. William Freck. The 1966 Cadillac De Ville offers a rare combination of fine-car luxury and elegance—with a highly individual flair. Four De Ville body styles include the Coupe, Hardtop Sedan, Sedan and Convertible . . .

## PALOMAR MOTORS

230 East Ohio — Escondido



  
**LINCOLN** *Continental*

**M**rs. Roger S. Woolley leaves the Rancho Santa Fe Regional Office of the Bank of La Jolla preparatory to driving to the coast.

The Lincoln Continental she will drive is all new for 1966 . . . from the dynamic front design to the graceful contours of the rear design . . . contemporary expression of the continuing Continental look . . .

**PETO MOTORS**

328 South Escondido Blvd. — Escondido



**M**rs. William J. Herbert and the new Thunderbird Town Landau stop in front of the beautiful Rancho Santa Fe Inn.

The hallmarks of this handsome automobile are its padded vinyl roof and gleaming "S" bars . . . and you have your choice of thirteen standard and optional interiors . . .

**PETERSON FORD**

100 North Highway 101—Encinitas



**M**r. and Mrs. Hubert J. Brooke admire the compact new Volvo wagon for 1966—as they chat with Carolyn Garton.

This exciting little wagon is Swedish made—holds an abundance of children, pets, groceries, shrubs and sundries—all at the same time!

Twenty-five miles to the gallon and virtually indestructible!

## ESCONDIDO IMPORTS, INC.

183 East Washington — Escondido



**D**el Colby leaves his Rancho Santa Fe Nursery to admire the streamlined new styling of the 1966 Volvo 1800S, driven by his nephew Del Morris, who is highly enthusiastic about this compact Swedish car which gives such exceptional mileage. As *Road & Track*

Magazine puts it: "The 1800S is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days."

## ESCONDIDO IMPORTS, INC.

183 West Washington — Escondido



 **Mercury Comet**

Capt. H. J. Pfungstag, USN (ret) stops by the Security First National Bank of Rancho Santa Fe before enjoying a ride in the dramatic new Mercury Comet two-door hardtop.

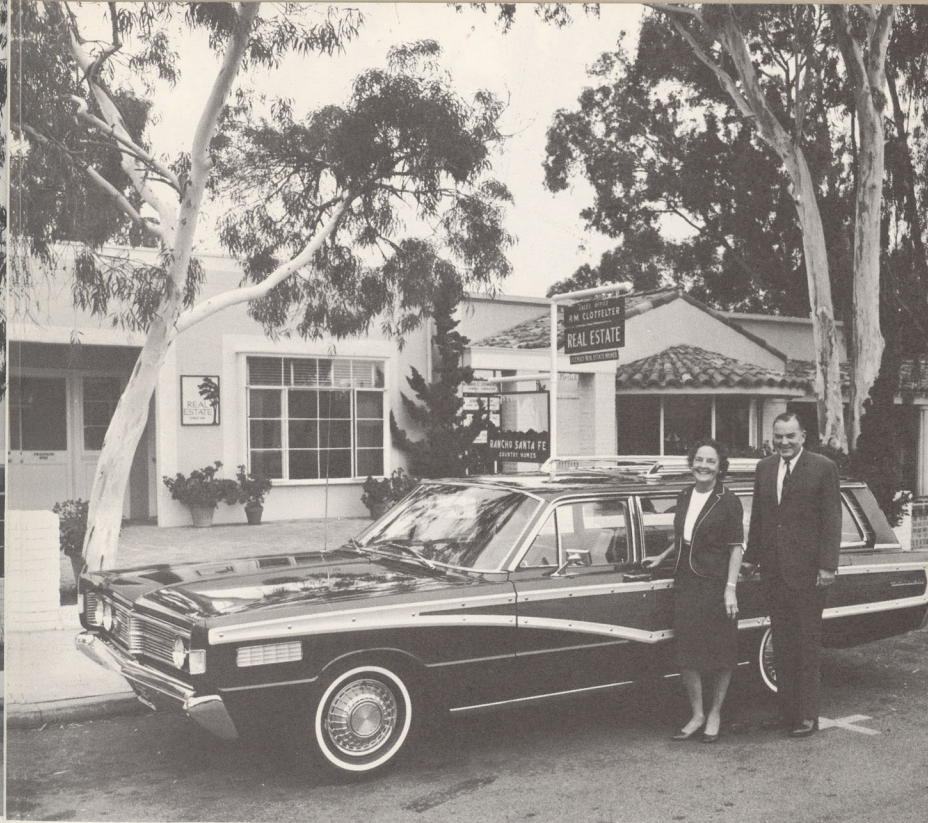
This is the "Cyclone", available in a convertible, as well . . .  
 stressing dramatic design and unique grill.

A dual pin-stripe emphasizes the flow-through sweep from front to rear.

And bucket seats are standard in Cyclone interiors . . .

**PETO MOTORS**

328 South Escondido Blvd. — Escondido



 **Mercury**

This is the Mercury "Colony Park" Station Wagon . . .  
 beautifully designed with simulated wood paneling and side rails,  
 deluxe wheel covers, and bright metal rocker-panel mouldings.  
 Mr. and Mrs. Reginald P. Clotfelter pause for a few minutes  
 in front of the Clotfelter Real Estate Office  
 before testing the exceptional facilities of this luxurious passenger car . . .

**PETO MOTORS**

328 South Escondido Blvd. — Escondido



Something entirely new in Volkswagens! This is the

Volkswagen 1600 "Fastback" which Mrs. Hans Amtmann is test-driving prior to a busy afternoon working with the Christmas Tree Festival Committee at the Village Presbyterian Church.

The 1600 Fastback is a 65 horsepower, two-door sedan, with a four cylinder air-cooled engine. Its improvements are many; travels at an economical 28 miles per gallon; and is available in eight colors. Mr. William E. Wolff demonstrates its power and performance.

## WOLFF MOTORS

6555 Pacific Highway — Pacific Beach

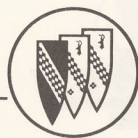


The practical elegance of the all new "Caprice" Custom Coupe is admired by Mr. and Mrs. Donald Frick, as they stop for a few minutes in front of the new offices of Shearson, Hammill & Company.

Don especially enjoyed the new three-speed turbo hydramatic transmission, and Pat's flair was for the individualistic styling of this model . . .

## QUALITY CHEVROLET

208 North Broadway — Escondido



BUICK

Here is the new silhouette . . . the new international classic!

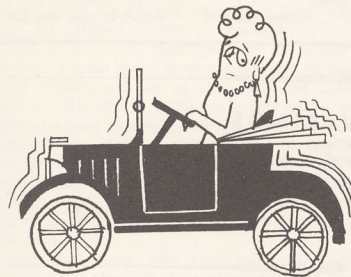
The Buick Riviera Gran Sport is designed for those who can't get enough of a good thing!

Mr. and Mrs. George J. Lewis pause in front of the George Lewis Real Estate Office before going for a test drive to enjoy the superior features of this all new Buick . . .

**RORICK BUICK INC.**

325 South Hill — Oceanside

## IS YOUR FURNITURE AS OUT OF DATE AS A MODEL T?



"Now THERE is a cornball heading," you say. (YOU'RE RIGHT!)

"There's NO comparison between cars and furniture!" (YOU'RE WRONG!)

"If a classic line is really classic it STAYS classic! (M-M-M-M, CONDITIONAL YES!)

"Don't be snide about Model T's. If they had Volkswagen's ad agency they'd still be selling . . . and I'm NOT going to trade in my furniture every year for a new model!"

If you are quite through shouting (the ad continued testily) we'll continue.

YOU'RE RIGHT! The heading' is brashly cornball to attract your attention.

YOU'RE WRONG! Cars and furniture are basically utilitarian. They may be doodaded distastefully or designed honestly, but their first purpose is utility.

CONDITIONAL YES! Some classic lines belong to the past. Corinthian columns for country homes are passé at the moment.

Each year new miracle fabrics are developed, fashions in color change, delightful new patterns emerge from countless drawing boards. And it's NOT a plot to obsolete furniture as soon as it's sold. It IS an effort to give the homeowner the widest possible choice in asserting his individuality.

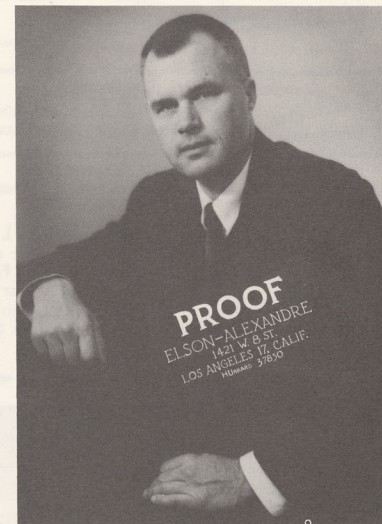
No Mass production for the Masses!

No Model T Furniture or Nothing!

Decorating a home is fun, and living in a tastefully furnished home is even more fun.

So, drive down to Shepard's to see what's new . . . and if you show up in a Model T . . . no offense!

**SHEPARD'S INTERIORS**  
756-1129 RANCHO SANTA FE 756-1139  
LA FLECHA & AVENIDA DE ACACIAS (ACROSS FROM THE INN)



This is Joe Coberly.

He lives in Rancho Santa Fe. You probably know him.

He has a business in Los Angeles by the very original name of Joe Coberly Ford.

He's fairly successful, but he would be a lot more successful if a lot more people would buy a lot more Fords.

Wouldn't *you* like a new car?

Like a Ford?

Then why not call Joe and ask a few simple questions about prices and things.

You'll probably save yourself some money.

And, if you buy a Ford from Joe, he'd probably order some finished pictures from poor, patient Elson-Alexandre.





● Your Home Deserves  
The "SMALL" Touch  
Of Elegance

FINE QUALITY  
HOME FURNISHINGS & INTERIORS  
Let Our Professional  
Interior Design Staff  
Assist You  
In Your Home Decor Problems

**E.F. Small's** "On La Jolla's Fashion Lane"  
7643 GIRARD AVE. . . . PHONE 454-0341 9:00-5:30 Mon. thru Sat.

## RENO WALL COVERINGS

Wallpaper of Distinction

Color Consultant Services Available. Free Color-Coordinating with Purchase of  
Wallpaper for Two or More Complete Rooms.

Hours: 9 A.M. - 5:30 P.M. Mon. thru Fri. - 9 A.M. - 1 P.M. Sat.

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Country Squire Gifts  
756-1012



**The Country Squire**

Rancho Santa Fe, California

Casual Corner  
Women's Apparel  
756-1041

Felt Flair  
"Anything in Felt"  
756-1436

Ranch Gourmet  
756-2227

Soap 'n Candle Shop  
756-1012

Country Squire  
Tea Room  
756-1155

Stationery & Imports  
756-1012



Bill Walker  
Rancho  
Representative

Dear Friends:

We at PETERSON FORD are tremendously enthused about the 49 new ways to go Ford. That's right, 49 different models to choose from!

This should be a great year for all buyers as we have a great many surprises that will fit everyone's pocketbook. Let us start with the Galaxie Line: (1) The LTD (available in 2 door and 4 door models) luxury is fully confirmed. Seats are wide, deeply foam-cushioned and trimmed in fine fabrics protected against soil by Scotchguard. (2) The Galaxie 500/XL 2 door Hardtop and Convertible—Bucket seats, young at heart styling and frisky performance put the stamp of "fun car" on the new XL's.

And right along with their own shell-contour bucket seats, the '66 XL's blend fun and luxury with these standard features: Command console with Cruise-O-Matic T-bar shift lever. Leather smooth vinyl trim. Wall to wall carpeting. Safety-courtesy door lights. Chrome die-cast grille and wheel covers. Pick any one of six Ford V-8's (up to 425 hp) for a new kind of total performance. The sky is the limit when it comes to tailoring an XL to you and your kind of driving.

(3) The all new exciting Galaxie 500 "7-Litre" 2 door Hardtop and Convertible—car buffs can tell right off, these are performance cars — styled and equipped for just one thing—action! "7-Litre" badges on grille and fenders hint strongly at what's under the hood—the mighty, new Thunderbird 428 V-8. It's 345 hp strong, with 4-barrel carburetor, hydraulic lifters and special dual, low-restriction exhaust. Standard, too, are Cruise-O-Matic Drive (with T-bar console mounted shift lever), power front disc brakes, styled steel wheel covers and distinctive 7-Litre body striping. With 7-Litre options you can go all out for performance with the Cobra 427 V-8 with 425 hp, speed stick shift, limited slip differential and heavy duty suspension.

(4) 1966 Wagon Wonders from Ford—America's Station Wagon Specialist—Five big, beautiful wagons and some of the freshest wagon ideas ever introduced make Ford wagons for '66 America's finest wagons. Two distinguished Country Squires, two handsome Country Sedans and the big, roomy, low priced Ranch Wagon. All offer a wagonload of exciting features leading off with Ford's almost unbelievable Magic Doorgate which opens like a door or lowers like a tailgate—as you choose!

(5) Fairlane! New dazzle! New go for '66! It's the rugged reliable family car, but with all-new

**CLARK'S INC.** 226 BROADWAY, VISTA, CALIFORNIA

"For the Ultimate in Home Fashions"

- BLINDS
- WALL COVERINGS
- ALUMINUM AWNINGS
- PAINTS
- VENETIAN BLINDS
- DRAPERIES & TRAVERSE RODS

726-3680

● FLOOR COVERINGS AND WALL-TO-WALL CARPET

performance! New convertibles, new bucket seat XL's, hot new GT's and GTA's with 390 cu. in. V-8, GT stripes, console-mounted shift and bucket seats. Just one sample of Fairlane excitement for '66. You can get the low priced and big economy that's put Falcon into its third million—with no compromise on style, strength, roominess or ride!

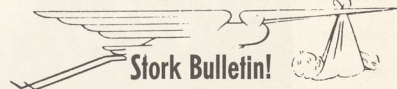
(7) We changed Mustang—very carefully!—If you thought we couldn't improve a winner, try Mustang '66! New grille. New ornamentation. But all the driving fun that makes Mustang America's favorite fun car is still yours for the asking in any '66 Mustang.

(8) Thunderbird '66—unique in all the world. Now there are four Thunderbirds—New Town Landau and Town Hardtop add new luxurious style and distinction. Options like Stereosonic Tape System—Highway Pilot Controls—new 345 hp Thunderbird 428 V-8 and others add new luster to Thunderbird's great reputation.

(9) New Ford Ranchero—Big in Size, Style, Comfort and Handling! Looks, rides and handles like a Ford—performs like a work vehicle, too!

(10) New '66 Ford Bronco—Ford's new 4-wheel drive vehicle takes you beyond the end of the road! Three Broncos to choose from—for unlimited versatility.

I truly hope that we at PETERSON FORD may help you in choosing your next car. Our low overhead allows us to deal closer. Give us a try.

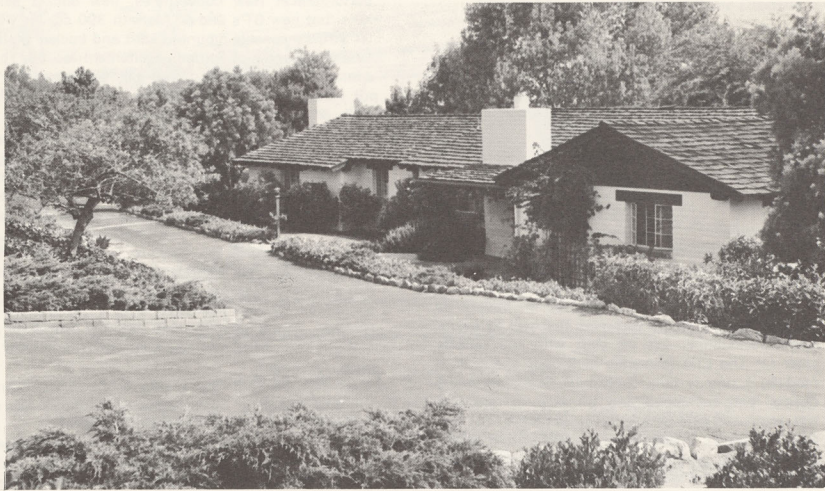


## Stork Bulletin!

Announcing the arrival of Master Renwick Lloyd Thompson, who was born at Sharp Hospital on October 2. His parents are new Ranchoites, Dorothea and Renwick Thompson, Jr., who are temporarily residing on Lago Lindo while their new home is being built on Madreselva. He joins a brother Doug (5) and a sister Stella (7).



HERE SHE IS! Miss Kathleen Culver, the baby daughter who arrived on September 7th to Mr. and Mrs. L. B. Culver, Jr. . . . and who weighed in cribside at a husky 9 lbs., 12 oz. As you can see, she is progressing nicely!



Pleasantly located on  
a dead-end street

**ADOBE HOME  
and  
GUEST HOUSE**

**\$95,000**

The main house contains over 2500 square feet of living area, opening onto a large, walled-in brick patio. The master bedroom is exceptionally lovely (24 x 25 feet with dressing room and bath). There are two additional bedrooms, den and bath; a charming living room and screened lanai. The guest house includes a living room, kitchenette, two bedrooms and bath, totaling 864 square feet. This desirable property is located on a very choice two and one-half acre site,

**R. M. CLOTFELTER**

LICENSED REAL ESTATE BROKER  
RANCHO SANTA FE, CALIFORNIA

**756-2422**

THE OFFICIAL PUBLICATION OF

*The Association*

*Bulletin*

and NEWS

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON FRIDAY, SEPTEMBER 3, 1965, AT 9:00 A.M. IN THE BOARD ROOM.

**PRESENT:** President Harris, Vice President Larson, Directors Corlett, Loretz, Teagle and Thieme.

**EXCUSED:** Director McLaughlin.

**ALSO PRESENT:** Association members E. T. Price, P. W. Warren, W. R. Fawcett, R. M. Clotfelter and Mr. and Mrs. J. M. Jayne; also Secretary Van Evera and Mrs. Duffield.

**MINUTES OF THE PREVIOUS MEETING:** It was moved, seconded, and carried unanimously, that the minutes of the previous meeting be approved, as corrected.

**DIRECTORS' REPORTS:**

**Vice President Larson** stated that a group of interested tennis players are installing a sprinkler system around the tennis courts. It should be completed within the next few days.

**Director Corlett** reported that an electric golf cart had been struck by an automobile on Avenida de Acacias; fortunately no injuries were incurred. He further stated that warning signs were being made and will be placed at the point where carts cross Avenida de Acacias from the first green to the second tee and the eighth to ninth.

**Director Loretz** reported that the arrangements made last weekend by the restaurant for the golf tournament were very satisfactory and that the final accounting was being completed by the Tournament Committee.

**Director Teagle** reported on the current status of the county's Master Plan for Major Highways. Not all of our recommendations have been accepted but the removal of previously planned "prime arterials" from the Master Plan to locations outside the Ranch, together with downward reclassification of "major roads," represented a major achievement. The "collector road" status apparently to be assigned to some of the internal roads indicates only a future potential based on the judgment of the county planners. The implementation of such plans lie far in the future, in his opinion. President Harris commented that the Association must take the positive approach and keep the emphasis on provision of arterials outside the Ranch in order to avoid the widening of internal roads for through traffic.

**Directors Thieme and Larson** mentioned the public concern over the increasing motorcycle traffic on the Ranch. Secretary Van Evera was asked to arrange to have a representative of the California Highway Patrol and also the County Sheriff's Department present at the next Board meeting to discuss traffic control procedures.

**SECRETARY'S REPORT:**

The Secretary reported on the following miscellaneous items:

(1) Request of Santa Fe Irrigation District for a 15' wide Easement for underground water line purposes over and across Lot 130, May 2129.

It was moved, seconded, and carried unanimously, that the Easement be granted.

(2) Request of Tennis Committee for an honorary family tennis membership for Mrs. Richard Todd.

The matter was referred to the Parks and Recreation Board.

(3) Letter from Admiral Lockhart in regard to golf playing privileges and suggested reply.

(4) Letter from Supervisor Cozens acknowledging receipt of President Harris' letter of August 19, 1965.

(5) Letter from Postmaster Strawn referring to Association's letter to the Post Office Supervisor in San Francisco objecting to the use of the Rancho Santa Fe Post Office by Whispering Palms.

The matter was tabled pending a reply from San Francisco.

(6) Letters from Alwin Trepte and J. C. Eberly referring to the parking situation in the Village, proposed roads, and related items.

The letters were referred to the Association Planning Commission.

Mr. Fawcett and Mr. Clotfelter expressed their appreciation to the Board relative to the work done on highways.

**EXECUTIVE SESSION:** The Board was in executive session from 10:45 A.M. to 12:30 P.M.

**New Personnel Position:** Due to constantly increasing work volume the Secretary recommended the establishment of a new typist position and part-time bookkeeping assistance for a temporary period on the Association Administrative staff.

It was moved, seconded, and carried unanimously, to authorize a clerk-typist position at \$3600 per year.

It was moved, seconded, and carried unanimously, to authorize the Secretary to employ temporary bookkeeping help, as required, not to exceed three days per week, at 50.00 per week, over the next six month period.

**ADVANCED PLAYING PRIVILEGES:**

"A"—185 "B"—105

**ADJOURNMENT:**

The meeting was adjourned at 12:30 P.M.

Harold V. Harris, President

David A. Van Evera, Secretary

**MINUTES OF AN ADJOURNED MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON MONDAY, SEPTEMBER 20, 1965, 9:30 A.M. IN THE BOARD ROOM.**

**PRESENT:** President Harris, Vice President Larson, Directors Corlett, McLaughlin and Thieme.

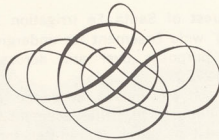
**EXCUSED:** Directors Loretz and Teagle.

**ALSO PRESENT:** Secretary Van Evera and Assistant Secretary Allen.

The Board again considered the proper approach to a community oriented study of all factors bearing on the subject of municipal incorporation.

**FIELD TRIP:**

The Board retired to the field for an inspection trip. After returning to the Board room, and after due consideration, it was moved, seconded, and carried unanimously, that the following action be taken:



## THE VILLAGE PRESS

### Rancho Santa Fe LIVING

VOLUME 2 NUMBER 9  
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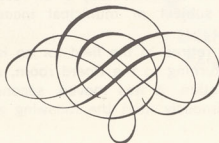
COVER PHOTO  
The beautiful new Rancho Santa Fe Regional  
Office of the Bank of La Jolla stands com-  
pleted at the corner of Paseo Delicias and  
Avenida de Acacias. It formally opened its  
doors for business on Monday morning, Sep-  
tember 27th, at 9 a.m.

COVER PHOTO by John Daly, Escondido

#### FEATURE WRITERS

Inez Bell	Porter Johnson
Betty Blaisdell	"Billy" Keenhold
Andrea Cantwell	Melissa Lee
Del Colby	Jack Lee
Michele Evans	Mary Lou Lewis
Don Frick	Jack Manion
Wes Hadden	Ed Ransom, Jr.
Fran Johnson	Marjorie Roberts
	Ray Stuard

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Director McLaughlin was authorized to request a hearing before the Workman's Compensation Insurance Commission in Los Angeles in the effort to secure reclassification of certain employees and reduction in cost.

President Harris reported for Director Teagle in his absence, concerning the forthcoming hearing before the Board of Supervisors on October 5, 1965, concerning the Master Plan for Major Highways. He requested all members of the Board to be present at the hearing, if possible.

Director Thieme, Chairman of the Legal Committee commented on procedures for handling of violations of covenant restrictions or reservations recommending that they be strengthened along certain recommended lines.

#### SECRETARY'S REPORT:

**Policy on "C" card memberships.** The Secretary requested Board consideration of a policy of permitting operators of commercial establishments to enjoy Class "C" golf playing membership privileges. The Board disapproved any changes in present regulations governing golf playing privileges at the Rancho Santa Fe Golf Course.

**Purchase of rye grass seed.** It was moved, seconded, and carried unanimously, to approve the purchase of eight (8) tons of annual rye grass seed @ \$6.28 per 100#.

**Solicitation of donation for advertising.** The Secretary presented to the Board a solicitation from the Mickey Wright Tournament Publicity Chairman for a \$100 donation to support "San Diego Golf Land U.S.A." advertisement in Golf Life Magazine. The Board disapproved this donation as not being in accordance with previous policy applying to advertising.

**Use of Rancho Santa Fe Post Office facilities.** The Secretary read to the Board a letter from Mr. Raymond R. Holmquist, Regional Director of the San Francisco Regional Office of the Post Office Department, which was in response to a letter from the Association protesting the use of local postal service for residents of Whispering Palms in view of local parking limitations etc. The letter stated that this matter had been reviewed and it was felt that local facilities were adequate at the present time for such use. It stated further that the matter would be kept under close observation and steps would be taken to alleviate any overcrowded condition in the future. The Board will investigate further action which might be taken concerning this situation.

#### ADJOURNMENT:

It was moved, seconded and carried unanimously, that the meeting be declared an adjourned meeting, and that the Board reconvene at 9:30 A.M., Monday, September 20, 1965. Meeting adjourned 3:50 P.M.

H. V. Harris, President  
David A. Van Evera, Secretary

MINUTES OF THE REGULAR MEETING OF THE  
RANCHO SANTA FE ART JURY HOLDING ON FRIDAY,  
SEPTEMBER 10, 1965, AT 9:00 A.M. IN THE  
BOARD ROOM.

PRESENT: President (pro tem) Ridland, Architect  
Jung, and Alternates Coffin and Price.

ALSO PRESENT: Building Commissioner Deway,  
Secretary Van Evera and Recording Secretary Joyce  
Duffield.

President Calder was excused by the President of the Board of Directors by reason of being out of town. Mr. A. C. Ridland, appointed President pro tem by the Board, stated that Alternate Coffin would serve as the third Art Jury member.

The Art Jury on motions duly made, seconded, and carried, acted on the following matters of business:

#### NEW CONSTRUCTION:

Art Jury action was taken on the following applications:

SAWADE, E. C.—RES. & GAR. Por Lot 4, Blk 46, El Camino Real. Deferred with request that plot plan and topographical plan be amended. Also requested greater consistency in exterior finish.

TUCKER, C. B.—RES. & GAR. Lot 3, Blk 16, May 1742, La Valle Plateada. Deferred. See note on Realignment below.

TODD, R. L.—RES. Lot 79, Blk 18, Montevideo & Mimulus. Deferred with request that enclosed storage space be provided.

DO BUILDERS—APTS. Lot 27, 28, Map 2129, Mimosa. Approval granted.

THOMPSON, R. Jr.—RES. Lot 3, Blk 47, Madre Selva. Approval granted.

#### ADDITIONS & ALTERATIONS:

The following applications, approved since the last Art Jury meeting, were confirmed:

HUJSAK, E.—SWIMMING POOL, Lot 6, Blk 31, La Gracia.

IRWIN, McDonald—SWIMMING POOL, Por Lot 5, Blk 33, El Secreto.

CROFT, C.—RES. & GAR. Por Lot 6, Blk 10, Via de Fortuna.

COUCH, J. A.—STABLE, Lot 8, Blk 33, El Acebo. Art Jury action was taken on the following items:

CLARK, J. D.—GUEST HOUSE, Lot 4, Blk 16, Map 1742, La Valle Plateada. Guest house and pool—approval granted. Fencing not approved.

PICHEL, P.—GAR. Por Lot 2, Blk 6, Via de Fortuna. Approval granted.

#### MINOR ARCHITECTURAL CHANGE:

Art Jury action was taken on the following application:

ROBERTS, P. W.—PAINT SAMPLE—Por Lot 1, Blk 19, Lago Lindo. Approval granted.

#### SUBDIVISIONS:

The Art Jury took action on the following matters: COOKE, WARDIE—Por. Lot 8, Blk 34, El Puente, consisting of 4.71 gross acres, into 2 sites of 2.12 and 2.59± net acres.

CAMPBELL, J. & KROHN, F. F.—Por. Lot 8, Las Colinas & Via de la Valle consisting of 6, gross acres into 3 sites of 2.0, 2.0 & 2.0± net acres.

LANGER, R. A.—Por. Lot 1, Blk 39, Via de Sante Fe, consisting of 3.95 gross acres, into 2 sites of 1.95 & 2.00± net acres.

The Art Jury, by separate letter, advised the Board of Directors on the following matters:

WHELLOCK, W. K.—Lot 7, Blk 14, El Vuelo, consisting of 13.4 gross acres into 3 sites of 2.5, 2.6 & 7.9± net acres.

CAMPBELL, W. A.—Por Lot 22, Blk 36, El Arco Iris, consisting of 7.6 gross acres, into 3 sites of 2.5, 2.5 and 2.6± net acres.

#### REALIGNMENT:

The Art Jury took action on the following matter: TUCKER, C.—Por Lot 1 & 2, Blk 16, Map 1742, La Valle Plateada.

#### KEEPING OF ANIMALS:

The Art Jury, by separate letter, advised the Board of Directors on the following matters:

HOUSER, W. A. (Pratt escrow)—3 horses on 3.5± acres, Por Lot 6, Blk 33, La Glorieta.

DALTON, J.—1 horse on 2.66 acres, Por Lot 5, Blk 14, Paseo Delicias.

BOVEE, J. C.—1 horse on 3.50 acres, Por Lot 10, Blk 47, Las Planideras.

BENTON, W.—2 horses on 3.37 acres, Por Lot 5, Blk 11, San Elijo.

FEIST, A. L.—2 horses on 2.3 acres at Lot 9, Zorro Vista subdivision.

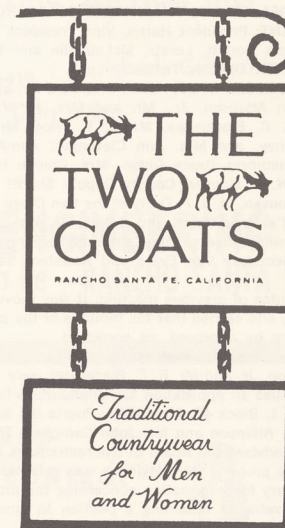
REEVES, J. F. Jr.—2 horses on 3.5 acres, Por Lot 5, Blk 4, Puerta del Sol.

WILLIAMS, J. (Kramer escrow)—2 horses on 4.8 acres, Por Lot 4, Blk 6, La Crecenta.

SMITH, W. E. (Blesso escrow)—2 horses on 4.44 acres, Por Lot 4, Blk 29, Avenida Luis.

MURPHY, S. R.—2 horses on 3.1 acres, Por Lot 3, Blk 44, Via del Alba.

MORFORD, J. H. (Gonsett escrow)—2 horses on 4.02 acres, Lot 4, Blk 11, Lago Lindo.



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#### KEEPING OF ANIMALS

HOUSER, W. A. (Pratt escrow). 3 horses on 3.5, plus, acres, Por Lot 6, Blk 33, La Glorieta. After an inspection of the site and review of the objections filed by adjoining property owners, the keeping of two (2) horses was approved. The Board determined that the existing stable and corral facilities and their location in relation to residences on adjoining properties were favorable to the keeping of not more than two horses.

DALTON, J. 1 horse on 2.66 acres, Por Lot 5, Blk 14, Paseo Delicias. Approved.

#### ADJOURNMENT:

There being no further business, the meeting was adjourned at 10:30 a.m.

H. V. Harris, President

David A. Van Evera, Secretary

#### MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON FRIDAY, SEPTEMBER 17, 1965, AT 9:00 A.M. IN THE BOARD ROOM.

**PRESENT:** President Harris, Vice President Larson, Directors Corlett, Loretz, McLaughlin and Thieme. **EXCUSED:** Director Teagle.

**ALSO PRESENT:** Association members Mr. and Mrs. William Atkinson, Jr., Mr. and Mrs. H. W. Cook, Mr. R. C. Blackledge, Mr. E. T. Price, Mr. J. R. McKinney, and Mrs. Ann Clevenger; non-Association members Bruce Dillon, Mrs. Connie Huntley, Mrs. W. A. Houser, County Deputy Sheriff George Chernousko, Lt. J. F. Duffy of the San Diego County Sheriff's Department and Sgt. L. M. Hake of the Oceanside office of the California Highway Patrol; also Secretary Van Evera and Assistant Secretary Allen.

**Minutes of previous meeting:** It was moved, seconded, and carried that the minutes of the previous meeting be approved, as corrected.

**Scheduled appearances:** Mr. and Mrs. William R. Atkinson, Jr. and Mr. R. C. Blackledge were present to discuss an application for subdivision of Portion of Lot 1, Block 48, Map 1742, Puerta del Sol, filed by Mr. Atkinson and Mr. John Campbell. The Secretary advised the Board of site restrictions existing on this property. Mr. Atkinson was referred to the Secretary for information concerning the procedure to following in obtaining a petition to amend the Covenant Acceptance.

Lt. Duffy of the San Diego County Sheriff's Department, and Sgt. L. H. Hake of the Oceanside office of the California Highway Patrol, were introduced to the Board and a general discussion followed concerning various traffic and law enforcement matters involving Rancho Santa Fe.

#### BOARD ACTION:

**Letter from Mr. and Mrs. Erwin Sawade:** The Secretary read a letter from Mr. and Mrs. Erwin Sawade, requesting exemption from the undergrounding of utilities from the main trunk line to the site of proposed construction at Portion of Lot 4, Block 46, El Camino Real. After an inspection of the site, the request was deferred pending receipt of further information from the Utility Company.

**Recommendations of the Art Jury:** After due consideration, it was moved, seconded and carried that the following final actions be taken on Art Jury recommendations:

#### SUBDIVISIONS

WHEELLOCK, W. K.—Lot 7, Blk 14, El Vuelo, consisting of 13.4 gross acres into 3 sites of 2.5, 2.6 and 7.9 plus or minus acres. Approved.

CAMPBELL, W. A.—Por Lot 22, Blk 36, El Arco Iris, consisting of 7.6 gross acres into 3 sites of 2.5, 2.5 and 2.6 plus or minus net acres. Approved.

#### KEEPING OF ANIMALS

BOVEE, J. C.—1 horse on 3.50 acres, Por Lot 10, Blk 47, Las Planideras. Approved.

BENTON W.—2 horses on 3.37 acres, Por Lot 5, Blk 11, San Elijo. Approved.

FEIST, A. L.—2 horses on 2.3 acres at Lot 9, Zorro Vista Subdivision. Disapproved.

REEVES, J. F. Jr. 2 horses on 3.5 acres, Por Lot 5, Blk 4, Puerta del Sol. Approved.

**Requested appearance:** Adm. J. R. McKinney requested permission to address the Board on the subject of Proposed Amendment to the Zoning Ordinance (Ordinance No. 1402 (New Series), as amended) referring to the keeping of animals in unincorporated county areas. The Board agreed to request of Supervisor Cozens that Board of Supervisors action on the acceptance of this ordinance amendment be delayed and that the public hearing be rescheduled to allow for further study by interested parties.

#### DIRECTORS' REPORTS:

President Harris stated that in accordance with the recommendation made by the Public Affairs Research Institute last year, continuing studies are being made of the problems to be resolved in the event of incorporation of the community at some future date. Consideration is being given to the formation of a citizens committee to carry on these studies in their detail.

**Director Corlett,** Chairman of the Golf Course Committee, advised that the specifications for the automatic sprinkler system had been received and the Rancho Santa Fe Engineering Co. has them under review. Directors Larson, Corlett and H. B. Pratt, Greens Chairman of the Golf Course Committee were delegated to review the recommendation of Rancho Santa Fe Engineering Co. and give approval when satisfactorily completed.

**Director Corlett** mentioned the pending retirement of the Greens Superintendent and reported that applications for the position had been received. After screening, the records of the two or three most promising applicants will be submitted to the Board, together with the Golf Course Committee recommendation.

**RECESS:** The meeting was recessed at 12:10 P.M. and reconvened at 1:30 P.M.

**Director Corlett** advised that a sum of \$500 had been donated for improving the incline from the 16th green to the 17th tee and estimates have been requested for this project. It was moved, seconded, and carried, that the Golf Course Committee be authorized to proceed with this project, according to the plans which have been presented, at a cost not to exceed \$800, \$500 of which is to be paid by voluntary contribution and the balance, if necessary, by the Association.

**Director Loretz,** Chairman of the Clubhouse Committee, reported on the financial status of the Clubhouse operation. A discussion followed as to possible means of eliminating the operating deficit.

**Director McLaughlin,** Chairman of the Finance Committee, presented the Financial Statement for the month of August, 1965, and a discussion followed. He then presented a capital expenditures budget for the 1965-66 fiscal year. This will be reviewed by the Board and further discussed at the next Board meeting.

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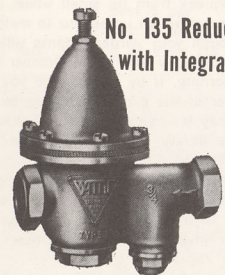
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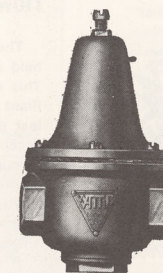


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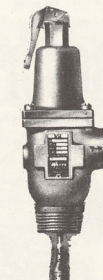
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Rorick Buick Inc. is the factory authorized dealer for North County Buick, Jeep and Opel.

The dealership at the present time is operating under the general management of Mr. Walter Murphy. Mr. Murphy has had 20 years of experience in the automobile trade, coming here from Connecticut, where he operated a large dealership. His staff consists of 8 new and used car salesmen, 6 line mechanics, 5 body shop men and 2 parts employees.

Besides the new car sales room located at 322 So. Hill, the complete used car department is located directly across the street at 322 So. Hill.

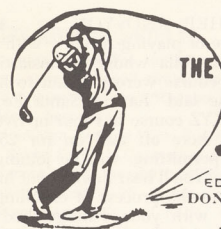
### Flower Show Plant Sale

by JOSEPHINE GRAY

The Garden Club's Fall Flower Show is to be held on Friday and Saturday, October 22 and 23. This is the last squeak from its small wheel, the Plant Sale Department which urges you to make a last go-round through your garden. Plants will be accepted from Wednesday afternoon, October 20, through Friday morning. If by any chance you do not find a member of the committee there to receive them, you may take your plants to that wide space behind the library wing, which is in the shade and out of sight.

If you have anything which is too large for you to handle, Mrs. Neil Randol has offered her services in the form of a truck and some sons, but you must please give her advance notice. Her phone number is 756-1757.

I have talked so far about giving, but we hope that you will find many irresistible things to buy. We have seen to it that prices are reasonable, and you have seen to it that the selection is large! For this one time, disregard the pleas not to hoard change, and save a fist full of small money for the most fascinating geranium or onion or zygopetalim you ever had! If you have no plants to give, no small change with which to buy, come anyway and LOOK and we will change your \$5.00 bill.



RANCHO SANTA FE GOLF CLUB

## THE Divot

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DON FRICK

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JIM STOCKTON

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HERB PRATT - WORTH WARNER - DR. NED FOWLER  
BILL FRECK  
GEORGE J. LEWIS  
Treasurer  
Secretary

### Down The Victory Trail

Rose petals were strewn in the path of many distinguished members of the Rancho Santa Fe golfing set during a pair of late August and early September tournaments.

The Month-long Men's Eclectic in August was won by Bud Squire, followed in order by Ollie Thornton, and Guy Van Patten (tie for second); Al Dutton and Ray Paulin (tie for fourth); and Cal Murphy and Earl Boteler (tie for sixth).

Fall Derby Day on September 13 featured a four-way tie for first place among the Jim Stocktons, Worth Warners, Jack Matzingers and Ed Dobthos.

### COMING EVENTS

OCT. 3-24: CLUB CHAMPIONSHIP. Match play with flights determined by handicap after you sign up. Defending champion Ricky Tunstall. Chairman is Henry Isaacs.

### NOVEMBER SWEEPS

Nov. 2: Medal Play and Board Meeting.  
Nov. 9: IF (Throw out worst hole!)  
Nov. 16: Turkey Shoot!  
Blind draw  
8:30 Shotgun!  
Nov. 23: Fifty-fifty  
2 best 5 par  
5 best 4 par  
2 best 3 par  
Nov. 30: Odd or Even (to be chosen later).

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### FAIR SEX

by MARY LOU LEWIS

Katie Knight and Margaret Bushard managed to catch and eat their limit of trout during their fishing trip to Kern River. Among the other trippers are the Shaws to Utah, the Randolphs to San Francisco and the Hammonds have returned from a golfing trip to Hawaii.

Off on trips for the last month were the Robert Andersons (Lake Tahoe) and the Erwin Phelchers have just returned from Canada, Lake Louise and Banff. . . .

The team, with only two games to play against San Diego is in the lead at this time with 53 points and six games played. El Camino with the same number of games played 42½; Stardust with 4 games 31½; San Diego 4 games 29½ and La Jolla with 23. Margaret Wallace is high point leader with 13½ followed closely by Dorothy Hadden with 12 and Dorothy Robbins 11.

The only piece of information that has come to hand is Maxine Van Evera birdied the water hole. I would be grateful if any outstanding events happen if you would let me know so as we can share the information with all members.

The Fall Tournament starts October 5th, the only day you have to make starting times, on the 7th and 12th your foursomes and times will be made by the Tournament Chairman.

A warm welcome is extended to our new members Mrs. Albert L. Trowbridge (Edith) from Colorado Springs, and Mrs. Harry Long (Beth) who is not really a new member but one of the old timers.

Jane Stockton has been playing exceptionally good golf this month, congratulations Jane — keep it up! Katie Knight whose handicap dropped from a 22 to a 17, which is more than anyone has dropped, tells she hasn't had a good game since.



By DON FRICK

The spate of mid-year resignations from the Club, whose exact number we never determined exactly, is happily being overcome by a flood of new applications for membership.

With at least a half dozen additional prospects awaiting formal approval at this writing, we can already reveal nine new members who were officially accepted at the last meeting of the Club's board of directors.

A hearty welcome to Rancho-ites *Clint LaTourette, Bill Heath, Ken Stixrud, Harold Teasdel and Al Troubridge*; also *La Jollans Les Stypinski, Glen Boldenann and Bob Farra*; and *John Country Squire Tea Room) Crosby* of Solana Beach.

To balance this "all-good" news, we have some erratic reports on participation in club golf events. On the one hand, the Men's Stag affair in September attracted a dismal entry field of less than 20 players. Contrarily, several of the mixed Sunday events drew overflow crowds. Why?

HITHER AND YON. . . . We had the pleasure of playing recently with a gentleman from La Jolla whose enthusiastic comments on our course were pleasant to hear. To sum it up he said "Rancho Santa Fe has 18 golf holes; XYZ course has four or five"; he's been playing here off and on for 25 years and, health permitting, will be joining as soon as possible. You'll hear more about his son-in-law, who is in the process of enrolling. The latter teamed with your distinguished club president to pick the pockets of the writer.

Work on the fairway sprinkling system will commence almost immediately . . . and in anticipation of this, winter rules will be in effect indefinitely. More good news—plans are being mapped to allocate a substantial monthly sum toward the improvement of tees, cart paths and, if possible, greens. In other words, the "guts" of the golf course will be up-graded on a regularly-scheduled basis over the next year or two.

And other projects are under way, thanks to the generosity of club members. Subject to the ironing out of some details, we'll have a re-routing of the cart path alongside the 16th green and an extension and beautification of the water hazard at the 13th . . . possibly enough to add a little excitement to the 14th and 15th holes.

And a final comment—it's a complex, largely thankless job to rave responsibility for the administration of an Association-Golf Course-Golf Club complex such as we enjoy here. The men who sit on the various boards and committees are subjected to conflicting pressures from different directions. Their decisions seem never to satisfy everyone . . . but our experience has been that completely satisfactory decisions are usually meaningless and (or) innocuous.



SAM L. ROSE

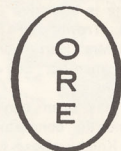
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## LPGA's Play Rancho Santa Fe

Last Wednesday, 16 of the top money winners on the ladies professional golf circuit teamed with two men and one woman from Rancho Santa Fe, in an individual best ball.

Amazingly enough Maxine Van Evera, County and Rancho Santa Fe Club Champion, posted the lowest gross score of 74, thereby beating the pros. Kathy Cornelius posted a 75, a two-way tie for second between Mary Mills and Kathy Whitworth at 76 and Gloria Fecht at 74.

Maxine took first prize with a net 64. Cecil Huntley partnered with Beth Stone and Margaret Meunch with Kathy Whitworth tied for second with a 64. Peg Booth and Margie Masters, both Australians, tied with Virginia Hammond and Shirley Englehorn for third.

Among the men Jack Shaw and Gloria Fecht posted a low net of 64; Gil Igleheart with the aid of Kathy Whitworth posted a 66, followed by a fourway tie for third at 67 by Richard Mertz and Clifford Ann Creed, Bob Evans and Shirley Englehorn, Tony Mahon and Sandra Palmer and Beth Stone and Elmer Tague.



LEFT TO RIGHT: Sandra Palmer and Shirley Englehorn.



TWO AUSTRALIANS TEAM UP! Left to right: Margie Masters and Ranchoite Peg Booth.



LEFT TO RIGHT: Gloria Fecht and Patti Berg.



LEFT TO RIGHT: Jeanette Rector and Kathy Whitworth.



BETH STONE smiles prettily for our cameraman!



LEFT TO RIGHT: Betty Lasswell, Bill Freck, Marilyn Smith and Warren Wyman.



JO ANN PRENTICE is hiding behind those dark glasses!

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## THE ANNUAL RANCHO SANTA FE FLOWER SHOW

By LOIS ROOT

Friday, October 22nd . . . . . 1:00 p.m. to 6:00 p.m.  
Saturday, October 23rd . . . . . 11:00 a.m. to 5:00 p.m.

The theme this year is "The Saga of Rancho Santa Fe." All flower arrangements will depict certain eras in the history of the Ranch.

There will also be a children's section and one for "men only" with the theme of Rancho Santa Fe Athletes and Sports Fans. Also included will be a large group of horticulture plants as well as a large plant sale.

Mrs. Kaho Chester will be the guest exhibitor. Mrs. Chester was born and educated in Japan and is well known throughout the Palomar District Garden Club. The Rancho Club was fortunate, this past summer, in having Mrs. Chester give a course in flower arranging.

The six judges for the 1965 Flower Show are members of the Laguna Beach Garden Club: Mrs. John Sharer, Mrs. R. W. Ketteringham, Mrs. John McClure, Mrs. Floyd Case, Mrs. George Foster and Mrs. H. G. VanWinkle.

Chairman of the Flower Show this year is Mrs. Hardy H. Kent. Mrs. Kent is introducing a new idea this year. The week preceding the show, Garden Club members will be working on the grounds in back of the Club, making small garden arrangements.

Mrs. Kent's Committee includes: Mrs. Wendell K. Wheelock, Mrs. Harrie S. Taylor, Mrs. H. Ray Millard, Mrs. Harry J. Lee, Mrs. C. A. Root, Mrs. S. M. Lee, Jr., Mrs. Charles Chapin, Mrs. Allan M. Gray, Mrs. Fillmore Rose, Mrs. Elliot Wheeler, Mrs. John Eddy, Mrs. C. G. Randolph, Mrs. O. F. McInlay, Mrs. John M. Cook, Mrs. Charles Ames, Mrs. Louis Renn, Mrs. Thomas G. Howe, Mrs. Russell Millar and Mrs. Howard Will.

## The Beautification and Conservation Committee

By MARJORIE ROBERTS

The Beautification Committee has been receiving statewide recognition for their work in beautifying Rancho Santa Fe roadsides, parkways and public buildings.

As a result of this recognition, the chairman of the committee, Mrs. Wm. Weddell, has been invited to participate in a panel discussion sponsored by the Community Beautiful Organization of Southern California at the Chamber of Commerce Bldg. in Los Angeles on Monday, Nov. 8. The program will feature "How We Beautify Our Cities" and will be composed of representatives from the seven Southern California communities who received awards from Los Angeles Beautiful on July 1st for outstanding community accomplishments. Mrs. Weddell's invitation was received from Mrs. Henriette Cowgill, Coordinator of Community Programs.

The work of the Beautification Committee is also recognized in the October issue of Sunset magazine for their "Celebrate with Color" program. We are indebted to Mr. Harold Cross of Rancho Santa Fe for the beautiful photographs featured in this article on page 252 of the magazine.

## RANCHO HARDWARE

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PASEO DELICIAS & LA GRANADA

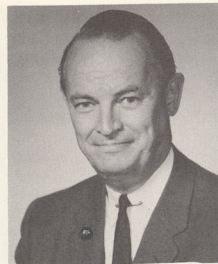
We feature OLD COLONY PAINTS. "Best by Test"

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O. Gavin White



## VOLKSWAGEN NEWS

By WILLIAM WOLFF  
of Wolff Motors

Volkswagen has come a long way in the United States. From just a few units at the beginning of the fifties, registrations of new Volkswagens reached a total of 343,263 in 1964 and they will probably exceed 400,000 in 1965, setting another record.

There must be a reason for this continued success which shows no signs of slowing down. In fact there is not just one reason but many. It is not only the car's perfect workmanship or the reliability of its aircooled engine or its economy etc. etc., it is more than that. The Volkswagen factory was the first of the imported makes to realize that it is not just enough to sell a good product in this country but also to guarantee proper service and the availability of parts. In this respect Volkswagen has excelled everyone else but mainly because of the high requirements which each dealer has to meet. On the other hand, the rewards of operating a VW franchise are also high and, consequently, it became a much sought-after thing. Among the many applicants Volkswagen could afford to select only the best.

We are proud to belong to this exclusive group. It is three years that we are in the VW business now, and our success has paralleled the development in this country in general. Not only have we more than doubled our sales during this time, we also have over twice the service space which we had in the beginning and the number of employees has increased from about 20 to 45. The secret of this achievement is simple. It has always been our policy to develop our business on the basis of satisfied customers and their word-of-mouth advertising rather than use an abundance of public advertising media. After all, professional people are not allow-

ed to advertise and still succeed in building up successful practices. Why can't automobile dealers do the same?

While we are constantly trying to improve our performance, sales—and servicewise, the factory continues to set examples in this respect and produces better and better cars. The 1966 sedan, for instance, has been increased in horsepower and its interior is far superior to what it was ever before. For the first time, the factory will also officially start selling the

bigger VW models in the United States. Among them there is the so-called 1600 Squareback Sedan, a station wagon, which was also known as the Variant. There is also its younger brother which was born this year, the 1600 Fastback Sedan. Both cars are exciting new models which together with the good old beetle will make sure that Volkswagen will stay on top of the imported car field.

We — at Wolff Motors — will do our best to stay on top of the VW sales and service locally.

## Second Generation Chevrolet Dealer

In 1924, Mr. C. B. Weseloh, a native San Diegoan, became an associate dealer for Chevrolet in Ramona, and started a long and successful career with General Motors. "There were six employees, including myself, and we were selling four or five new units a month", Mr. Weseloh recalls. Eleven years later, in the Fall of 1935, Mr. Weseloh established the dealership in Escondido, and became its President.

Dan Weseloh is carrying on the family tradition, and recently took over the presidential chair. Since its founding, the dealership has grown into the North County's largest automobile agency. New car and truck sales have increased from 398 new units in 1961 to 861 new units last year! 1965 totals should break the 1000 mark for the first time in the history of the company . . . and this represents an average of 20 new car sales every week, or approximately 4 new car sales every day with no Sunday selling! This is an enviable record!

To keep pace with this rapid growth, Quality Chevrolet has completely rebuilt the dealership facilities at Broadway and Ohio in Escondido on three different occasions during the thirty years it has occupied this familiar corner. Recent improvements have been the addition of a complete new body and paint shop; new air-conditioned used car sales offices; and the addition of 30,000 square feet of new unit storage area.

Dan Weseloh has attributed much of the sales growth of the dealership over the years to "word of mouth advertising generated by satisfied service customers." In fact, an extensive service owner relations survey, which is in effect continually shows that a consistent 90 to 97 percent of all service customers are willing to recommend QUALITY CHEVROLET to their friends!

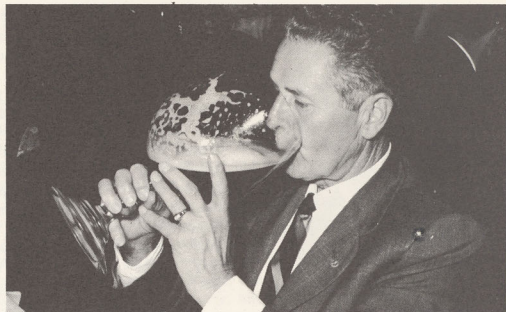


RSF ROTARY CLUB meeting of September 27th was especially interesting when Mr. Gerry Hodges (center), Senior Probation Officer of San Diego County, spoke on Narcotics—control, prevention, and rehabilitation through probation. Harold Harris on the left. Tom Stalzer on the right.

**NAME SIGNS  
FIREPLACE SCREENS**  
... made to order

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OFFICE EQUIPMENT AND SUPPLY CO.  
7441 GIRARD AVENUE, LA JOLLA, CALIFORNIA  
Free Delivery to Rancho Santa Fe  
Glencourt 4-7147



**RANCHOITE ASHLEY** tackles one of the famous "man-sized" aperitifs at the Stadt-Keller Restaurant Lucerne.

## The Fred Ashleys Leave Groceries Behind, And Tour Europe!

Actually, the Rotarians were responsible for it all! Since Fred is a Rotarian in good standing, and the tour sounded simply fabulous at a marvelous price, he and Virginia decided that the time was NOW. They flew the polar route to Copenhagen, and since not enough Rotarians had signed up to fill the huge plane, the Ashleys found themselves part of a tour called "The Priceless Tour" . . . and, according to Virginia, "it was priceless in more ways than one!" The tour director turned out to be a pint-sized "Alfred Hitchcock"—well-meaning, hard-working, loveable—and accident-prone! He kept his tour in gales of laughter for the entire three weeks! From Copenhagen to London, London to Amsterdam, and down the continent to Rome. "The Italian people are marvelous!" said Virginia, "gay, warm, fun-loving and very friendly."

On the Riviera, the hotel was exceptionally beautiful, right on the water. That was the day Virginia let Fred tour all the historic castles by himself—while she had a wonderful day sunning and swimming in the Mediterranean (which, by the way, she reported was much "saltier" than the ocean).

Fred returned from his castle-touring in time to watch a few of the Riviera bikinis parade by . . . and those (and this time we quote Fred) "were everything you've read about!"

Southern France, culminating in Paris, completed the tour . . . and on July 10th, the Ashleys were back again in the charming little California town of Rancho Santa Fe. Boating up the Seine, walking through Westminster Abbey, dining in Tivoli Gardens—all memories now. But there is always next year . . . and the Priceless Tours may once again get involved with the Rotarians—or vice-versa!

## Herbert Douglas

Pianist

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Highly specialized, careful and extremely patient and understanding instruction.

All grades, all types.

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Bid Board in the North County  
(TELETYPE SERVICE)

## THOROUGHBRED RACING! FRIDAY, SATURDAY & SUNDAY

FOR RESERVATIONS OR  
INFORMATION, CALL 234-8343

### CALIENTE!

in Old Mexico

HOME OF THE FABULOUS

5-10



**Louella Liverwurst**, ready for the RSF Republican Women's Progressive Luncheon . . . pauses to reflect on events of the past month. . .



Well, for one thing, we made about twenty boos in the Zel Camiel story which we shall proceed to set straight here and now; Our apologies to the "Door of Hope." Jeanne's mother founded the CITY of Hope (which is a darn sight different!). The Camiel son married the daughter of Michael BLANKFORT (our apologies here go to Mr. Langford, wherever you are) as Mr. Blankfort happens to be a renowned author, movie producer, and a VIP for Universal pix . . . and last, but not least, the Camiels have been married for thirty-two years (not thirty) and Jeanne and Zel were not married aboard a boat in the middle of nowhere, they were married by the mayor of the town in La Cieba, Honduras! (Well, we certainly were batting 1000 on that story!!!) . . . Mrs. Martha Ferneding, we have a welcome-back-from-Europe present for you. Please stop by Anderson Jewelers in Encinitas and pick up your FREE pair of earrings (tell them Louella sent you. This is NOT a joke!) . . . by the time you read this epistle, Ranchorites Mr. and Mrs. George Skinner will be on their way to Greenfield, New Hampshire to make their home in this little New England Town (60 miles from Boston) so that they will be nearer their children and grandchildren (some 3000 miles nearer!) The Skinners resided on El Tordo for the past three years in the El Tordo apartments. They have purchased a 150 year old home in Greenfield, and if you would like to drop them a note,

just send it care of general delivery in that town (zone 03047) . . . pleasant coffee on October 6th at Maxine Van Evera's home on Loma Verde Drive, co-hosted by Carolyn Haflinger and Lucy Hopkins. It was a "welcome" party for the Stixruds and Kinneys, Holters and Glasgows . . . along with a "farewell" to the Coles . . . we understand through our grapevine that Gordon Siegel who has been with the air-force for the past twenty-three years has finally hung up his jacket and retired with the rank of Colonel . . . those of us who knew former Ranchoite Chonie George were delighted to hear that she has been married since early Spring (St. Patrick's Day to be exact) to a Los Angeles lawyer, and that a new addition to the family is expected to join them during the first week of 66. Chonie now lives in Santa Monica . . . and while we're on the subject of the bird-with-the-big-bill, we understand that he is flying once again over the Novak domicile and that all the flages are waving for another boy . . .

Saturday night, September 25th the Ranch was the scene of one of the most unusual parties ever dreamed up herabouts (and we have had some dillies!) This was an "Open House" party, held in the framework of the Dolores Parker home on La Bajada . . . co-hosted by Mike O'Hara of "DO BUILDERS" who are building the house. An orchestra played until the wee small hours, and the guests kept coming in the windows as well as the doors (literally). Banquet tables were set up in what will eventually be the master bedroom, the bar stayed open until 4:30 a.m., and the guests had a marvelous time! Among those who shared the fun were the Ashcrafts, Baldrys, Blackledges, Bovees, Bowens, Brays, Brookes, Burgers, Cobbs, Coberlys, Deweys, Ethertons, Fricks, Helleys, Kramers, Murphys, Perrys, Pharrs, Reeves, Suydams, Tacketts, Tagues, Torians, Van Evers, Walkers, Walz, Wassers, and Woolleys . . . as well as out-of-town guests from La Jolla, Los Angeles, Malibu and Be Air . . . and we have just received a new price list from Carlin A. Schoepfer of Escondido who makes those great hand-carved signs (like ours;) If you need one for any situation as outlined below, leave your order at the Village Press (samples in the office) . . .

### CARVED SIGNS

	1 Side	2 Sides
Ranch Signs	\$8.00	\$10.00
Home Signs	6.00	8.00
Horse Signs	6.00	8.00
Name Signs	5.00	7.00
Small Signs	4.00	6.00

Installation additional  
Special Design signs made to order.



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Rancho Santa Fe California at Whispering Palms

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Earn 4.94% yearly when our current annual rate of 4.85% is compounded quarterly and maintained for a year.

In addition, accounts are insured by a permanent agency of the U. S. Government. Astute management means soundness for your savings at Tri-City. So, why not open your account now?

Your funds earn interest from date received when held to the end of the quarter.

Save by mail . . . Funds received or postmarked by the 10th earn interest from the 1st. Postage paid both ways.

Mail  
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Today! To:



**TRI-CITY  
SAVINGS**  
AND LOAN ASSOCIATION  
ROBERT C. PICKING, PRESIDENT  
P.O. Box 636, Oceanside, California



THESE THREE POSITIONS are used in firing shots. Prone, kneeling, and standing, as demonstrated here.

## Rancho Santa Fe Junior Rifle Club Sponsors Shooting Match

A shooting match is now in progress for all members of "Los Tiradoritos de Rancho Santa Fe", with October 30th the last Saturday for competing. Ten shots must be fired within ten minutes from each of three positions—prone, kneeling, standing. Each shot position is timed, and all members are eligible to fire. Two awards will be given for each position, but no boy will be allowed to receive more than one award . . . therefore, there will be a total of six winners. Col. Yeaton, Club Founder and Instructor is donating the medals; Bill Herbert is Club Leader. For information on joining this very worthwhile Rancho Santa Fe activity, please call either of the above gentlemen.



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MUFFLERS — GOODYEAR TIRES  
BRAKES — WHEEL ALIGNMENT  
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## Rancho Riding Club Has General Trail Ride

The Rancho Santa Fe Riding club held a most successful trail ride on Tuesday the 28th of September, with luncheon following at the Viking Restaurant in the Village. It was generally agreed that Tuesdays were the most popular days for the rides, and the next one will be planned shortly by Mrs. Thane Spurr. A GENERAL MEMBERSHIP MEETING of the Rancho Santa Fe Riding Club is scheduled for Tuesday October 19th at the Clubhouse, and all members are urged to attend.



MRS. SAMUEL Y. JOHNSON AND MRS. CHARLES S. AMES, JR., co-chairmen for the Rancho Santa Fe United Community Services campaign, review the wording of a letter which went to all Rancho homes and business firms the first week of October. This letter will ask for contributions to the UCS campaign in support of 77 member agencies.



## United Community Services Fund Drive Now in Progress

A realistic quota of \$15,500 has been assigned to Rancho Santa Fe as its share of the San Diego city and county \$3,779,856 goal for the 1965 United Community Services campaign which started countywide October 4.

This Rancho Santa Fe quota is \$1,500 less than the quota assigned last year. All quotas from twenty-two cities throughout San Diego are added together for a county-wide figure of \$387,325, or approximately 10 per cent of the total goal.

Within the structure of the Rancho Santa Fe \$15,000 quota are four divisions with separate quotas: Business division, \$350; Public Service division, \$100; Professional, \$50; and Residential (Individual Advance Gifts), \$15,000.

Responsibility for meeting the Rancho quota is in the capable hands of co-chairmen, Mrs. Charles S. Ames, Jr. and Mrs. Samuel Y. Johnson.

Mrs. Ames has an excellent background of community service including office as charter president of the San Dieguito High School American Field Service, past president of Del Mar P.-T.A., former board member of Rancho Santa Fe Book Club, member of the District Council Auxiliary of Children's Home Society for San Diego and Imperial Counties, and a member of Country Friends.

Mrs. Johnson has an equally impressive community record starting with her membership on the San Dieguito Union High School District Board, secretary of the Rancho Santa Fe Library Guild, member of Rancho Santa Fe Garden Club, board member of Earl Warren P.-T.A., and a member of Las Duenas, a San Dieguito auxiliary of Children's Home Society.

## The Country Friends Shop

Now that another very successful Country Friends Fashion Show is over, members and friends are turning their attention to the Country Friends Shop, the year-long project for raising funds for San Diego County charities.

The Shop, located on Paseo Delicias opposite Ashley's store, is open six days a week from ten to four. The merchandise for sale consists of antique, used, or almost-new furniture, china, glassware, bric-a-brac, silverware, and many other lovely items which are either donated or consigned.

Prices of our merchandise are as reasonable as possible for rapid turnover. This policy is so successful that we find ourselves constantly in need of more stock. You can help our worthwhile cause by looking through your cupboards and storerooms for items which you no longer need. We will help you find good homes for your treasures. Here is a wonderful opportunity to clear out extra furniture, china or crystal and at the same time to help the many San Diego County charities to which we contribute.

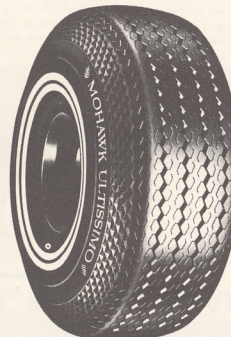
We have recently received a fine old Seth Thomas granddaughter clock, a tea car (much in demand now), an old Victorian organ, a few pieces of sparkling cut glass, Venetian compote and candlesticks, and beautiful china including both Bavarian and Royal Worcester service plates, a set of Royal Copenhagen china for six, and Minton bouillon cups and saucers. And every day we add "specials" to our bargain table.

We don't guarantee that all of these items will still be here when you come to shop—our sales are as brisk as the morning air these fall days. But other newly arrived merchandise will be in the Shop. And we will be delighted to have you add to our stock by bringing in items of your own.

We shall look forward to seeing you soon.

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SPECIAL OFFER!

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Good for 30 days only

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INCLUDES:  
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Beautiful Potted Decorator Trees At SAVINGS OF UP TO **50%**  
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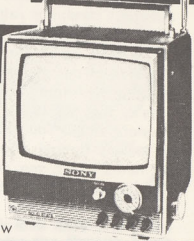
4 TO 6 FOOT TREES  
Reg. \$16.95  
NOW ONLY **\$700**  
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Mission & Canyon  
**OCEANSIDE**  
1/4 Mile East of Freeway

# SONY All Transistor TV

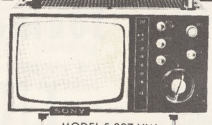
## SONY 9" VHF/UHF

Completely solid state, using newly developed SONY stable epitaxial passivated transistors. Has unusually sensitive reception and picture quality is high even in fringe areas... Operates on optional rechargeable battery, AC or auto/boat 12V power... Tunes all VHF/UHF channels. Complete with snap-on protection cover, sun visor.



MODEL 9-51 UW

## SONY 5" VHF/UHF

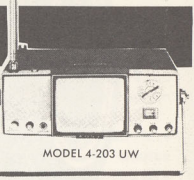


MODEL 5-307 UW

Weights only 8 1/2 pounds. With its 24 transistors it operates nearly anywhere. UHF tuner is built in — set receives all 82 channels. Amazing sensitivity and picture clarity. 5" screen size is ideal for personal viewing and all controls are only an arm's length away. Micro TV operates on its optional snap-on battery. Comes complete with AC power supply cord and earphone.

## SONY 4" VHF/UHF

Only 6 pounds with self-contained batteries, the set has a brilliant 4" aluminized picture tube with 32 transistors. Receives the full range of all 82 channels. Instant picture and sound. It operates from its own self contained batteries, optional rechargeable battery pack unit. Comes complete with cover, sun-shade, shoulder strap antenna, AC power supply cord with rectifier, extension cord, external antenna, connector and earphone.



MODEL 4-203 UW

SONY TRANSISTOR TV VF Priced From **\$129<sup>95</sup>**

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And Your Old Tire Regardless of Condition  
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BLACKWALLS  
6.70 X 15  
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100% Cold Vair Rubber, 90% of the squal eliminated. Subvented to give straighter treads. Plus road grip, easier steering, smoother riding. Beadliners are on all molds assuring you of well balanced tires.

WHEELS BALANCED 89¢ Per wheel including weights on tires purchased.

GUARANTEE: Double Guaranteed against all road hazards & against manufacturing defects.

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# JUDSON'S PRESENTS GENERAL ELECTRIC



Model SM501B

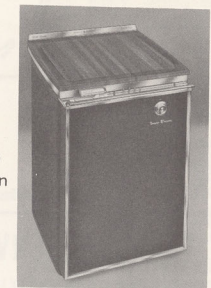
## ALL NEW MOBILE MAID PORTABLE DISHWASHER

So Automatic You Can Go Out When The Dishes Go In

SMART NEW CARVING BOARD COUNTERTOP WITH TWIN LIFT TOP RACKS

- Power Shower • Power Tower
- Power Arm • Flush Away Drain

\$2<sup>15</sup> per week



Model WA-850B

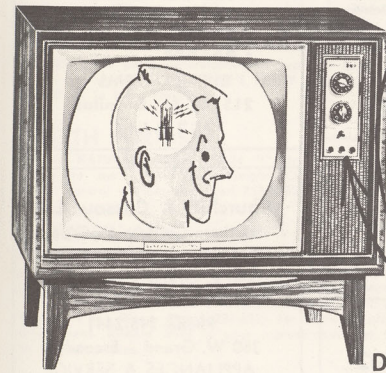
## NEW! THE TOTAL WASHER

Easy to Read — Easy to Operate — Fingertip Controls

- 14 lb. Capacity
- Mini-Wash System
- 3 Wash Cycles
- 3 Wash Temperatures
- 2 Rinse Temperatures
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As Low As

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GE color TV is pre-set for perfect color. All you do is tune channel, set pointer knobs straight up... and G.E.'s exclusive "Magic Memory" takes over... remembers tint, color, brightness, contrast and volume... delivers perfect color viewing always!

## "MAGIC MEMORY"

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ALL 82 CHANNEL VHF/UHF "CHROMA-COLOR" TV

■ New "Chroma-Color" Picture Tube delivers color fidelity and brightness never before possible. ■ Exclusive G.E. "Chroma-Right" Color Circuits are crystal controlled for accuracy, stability, the best in color TV reception. ■ "Chroma-Regulated" picture power—25,000 volts for brightest, crispest picture yet. ■ Solid State Rectifier replaces old fashioned tubes... means longer life—better viewing!

NOW... YOU CAN BUY G.E. COLOR TV FOR AS LITTLE AS **\$3.39** PER WEEK AFTER NORMAL DOWN PAYMENT

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**Harris Cleaning Co.**  
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 San Diego's Only Fully Automatic  
 Rug Cleaning Plant

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"We pick up and deliver in  
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"Health Brings Happiness"

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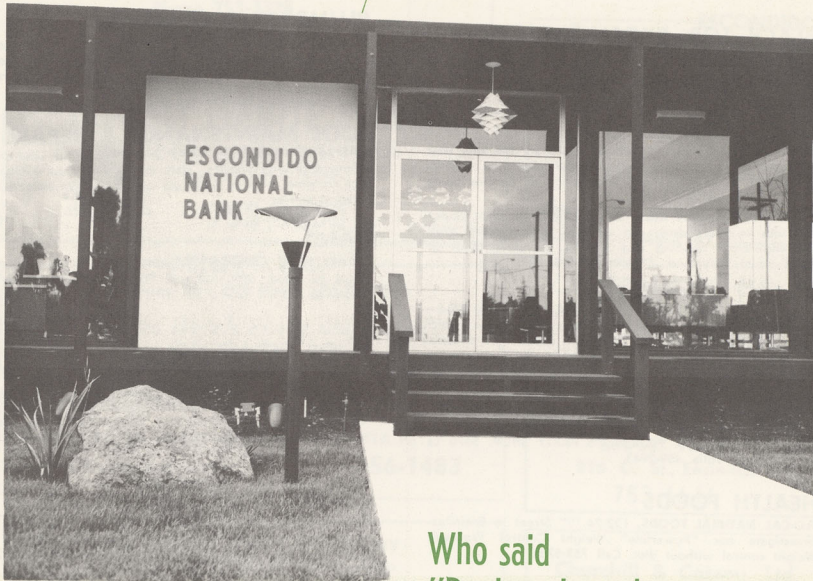
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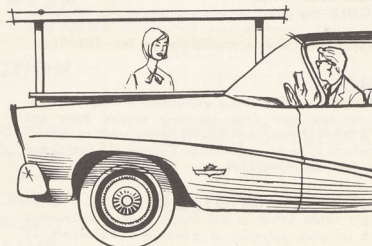
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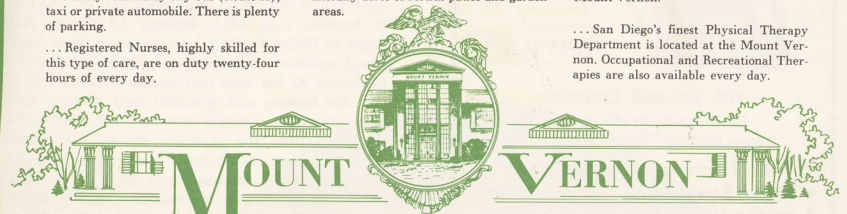
... Ideally located, the Mount Vernon is just South of Sharp Memorial Hospital. It is easily reached by city bus (Route H), taxi or private automobile. There is plenty of parking.

... Registered Nurses, highly skilled for this type of care, are on duty twenty-four hours of every day.

... Rooms are light, airy and comfortable, with the feeling of "home." There are literally acres of restful patios and garden areas.

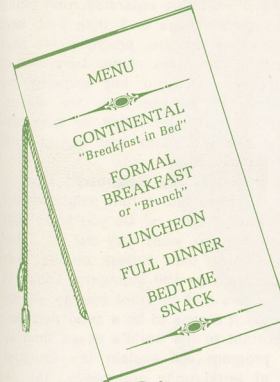
... A beautiful, non-denominational Chapel is available to all guests at the Mount Vernon.

... San Diego's finest Physical Therapy Department is located at the Mount Vernon. Occupational and Recreational Therapies are also available every day.



## Convalescent Center

2828 MEADOW LARK DRIVE / SAN DIEGO, CALIF. 92123 PHONE 277-6460



The Mount Vernon is designed to provide a broad variety of expert care depending on the guest's need. Every effort is made to improve the patient's medical condition under the direction of the patient's personal physician.

The entire building is air-conditioned for the comfort of the guests. A gift-shop, barber-shop and beauty-salon are all available. There are many lounges and indoor recreation areas for varying activities. Occupational and Recreational therapies are planned and carried out by trained personnel. These include various games, painting, sculpturing, tile-mosaics, movies, wood carving, billiards, pool, reading and a number of outdoor activities, too. Colored television sets are located in special T.V. lounges and a fine library is available.

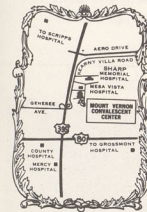
Rooms have been planned for the comfort of guests and no two rooms are alike. Colors are soft and warm and furniture is designed to be used with ease. Every room has its own toilet facilities. Wall-to-wall carpets or wood-tone tile and fine draperies add to the warmth of each guest room. Beautiful private or double rooms are available.

Most rooms open onto the large outdoor gardens and courtyards which are tastefully landscaped with trees, shrubs and grass and meant to be USED. A vine-covered summer house in one of the larger central patios gives room for sunbathing, loafing or even barbecuing.

The Grand Lounge is a beautiful area of the Mount Vernon with beamed ceiling, "old-fashioned windows," a massive brick fireplace (which works) and an 1880 Square Grand piano for Sunday evening "Sings." It is a fine place for visiting or daydreaming.

*The Mount Vernon... "Where you can rest assured"*

### CONVENIENTLY LOCATED . . .



The Mount Vernon is just off Highway 395 about a block south of San Diego's fine Sharp Memorial Hospital and just across the street from the Mesa Vista Hospital. It is easily reached by city bus, Route H, by taxi or by private automobile. Plenty of parking is available. Several other hospitals are near the Mount Vernon.

Our station wagon will meet incoming guests at planes, trains or buses on request. Downtown San Diego is minutes away from the Mount Vernon by fast freeway.

### PROFESSIONAL CARE

Each guest at the Mount Vernon will be cared for by his own personal physician who will be most welcome on the Medical Staff. Doctors have their own lounge and telephone room at the Mount Vernon and will find their directions carefully and courteously carried thru. The Mount Vernon will assist in finding a skilled physician for any patient who does not have their own doctor at the time of admission.

Dr. Harold Behneman, M.D., is the full-time Director of Professional Services at the Mount Vernon. Dr. Behneman is a highly regarded specialist in Internal Medicine and a Medical Administrator. He has been associated with the San Diego County Welfare Department and with the Joint Commission on Hospital Accreditation. He carries the responsibility for maintaining the

highest professional standards at the Mount Vernon, assisting physicians and their patients to secure any medical care services which may be desired.

Mrs. Helen Pooley, R.N., is the Nursing Services Administrator. She has had many years of successful experience in this field and in San Diego's general hospitals. Mrs. Pooley will be responsible for supervising direct patient care and for the continuing Staff Training programs which let the care at Mount Vernon continue at its very high, personal level.

The Mount Vernon is especially proud of its completely equipped Physical Therapy and Rehabilitation Department. Here the finest of diathermy, ultrasonic, hydrotherapy and therapeutic exercise equipment is used for patients under the direction of a highly skilled staff. The Physical Therapy Department is headed by an M.D. specializing in Physical Medicine who has had many years of experience in this field.

*You are cordially invited to visit the Mount Vernon at any time. The Staff is proud of its competence and of the many services it offers to guests. Every effort has been made to make the atmosphere of the Mount Vernon a "home" and not a "hospital."*

If there is someone you know who needs care now — or who may need it in the future — please let us show how pleasant the Mount Vernon can be. Staff members are friendly, pleasant and interested.

Costs at the Mount Vernon are moderate, starting at less than \$10 per day. M.A.A. patients are welcome. Special care is available for those guests needing Mental Hygiene services, too.

We invite your inquiries and hope you'll come to visit us at the Mount Vernon at any time.

*"Where you can rest assured"*



## CHURCH SERVICES

### — THE VILLAGE CHURCH —

Community Presbyterian  
Paseo Delicias, Rancho Santa Fe

Rev. Roland W. Anderson, Pastor

- Church Service ..... 10 a.m.
- Sunday School ..... 10 a.m.

### — CHRISTIAN SCIENCE — La Flecha — Rancho Santa Fe

- Church Service ..... 10 a.m.
- Sunday School ..... 10 a.m.

Reading Room Open Daily 11 a.m. to 3 p.m.

(Except Sundays and Holidays)

Wednesdays from 7 to 8 p.m.

### ST. JAMES CATHOLIC CHURCH

Del Mar — Rev. James Gilfillan

Sunday Masses are held at 7, 8, 9, 10, 11 a.m. and noon. Weekday Mass is at 7:30 a.m. and Devotions, Tuesday at 7:45 p.m. Information forum is held Tuesday at 8:30 p.m. Confessions Saturday are from 4:30 to 5:30 p.m. and 7 to 9 p.m. Phone 755-2545.

### ST. PETER'S EPISCOPAL CHURCH

Rev. Matthew A. Curry, Rector

334 - 14th Street, Del Mar

Holy Communion is celebrated at 8 a.m. each Sunday. Family service and Sunday School at 9:30 a.m. Morning Prayer and Sermon at 11 a.m. First Sunday of each month Holy Communion at all Services. Vestry meetings are held the first Thursday of the month.

### ST. LEO'S CATHOLIC CHURCH

Eden Gardens

Rev. Eugene A. Speno

Sunday masses 7:30, 9:30 and 11:30 a.m. Weekday 7:00 a.m. Confessions on Saturdays from 4:00 to 5:00 p.m. and from 7:30 to 8:30 p.m.

## Church News

"THE BIBLE SPEAKS TO YOU" is a Christian Science radio series which is broadcast every Sunday at 7:15 A.M. over KOGO, at 7:45 A.M. over KFI, at 9:30 P.M. over KGBS and at 4:30 P.M. in Spanish over KALI. **October 17** "Some First Steps in Divine Healing." Many people have heard about spiritual healing. They've even become accustomed to the idea that people actually turn to God for healing and practical help in their daily lives. And many people wonder what makes this possible. Often the question comes, "Where do I start?" "What must I do?" "How should I begin?"

The Christian Science radio program will talk about the steps that anyone can take to obtain the understanding that establishes health and well-being on a spiritual basis.

### October 24, "YOU DON'T NEED TO BE LONELY"

Most people think that loneliness comes from just "being alone" — being separated from family or friends. But there's more to it than that, says a Christian Scientist on this program. He says that the feeling of loneliness comes from lack of spiritual awareness — from not knowing the spiritual realities of God and man. He will explore a practical, spiritual solution to loneliness and tell about the fulfillment that comes from knowing the love of God.

**October 31 "Who Is My Neighbor?"** How recently have you moved into a new neighborhood? Have you met your neighbors? Do you know what kind of people they are, what they do? . . . their talents, their abilities, their outlook on life, their problems — or are they still strangers? Today, in a world of big cities and constant change, we too often forget what it means to be a good neighbor. It's more important to the world's peace than we realize. This program will explain the Christian Science view of world unity and peace, and describe how an understanding of spiritual law will establish the brotherhood of man.

*It is a fact that fire destroys or damages 9 churches and 13 schools and colleges each day in the United States.*

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Rancho Santa Fe, California



THE PACESETTER BANK—WITH FULL BANKING SERVICES

MR. HUBERT G. LARSON, who became the first client of the new Rancho Santa Fe Regional Office of the Bank of La Jolla when it opened September 27. The new bank is located at the corner of Paseo Delicias and Acacias in Rancho Santa Fe and has been designed to serve the financial requirements of all Rancho Santa Fe residents with maximum convenience.

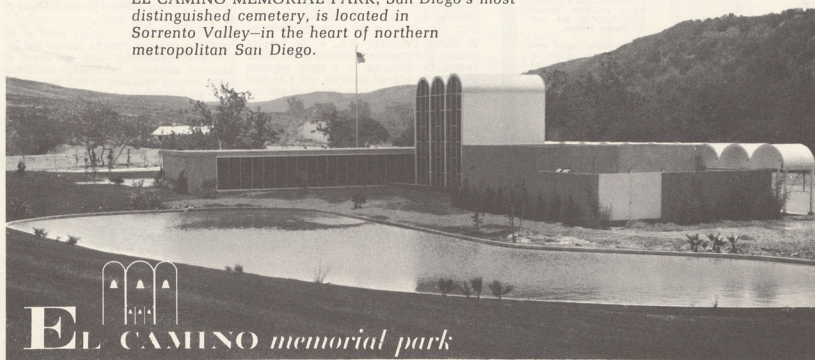
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