

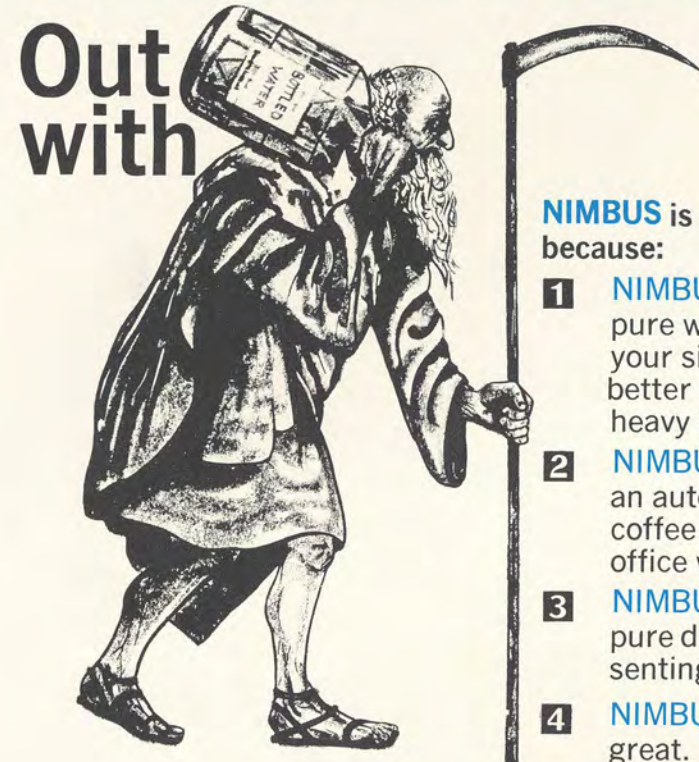
North County
and Rancho Santa Fe
Living

JANUARY 1971 75¢



GOLF INNS INTERNATIONAL
comes to Whispering Palms

In with nimbus



Out with

NIMBUS is superior and replaces bottled water, because:


- 1 **NIMBUS**, using reverse osmosis, separates the pure water molecules from the tap water at your sink. This furnishes water equal to, or better than bottled water . . . No deliveries or heavy bottles to lift or drop.
- 2 **NIMBUS** system is pressurized and will supply an automatic ice maker, wet bar, automatic coffee maker or any location in home or office where you may need it.
- 3 **NIMBUS** also serves business by producing pure drinking water on location . . . representing savings and security.
- 4 **NIMBUS** is convenient, economical and tastes great.
- 5 The financial benefit and convenience of the versatile **NIMBUS** system have been serving San Diego County homes and businesses for over two years.
- 6 **NIMBUS** is noted by the National Health Federation as being the finest water system in the United States. Wouldn't you like to know how easy it is to have a **NIMBUS** faucet at your sink?

CALL 453-4820 (Collect 24 hours) free sample on request



COMAN ENTERPRISES 11803 Sorrento Valley Rd. San Diego, CA 92121

National trade mark. Locally manufactured.

 See Nimbus Notes in FingerTip Shopping

The End of The Naked Bathroom.

It begins with Sears washable bath carpet.



Come See—Come Save During Sears January White Sale

If Sears has its way, no bathroom in America will ever go bare. Because a naked bathroom isn't very nice to step into. But Sears Cloud Supreme Carpeting is.

Soft, deep fluffy as a cloud, it's made of 100% DuPont Nylon pile. So it's 100% machine

washable and dryable. And it's so easy to install yourself. All you need is an ordinary pair of scissors.

Choose from fourteen beautiful colors. At a pretty beautiful price. Under \$30 does it for the average

5'X6' bathroom. What's more, there's a whole wardrobe of matching accessories. Towels. Contour rugs. Lid and tank covers.

Available at all four Sears San Diego County stores. Use our Revolving Charge.

Sears
SEARS, ROEBUCK AND CO.

SAN DIEGO
1290 Cleveland Ave.

CHULA VISTA
5th and "H" Sts.

EL CAJON
575 Fletcher Pkwy.

ESCONDIDO
131 So. Broadway

Now
California
has a
stronger



for savings

Up and down the state, the 27 offices of the subsidiaries of Imperial Corporation of America, the nation's third largest publicly-owned savings and loan holding company, have taken the name of Imperial Savings. Here you'll find the same friendly staff backed by experienced management dedicated to community growth. Here you'll find the highest interest rates

permitted by law, insured safety with your funds protected by an agency of the federal government, and a great range of financial services.

Whether you open a passbook, or guaranteed growth account, your funds will start earning instantly. Come in and start your savings growing at Imperial Savings, a subsidiary of Imperial Corporation of America.

IMPERIAL SAVINGS
a subsidiary of Imperial Corporation of America and Loan Association of Newport-Pasadena

Newport Balboa Savings' new name

Executive Office: 3366 Via Lido, Newport Beach, 673-3130
Main Office: 61 South Lake Avenue, Pasadena, 795-8441
Corona del Mar Office: 550 Newport Center Drive, Newport Beach, 644-1461
3870 East Foothill Boulevard, Pasadena, 795-0447
134 North Glendora Avenue, Glendora, 335-4043
Woodland Hills Office: 19900 Ventura Blvd., Woodland Hills, 346-3920



**Fashion Happenings
at Hogan's**

Storewide January Clearance Sales
Great savings on fine fashions and accessories reduced from one-third to one-half off throughout the month.

Coutour International Showing
Special showing of the entire collection of magnificent day and evening clothes. Informal modeling.
Downtown San Diego Store: Monday and Tuesday, Jan. 25th and 26th.
La Jolla: Wednesday and Thursday, Jan. 27th and 28th.
Fashion Valley: Friday and Saturday, Jan. 29th and 30th.

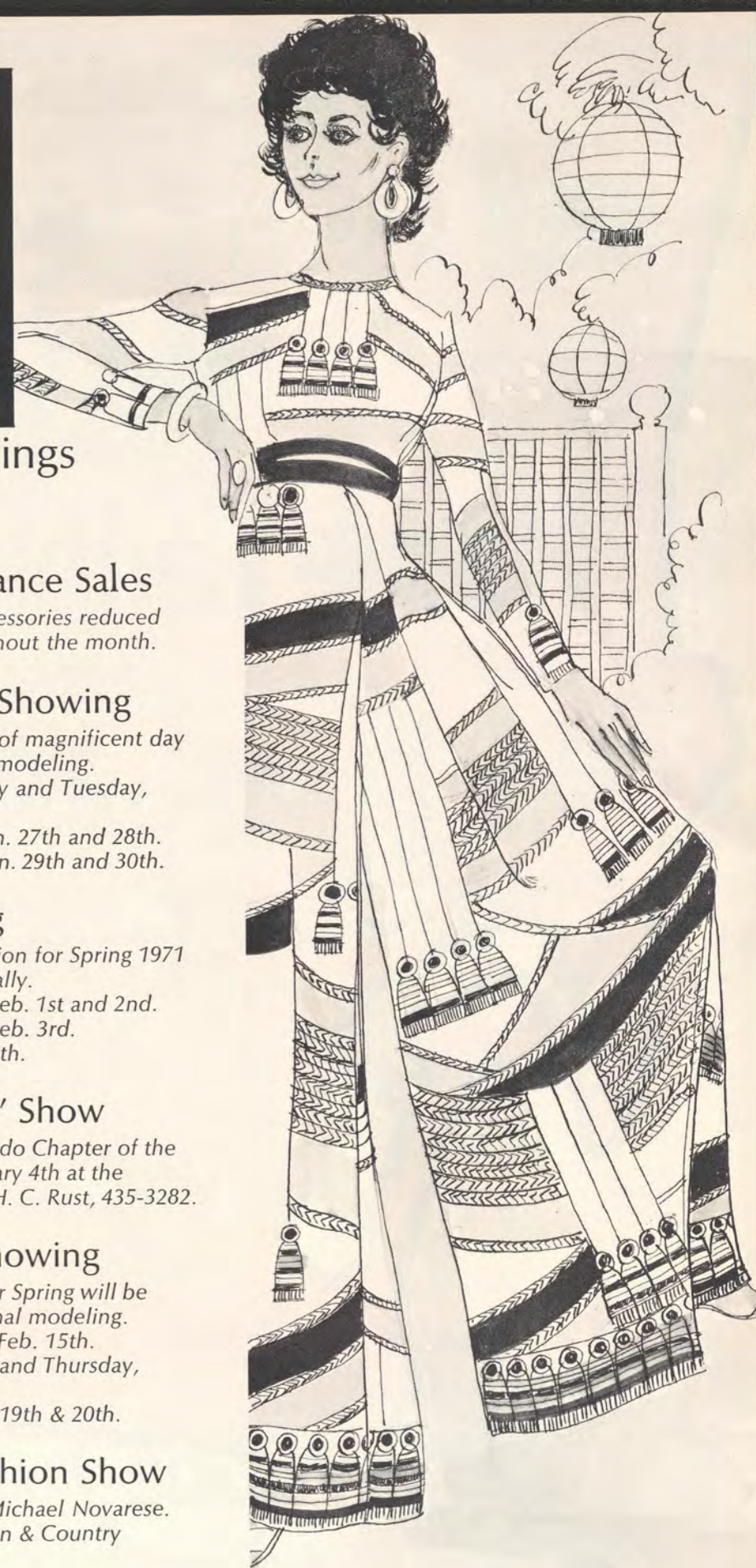
Helga Showing
Special order showing of Helga's Collection for Spring 1971 will be presented informally.
La Jolla Store: Monday and Tuesday, Feb. 1st and 2nd.
Fashion Valley: Wednesday, Feb. 3rd.
San Diego: Friday, Feb. 5th.

"Freedom of Fashion" Show
Our Spring fashion show for the Coronado Chapter of the Children's Home Society on February 4th at the Hotel del Coronado. For tickets call Mrs. H. C. Rust, 435-3282.

Michael Novarese Showing
The complete Novarese collection for Spring will be presented in our stores with informal modeling.
Fashion Valley Store: Monday, Feb. 15th.
Downtown San Diego: Wednesday and Thursday, Feb. 17th & 18th.
La Jolla: Friday and Saturday, Feb. 19th & 20th.

"Women of Elegance" Fashion Show
Our designer fashion show featuring Michael Novarese. Tuesday, February 16th at the Town & Country Convention Center.

John Hogan La Jolla: 7636 Girard, 454-7121
Fashion Valley: 291-7100 . . . San Diego, 7th & C, 234-9165





ENCINITAS



ESCONDIDO



POWAY



RAMONA

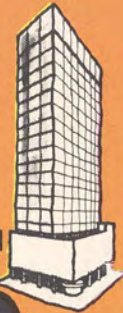


JULIAN

You're in Home Federal country.



PACIFIC BEACH



DOWNTOWN



NORTH PARK



COLLEGE CENTER



EL CAJON



ALPINE



FEDERAL/EUCLID



CHULA VISTA

It's easy to see why San Diego County is Home Federal country. Just about anywhere you look on the map, there's a Home Federal branch to serve you.

Pick the spot where you live or work... one of our offices is sure to be nearby. And to make things even more convenient, we're opening our new mobile offices in Alpine, Julian, Ramona and Poway.

We had a tremendous growth last year. Our current assets are well over \$600 million, reflecting an increase of over \$60 million and more than 15,000 new savings customers.

Like we've been saying, you have us right where we want us... the No. 1 savings and loan association in San Diego County.

HOME FEDERAL

Savings and Loan Association of San Diego

Downtown, Broadway at 7th • Escondido • Encinitas • Pacific Beach • El Cajon • College Center • North Park • Federal/Euclid • Chula Vista

Andy Williams SAN DIEGO OPEN



ANDY WILLIAMS, who not only plays in the two-day Pro-Amateur phase of the Andy Williams San Diego Open, also invites 50 of his show biz friends to swing along. The third annual AWSDO is scheduled for January 26-31 at scenic Torrey Pines Golf Course.

Torrey Pines Course will come alive with celebrities, world-famed golfers and thousands of spectators at the fourth annual Andy Williams San Diego Open January 28-31.

The \$150,000 Open will be preceded by a \$20,000 Pro-Am featuring host Andy Williams and some 50 of his celebrity friends. The Pro-Am will be held at both Stardust Country Club and North Torrey Pines on January 26 and at the North and South Torrey Pines courses on January 27.

A special Torrey Pines tournament course combining the first three holes of the North with all but Nos. 11, 12 and 13 of the South will be used for the four-day, 72-hole PGA-sanctioned Open, expected to lure many of the world's leading pros.

The AWSDO is sponsored by the Century Club of San Diego, in partnership with singer Andy. The City of San Diego not only provides the tournament course, but also utilizes funds from hotel/motel tax receipts to help finance the AWSDO.

Among those expected to join Andy in the 36-hole Pro-Am are Danny Thomas, Jack Lemmon, Fred MacMurray, Dale Robertson, Chuck Connors, Lawrence Welk, Dennis James, Claude Akins and many others from the fields of movies, TV and sport.

The Open, offering a \$30,000 first prize, may be hard put to match last year's spectacular finish when Brown, starting six strokes off the pace on the



THE ANDY WILLIAMS SAN DIEGO OPEN

Comedian DANNY THOMAS has again been invited by host Andy Williams to play in the Celebrity Pro-Amateur of the Andy Williams San Diego Open, January 26-31 at Torrey Pines Golf Course.



SAN DIEGO OPEN JAN. 26-31

final day, shot a blazing 65, then defeated Jacklin on the first playoff hole. Jack Nicklaus, the 1969 winner and leader at 54 holes, missed a four-foot birdie putt on the final hole that would have made it a three-way tie after Brown had blown a similar four-footer that would have given him the title outright.

But, considering the AWSDO's strong fields and always intense competition, the 1971 Open over the 6,792-yard, par-72 course should produce another down-to-the-wire battle between such expected challengers to Brown as Nicklaus, Arnold Palmer, hometown favorites Billy Casper and Gene Littler, Dave Stockton, Bruce Crampton, Frank Beard, Bruce Devlin, Lee Trevino, Larry Hinson, Bob Murphy, Orville Moody, Dave Hill and 1968 AWSDO champion, Tom Weiskopf.

The latter, incidentally, picked up \$7,050 for fourth place last year behind Jacklin's \$17,100 and Nicklaus' \$10,650 with a 278 total. Others who finished well up last year and could be in top contention again are Grier Jones, Terry Dill, Beard, Hill, Tommy Aaron, Don January and George Knudson.

Less certain than the caliber of competition will be the winner's score. Torrey Pines is located on bluffs above the Pacific north of La Jolla where

wind can shoot up canyons adding eight or ten shots to a four-round total. Only four players broke par in 1969 on a wet and windy course, but under ideal weather conditions in 1968 and 1970 winners shot 15 under and 13 under respectively and par was bettered by 56 and 55 players.

There will be 144 entered in the Open. In the Pro-Am, 312 amateurs including celebrities will team up with pros who are competing for a purse raised \$5,000 this year to \$20,000. Many of the amateurs will be from distant parts of the nation. Each has paid \$350 to play, some on the blind-draw chance they will be paired with a top pro or a celebrity.

Beneficiaries of the AWSDO are Salk Institute for Biological Studies and the San Diego County Junior Golf Association.

This year's tournament will be the 19th since the first San Diego PGA Open back in 1952 won by Ted Kroll with a 276 at San Diego Country Club.

The total purse then was \$10,000, of which Kroll took home \$2,000. Winners over the years have included Palmer, Casper, Nicklaus, Littler (as an amateur), Gary Player, Tommy Bolt, Bob Rosburg, Marty Furgol, Mike Souchak, Tommy Jacobs, Art Wall, Wes Ellis and Bob Goalby.

ABC-TV will telecast the final two days of the Open nationally.



BILLY CASPER, San Diego's own great golfing star, will be taking his best shots at the \$30,000 first prize money in the fourth annual Andy Williams San Diego Open, January 26-31 at Torrey Pines. Twice U. S. Open champion, Billy won the 1966 San Diego Open.



ALY TROMPAS, National Junior Golf Champion of La Jolla, will represent the San Diego County Junior Golf Association in the fourth annual Andy Williams San Diego Open, January 26-31 at Torrey Pines Golf Course.

North County and Rancho Santa Fe Living

VOLUME 8 NUMBER 1
JANUARY 1971



FEATURES

- 10 GOLF INNS INTERNATIONAL
comes to Whispering Palms
- 23 LIVING
Around Town with the In-Set
Terry Esposito
- 33 THE HAIR OF THE WEED
Don Deder
- 34 THE BEAT GOES ON
at Lomas Santa Fe
- 38 LOUELLA LIVERWURST
a Potpourri of Happenings

DEPARTMENTS

- 52 RESTAURANT ROW
Living's Guide to Fine Dining
- 56 FINGERTIP SHOPPING
- 58 NEWS FROM LAKE SAN MARCOS
- 61 RANCHO SANTA FE
Association Bulletin

LIVING MAGAZINE THE STAFF

Publishers and Editors
Ruth M. Giffin
Ralph W. Giffin

Contributing Editor
Terry Esposito

Advertising
Frances Jones

Contributing Travel Editor
Joan Millicent Bruyere

Feature Writer
Emmett "Jack" Manlon

Photography
House of Portraits, Del Mar
John Daly, Escondido
Steve McCarroll, San Diego
Robert Sperry, Rancho Santa Fe

Design and Art Direction
Phyllis L. Stover

Printing
Arts & Crafts Press, San Diego

Publishing Information

LIVING MAGAZINE is published monthly by the Village Press. For information regarding advertising rates call 714/756-2415 or write The Village Press, Post Office Drawer Q, Rancho Santa Fe, California 92067. All rights reserved. No part of this publication may be reproduced without prior written permission. Printed in the U.S.A. Third-class postage rates are paid in Rancho Santa Fe, California.



R. M. CLOTFELTER
LICENSED REAL ESTATE BROKER
Since 1931

RANCHO SANTA FE
COUNTRY HOMES AND HOMESITES

REAL ESTATE
INSURANCE

756-2422

CARLSON
TRAVEL
SERVICE

PASEO DELICIAS
RANCHO SANTA FE

756-2405

SERVING YOU SINCE 1954



U.S.A.
 England
 France
 Portugal
 Spain
 Caribbean
 Holland

**WHISPERING PALMS
 COUNTRY CLUB**

For the past five years, headquarters for Golf Inns International and its subsidiaries has been at El Camino Country Club in Oceanside, but Ted Vallas, President, realized this office would no longer serve the purpose when he considers the administrative workload and the needs of the Golf Inns expansion program. One thing, however, was for sure; he wanted the headquarter operation to remain in the North County.

In an effort to locate and acquire the ideal corporate headquarters, the purchase of Whispering Palms Country Club was concluded December 1, 1970.

Whispering Palms Country Club, with its superb location, has been a long-sought-after addition to Golf Inns International. Mr. Vallas acted as a designer and consultant of the existing clubhouse facility. A close working rapport between Mr. Vallas and Mr. Roy Canedy, the former owner, has at last proved fruitful in providing Golf Inns International with its permanent International headquarters.

Whispering Palms Country Club has already shown signs of new ownership.

The existing cart storage facility has been enclosed and at a later date will house the tennis pro shop and swimming pool locker rooms. The former administrative building has been remodeled and redecorated to accommodate Golf Inns International corporate headquarters.

Immediate plans for improving Whispering Palms Country Club call for the construction of tennis courts and a swimming pool, to commence in February.

Golf Inns International is in the planning stages for an additional eighteen hole golf course to start construction in mid-1971.

In addition to Whispering Palms Country Club, Kent Staab has been hired as assistant to the president of Golf Inns International. He will serve to assist Vallas in the increasing demand of administrative responsibilities.

Resorts of the Future

The demand for modern recreational resorts has assumed runaway proportions, giving fuel to the continuing boom in all phases of the hotel leisure industries. When experts in this complex business put their heads together, the result is the creation of a new resort concept of staggering achievement—GOLF INNS OF AMERICA.

Golf Inns of America, Inc. combines the proven success of chain operated hotels and inns with the popular game of golf to form a new marriage—a major network of golf courses and adjacent hotels, under one management.

Golf Inns of America is an advancing corporation with a unique blueprint for travel recreation complexes of the future—a profitable chain of golf oriented hotels in prime tourist centers throughout the United States and in select areas of the world.

The Golf Inns of America concept is the largest and most prestigious golf course and hotel development idea ever, providing new facilities that are so badly needed. The concept is planned, tested, and in operation, and ready for the rapid growth that is here.



INTERNATIONAL RESORTS

Golf Inns

□ Expertly managed chain hotels are very popular and very profitable. Financially successful golf course operations are fewer, even though the popularity of golf has far outdistanced the industry's ability to provide new courses.

The increasing surge of golfers should be a welcome situation for country club owners and operators. However, increased business is accompanied by increased operational costs. The inability of most country clubs to break even, much less make a profit, has kept golf expensive and gradually reduces the segment of the population that can afford the luxury of country club life.

The most widely employed solutions to counteract the growing costs of golf course management are to increase green fees, cart rental charges, food and beverage prices, monthly dues, initiation and membership fees, and to force periodic assessments. These rising costs of golf course operations can be drastic if expenses are not offset by some form of additional income revenue.

Golf Inns of America has produced the formula for the profitable operation of private and semi-private golf courses—supplementary income from hotel room rentals and a standard system of operation. The Golf Inns concept combines the most desirable features offered by a golf and country club with the best in resort hotel accommodations.

Golf clubs and hotels have many of the same requirements—restaurants, cocktail lounges, swimming pools, tennis courts, banquet and meeting rooms, shops, and offices.

At Golf Inns resorts, both members and hotel guests share these same amenities. By combining the needs of the hotel and those of the country club operational expenses are greatly reduced. A single management team operates both the club and the hotel, eliminating a duplicate staff. The combined maintenance is more efficient and less expensive. Purchasing is more economical, planning is more professional, and advertising and quality control are more effective.

Savings on construction is another benefit of Golf Inns' combined club and hotel site, and knowledge gained from experience results in functional club-hotel planning. A typical Golf Inns of America resort is designed with a minimum of 40 rooms and additional executive suites, a championship 18-hole golf course, at least one swimming pool, tennis courts, restaurant and cocktail lounge, golf pro shop and boutiques, banquet rooms, and a children's recreational area.

For the golf club member, all the aspects of prestige country clubs are at his disposal, but he is relieved of the burden of high assessments imposed to operate a club on a non-profit basis. Furthermore, the Golf Inns of America concept provides expert maintenance, satisfies the need for additional revenue by the operation of hotel, and expands the membership privileges to include clubs in some of the most attractive vacation areas of the world.

For the traveler, Golf Inns of America provides an exceptional resort site and recreational activities not available at other chain hotels and motels. Transient guests of the Golf Inns become non-resident members and enjoy full country club privileges, plus the benefits of network hotel systems, during their visit.

Thus, the Golf Inns of America blueprint enables a golf club and its members to enjoy a profitable operation while offering the touring golfer new and reasonably priced accommodations, either for an overnight visit or a packaged holiday. The market for Golf Inns program has been researched, tested, and proven in operation. A management team has been assembled with the capability of establishing and

conducting an international chain of Golf Inns successfully. Key locations, from Southern California to the French Riviera, have set the concept in motion—the newest idea in golf resorts, Golf Inns of America.

In Select Areas of the World

American style golf courses and inns have landed abroad! Championship-length courses, long tees, groomed fairways and manicured greens, scenic lakes and challenging sand traps. Versatile clubhouses and friendly pro shops. Inns featuring spacious rooms, each with complete bath, economic luxury and functional design. All these are trademarks of the most unique golf course hotel chain in the world.

GOLF INNS INTERNATIONAL, a wholly owned subsidiary of Golf Inns of America, Inc. coordinates all development activities outside the continental United States. Now, with offices, associates, and affiliates in England, France, Portugal, and Spain, ever-expanding Golf Inns International locations dot Western Europe, North Africa, the South Seas, the Caribbean, and the Orient.

The Golf Inns concept, formulated in the United States, assumes a slightly different personality within the framework of foreign activities. Golf Inns of America sites are primarily membership-oriented country clubs, supplementing normal club revenue with income from hotel operations. Abroad, many of the Golf Inns International resorts cater to tourism with membership as a secondary objective. At many Golf Inns International locations only a handful of resident members is justified. Other sites, especially in the metropolitan areas of Europe, fulfill a much-desired need for an American style golf course, country club, and hotel.

From Portugal to the United Kingdom architectural design of the Golf Inns differs, as perhaps does the atmosphere of the course. But the high standards of management, maintenance, and quality control, from accounting to room appointments and modernism, is the same. Interior and exterior appearance may vary to reflect the culture and traditions from country to country, but Golf Inns operating formula is at the hub.



12th century clubhouse. Villarceaux, France



Terrace houses at Vilamoura, Portugal

golf at Vilamoura (portugal)



Gene Littler, former U. S. Open Champion, Golf Inns International, Director of Golf.

GOLF INNS INTERNATIONAL

□ About an hour's drive from the heart of Paris, France, is the exciting and lush site of Golf Inns International DOMAINE DE VILLARCEAUX. An enchanting 12th century Chateau clubhouse is the focal point of the championship 18-hole golf course. A modern clubhouse expansion is hidden within the great walls of the Chateau courtyard, to blend the world of golf with the country side life of France. New, luxury accommodations to harmonize with the charm of the historic Chateau provide the necessary adjunct to the Golf Inns concept. As with all Golf Inns resorts, golf is not the extent of the recreation. Tennis, riding, swimming, and nightlife are available within the confines of the Domaine.

□ South of Villarceaux, on the French Riviera coast in the Cannes-Nice area, is another Golf Inns International site. The renown Mougins golf course, for 50 years a Mediterranean playground, and with an exclusive international membership, is the center of Golf Inns new facilities. The glamour of the area, and the spectacular visitor attractions, create the perfect golf resort. □ On the coast of Portugal is yet another inviting Golf Inns International location. The Algarve, encompassing the southern beaches of Portugal, is the current highlight of sunworshipping vacationers. Golf Inns International — VILAMOURA resort is one of the newest and most comprehensive developments of the area. The 18-hole championship golf course lies above a scenic stretch of clear beach, with vistas of the neighboring fishing villages from the course and terraced clubhouse. The challenging fairways cut through towering umbrella pines.

White stucco, rough wood, polished tile, and red roofs compose the style of the rambling 152-bed hotel and the additional 40 Terrace Houses. Added recreation at this delightful resort includes four quality tennis courts, stables and riding club, and Golf Inns' private beach for sunning or bathing in the warm waters.

□ In England, Golf Inns International's plan is a bit different, illustrating the variety of the golf course-hotel international market. Two adjacent championship golf

courses are of distinctly different character. One is tough, English-style, and the other is a typically refined American-style. The essential Inn-Hotel is present, and the multi-purpose clubhouse serves the combined club members and numerous hotel guests.

With existing operations in several of Europe's most popular spots, Golf Inns International is curiously exploring the expanse of potential development territory. In addition to France, Portugal, and England, there are inviting sites in Spain, Morocco, Mallorca, the Caribbean, South American, and the Orient.

The universal, increasing interest and devotion to the sport of golf, allied with the great desire to travel and explore the world's scenic and exciting golf courses, makes all the major countries of the world part of Golf Inns International's proposed network of resorts.

Club de Golf International

Now, you can pack your golf clubs, or use ours, charge all your expenses to your home club or credit card, and take off around the world exploring the finest golf courses. Now, more than 13 million U.S. golfers, and millions of people who just like to tour, can travel to golf with no writing ahead, no special references, and practically no pre-arrangements. Everything is taken care of by Club de Golf International.

Club de Golf International, a subsidiary of Golf Inns of America, Inc., operates as a private information, excursion, and tournament club for golfers. Memberships are solicited from country clubs, travel bureaus, golf associations, and other outlets. Revenue derived from membership dues supports staff operations, tournaments and club activities, advertising and worldwide promotion.

Members receive information on transportation, room rates, green fees, international tournaments, and news about international golf at its best. Club de Golf provides entrees and playing privileges at golf clubs around the world. The experienced staff is ready to guide members to golf worldwide, for a week-end or a month.

Club de Golf tournaments and team matches are part of the planning. Top golf and sports profes-

sionals on the staff supervise and help with the finest golf tours to a variety of places. Golf Inns takes advantage of its numerous locations and channels club members to company-owned resorts whenever possible.

Although initial appeal of the Club de Golf International is for golfers, non-golfers will find a wide variety of information and activities to make everyone's planned holiday equally enjoyable.

Professors of Golf International

Golf and hotel management requires specialists, and where does Golf Inns of America find its talent? From Professors of Golf International!

Professors of Golf International, affiliated with Golf Inns of America, Inc., organizes into a membership program the vast number of people who make, or are going to make, some phase of leisure industries their future.

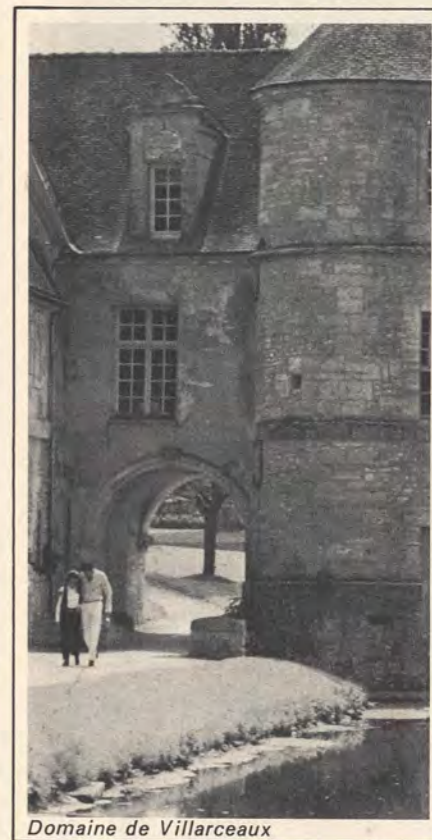
Effective personnel and sound management is one of the keys to the success of Golf Inns of America's profitable operation. With an international network, personnel can also be one of Golf Inns' greatest problems. Professors of Golf recruits experts with formal training from colleges and universities specializing in hotel management and culinary arts. Golf professionals, green superintendents, country club personnel, and experienced hotel management employees are also part of the employment pool.

As Golf Inns of America grows, Professors of Golf's primary objective is to establish an international employment service for golf and hotel management—a ready, up-to-date source of personnel for placement.

Olympic Golf

As if golf, tennis, swimming, and riding are not enough to attract golfers and vacationers to Golf Inns resorts, OLYMPIC GOLF can be included at many development sites.

OLYMPIC GOLF was created for competitive golf on small acreage, 300 yards long by 133 yards wide. The fairways are 40 yards wide, with rough, foliage, and sand trap areas at 10 yards each. 18 tee positions, with traps and rough, separate the common putting green



Domaine de Villarceaux

from the fairway target area. Eighteen foursomes can play simultaneously in one-third the time needed to play most regulation golf courses.

OLYMPIC GOLF does not resemble any of the many versions of miniature golf, pitch 'n putt, or short nine hole courses. It is an entirely new concept of golf that simulates every shot you can make on a regular golf course. Even more variety is created by using score cards from different courses.

OLYMPIC GOLF is designed to eliminate common problems such as bad weather, darkness, lost golf balls, and lack of time to complete a full 18 holes of regulation golf. Personal discomforts, cart rental, unfavorable playing surfaces, and excessive walking are also abolished. OLYMPIC GOLF forces the player to hit a proper shot or pay the consequences — an effective practice and teaching tool.

By agreement with the OLYMPIC GOLF Co., Golf Inns resorts have the privilege to install OLYMPIC GOLF courses at any of the company-owned developments.



Memberships

All Golf Inns of America and Golf Inns International resorts operate as private or semi-private country clubs. The number of memberships available and the variety of membership types vary from private clubs to resort clubs.

Membership categories include:

- Special Golf Inns Interclub Member—all benefits. A member of one Golf Inns country club has membership privileges at all other Golf Inns locations, USA and international. Green fees and dues are paid at home club only.
- Playing Member — all country club benefits, including golf, tennis, social (for a specific club).
- Condominium Member—all benefits.
- Tennis-Social Member—all benefits except golf.
- Social Member — clubhouse, swimming pool, all benefits except golf and tennis.
- Inn Member—all guests staying at Golf Inns hotels have the right to one full membership during their stay. (Note: To avoid overcrowding, for every rentable room at a particular Golf Inn location, one full membership is subtracted from the total number of memberships to be available.)
- Club de Golf International Member—to receive international golf and travel information, preferential reservations and certain reductions, tournament and team information, and travel planning aid.

Credit Card

The chain of Golf Inns of America country clubs generates credit and referral advantages similar to the major hotel-motel networks, but with one important plus—it's INTERNATIONAL. Golf Inns of America credit cards are issued to qualified members of country clubs in the United States and abroad. Many major national and international credit cards are also honored.

Golf Inns of America members and credit card holders can visit other resorts and charge rooms, board, green fees, carts, golf supplies and clothing, tennis fees, or whatever—all payable to the members' home club or credit card office.

The Golf Inns of America Credit Card, Club de Golf International, and Golf Inns Interclub Membership, plus other important credit cards honored, offer a variety of planning and payment benefits to accommodate every traveler.

Design

Although certain standards—of operation and quality control—are the key to Golf Inns' success, each golf course, clubhouse, and hotel is unique. The requirements for all Golf Inns' sites are luxurious, demanding service, advice, and supervision from only the most capable architects and designers.

Challenging championship-length golf courses of high quality are standard, but the types vary from tough wooded courses to flat desert-type plans to take maximum advantage of natural terrain. Internationally, Golf Inns' golf courses are required to be of top American caliber.

Hotel and Clubhouse design in the United States also differs, although the Golf Inns' functional floor plan is ever-present. Certain basic features are part of every resort—golf course, hotel, tennis courts, swimming pools, restaurant, and cocktail lounges—although the needs of the area and the apparent tourist traffic determine the size and number of hotel rooms.

International requirements are the same, but a variety of cultures requires a variety of Golf Inns styles. The functional plans for a clubhouse-hotel in England or in

Portugal are the same, but the decor, atmosphere, and treatment are studiously different.

Advertising

Quantity and quality advertising is another advantage Golf Inns of America enjoys that most resort country clubs cannot. In addition to the normal national and international advertising for a chain of first class hotels, including campaigns for individual locations, Golf Inns' Club de Golf International maintains a separate advertising budget promoting all the Golf Inns resorts.

All Golf Inns locations are identified through name, advertising, tour promotion, referral, credit cards, publicity, and standards of quality—a combination of paid and priceless critical comment advertising that enables Golf Inns to continue to grow and operate at near-capacity levels.

Franchise

As Golf Inns of America and Golf Inns International continue the rapid growth rate, joint venture and franchise programs will be added. Because of the tremendous investment involved in the construction of the individual components of the Golf Inns' concept—golf courses, clubhouses, and hotel—joint ventures and franchises are carefully researched.

Golf Inns of America is prepared to construct an inn or clubhouse at an existing golf course, or build a golf course around an existing hotel—as a joint venture or under the established Golf Inns of America Franchise Program.

Standards of joint venture and franchise agreements maintain the same high quality as company-owned locations, using approved designs and standard systems of management, rates, bookkeeping, and central purchasing. The credit card and referral systems and reciprocal memberships operate between all Golf Inns locations, company-owned and franchised.

Major property developments planned throughout the world to include a golf course, clubhouse, and hotel, benefit by using Golf Inns of America's consulting and planning knowledge, and eventual management capability, to make the golf course and hotel the centerpiece of a vacation or housing development.

Executive Committee of Golf Inns International



THEODORE L. VALLAS

Director, president and founder of Golf Inns of America. Vallas, a man dedicated to improvements and development of ideas, brings to the company a world of experience in business and progress. He holds a Bachelor of Science degree and Master of Business Administration degree from New England College and California Western University. His many successful years in the hotel, resort, restaurant, golf course and development business, coupled with a desire for progress and perfection, fully qualifies him to head this new unique organization whose aims are geared to making Golf Inns of America the Cadillac of the motor-hotel industry. Vallas is a capable, energetic and hard driving executive dedicated to successful operations. He will be in touch with all phases of the Inns' concept. He will also institute and maintain the standards of quality which is a vital part of the firm's prestige image.



KENT N. STAAB

Assistant to the President of Golf Inns International. He holds a Bachelor of Science degree from the University of Kansas. He was a football standout gaining Kansas lineman of the year honors and All American mention in 1961. His nine years since graduation have been spent in the hotel and country club business. He has been responsible for the establishing and operation of several golf courses and country clubs in the North County area. He adds administrative strength to Golf Inns International and will promote the standards of well established company.



EDWIN "DUKE" SNIDER

"Duke" is a director and vice president of Public Relations, having joined, as one of the founders, the Golf Inns of America. Snider signed his first major league contract in 1944 with the Brooklyn Dodgers, to become a star performer during his entire team activity through 1962. His 407 lifetime home runs puts him in a class with baseball's immortals "Babe" Ruth, Lou Gehrig and Jimmy Foxx. He led the National League in homeruns, RBI's and total bases in 1955 and 1956. In addition he holds the record of World Series home runs of 11. A low handicap golfer, Snider is still active in baseball as batting instructor for the Dodgers. His services will be shared by the Inns and baseball, his first love. Duke will be instrumental in coordinating the development division of the Inns with interested co-owners, franchises or city officials. He will also represent the company at all opening of new locations. His background and experience in meeting the public, plus a warm and genuine personality, have made "The Duke" particularly responsive to people's point of view.



GENE LITTLER

Assistant vice president of Public Relations and Promotion, Gene, who needs no introduction to the millions of golf enthusiasts, will be the Inns' ambassador. He was sold on the idea of the Golf Inns' concept and Olympic Golf by founder Ted Vallas—and, without too much arm twisting, agreed to chip in and lend his talents to the company's future success. A graduate of San Diego State College,

Littler is among the top in all-time money winners on the PGA tour. He has won the U.S. Open title in 1961; the Tournament of Champions at Las Vegas three times and the World Series of Golf, beating out Palmer, Casper and Geiberger.



TEE CONNELLEY

Director Public Relations. Connelley attended the University of Oklahoma where he was a star performer on the baseball, basketball and football teams. He was elected to the All Big Six Conference in basketball and made the All American team on two occasions, reaching his pinnacle by being voted into the Helms Hall of Fame in 1958. After some ten years of active play as a professional, Tee coached both college and professional teams, giving him his leadership qualities and experience in meeting the public. Upon leaving his coaching position he became associated with the R. E. Hazard Construction Company as a project foreman.



FRED LITTLER—DECEASED

Fred, the father of Gene, was executive vice president in charge of franchising and personnel management. He had a great background of experience in the Inns' type of business. He was a current director of the (new) Royal Inns of America, one of the nation's fast growing chains of downtown, plush motel-hotels. He enjoyed some 30 years' experience in office and personnel management and had a complete knowledge of golf course and country club operation, serving on the board of directors and numerous committees. He had spent many years in accounting and service with R. E. Hazard Company, a top construction firm based in San Diego and other parts of California. Fred will hold his position, in memory, for his many efforts extended on behalf of Golf Inns International.

Executive Committee



ROBERT H. ALEXANDER ▷

MAI Real Estate Division. Mr. Alexander is a member of American Institute of Real Estate Appraisers, Society of Real Estate Appraisers and Institute of Real Estate Management. He has earned a reputation through the years as a thorough, reliable appraiser and is highly respected by all who have contracted for his services. Alexander has appraised numerous properties for the State of California, City of San Diego, San Diego County, several banking institutes, mortgage companies and individuals. His duties with the Inns will encompass appraisal analysis of other appraisal reports for the purpose of advising on acquisitions. Since the Inns will build golf courses where requested by the proper sources, Alexander's great knowledge will prove vital to the firm. He has during his illustrious career in real estate appraisal met some of the country's top industrialists, civic leaders, and commercial land developers. He has the uncanny ability to just about predict accurately whether or not certain sections will succeed and if so to what extent.



LES WANEE

Director of tennis and tennis court construction. Wanee is a graduate of California with an engineering degree and worked for the State of California Division of Highways from 1929 to 1961. After retirement from this position, as assistant construction engineer, Les became self employed, concentrating on tennis court design and construction. His tennis playing experience and competition dates back to 1922. In 1927 he won the Pedro City championship and has since been a winner or runner-up in some 70 major tournaments. In 1966, Wanee was ranked Number One nationally in the 60 and ones division. In the same year he won the National Seniors Tennis tournament in Florida. The engineering experience and playing ability of Les is evidenced in the finished product of tennis courts that he designed and constructed for Golf Inns of America and others. He will also coordinate all tennis activities and tournaments for the Inns. His personal attention and understanding of human factors that has distinguished his more than 35 years in tennis and engineering is a big asset.



THOMAS FURST

Interior designer and furnisher for Golf Inns, Thomas Furst served in the Navy, was schooled at the University of California, and now merchants in his store at Lake San Marcos. With installations throughout the state, his practice is both public and residential. Most recently, with his associate William Hadley, he specified interiors for the Hotel and Restaurant Villamoura in Portugal; and presently he is developing a new interior for Whispering Palms Country Club in Rancho Santa Fe. With his wife Jessica and daughters Jan and Linda, he live in San Marcos.



THEODORE G. ROBINSON

Consultant, responsible for Land Planning and Golf Course Architecture. Robinson is a graduate of the University of California with a Bachelor of Science degree and holds a Master of Science degree in land planning from the University of Southern California. He has designed numerous well known golf courses throughout the country. Among the better known ones are the 54-hole Brookhaven course in Texas; Oakmont at Santa Rosa, California; Meridian Valley in Seattle; Rancho Bernardo course near San Diego, California; the Village Country Club course at Vandenberg Village, California; Disneyland Golf Course, and the very popular Seven Lakes CC course in Palm Springs. Some of his later land planning projects that reflect his style are the Pauma Valley, California, project; Mesa Verde CC development near Costa Mesa, California; and the Brookhaven development in Texas. Robinson's flair for design should enhance the areas around all Golf Inns of America, with the courses he develops for the Inns to be among the country's best.

Director and vice president in charge of Architectural Design. Edwards has worked for years with company president Vallas in designing the ultimate in the Inns' concept. He is a graduate of Ohio State University, with a Bachelor of Architecture degree and advanced studies at Bowling Green University and the University of Illinois. He is a registered and licensed AIA member in California and Ohio and holds a NCARB certificate. He is a partner of Edwards & Young, AIA, the architectural firm selected for all Golf Inns projects. The firm was chosen due to their tremendous success in designing commercial buildings and the ability to estimate costs within a tolerable range. They are specialists in design and color coordinating. Bob is an ardent golfer and a man who has traveled a great deal. When asked to join the Inns' team, he responded immediately, with the prediction of it becoming a tremendous winner. His sentiments echo those of all the other Inns' executives.



◁ ROBERT G. EDWARDS, AIA



COMMANDER JOHN D. HARRIS

Director and head of Golf Course design and Construction International. Commander Harris joined Golf Inns of America because he feels very strongly that the company's concept and Olympic Golf will become an immediate success. His many abilities have made him one of the foremost recognized men in his field. Commander Harris has blended his talents as a qualified civil engineer and scratch golfer of 21 years' standing, to the extent that he has now become one of the world's most knowledgeable experts on golf course design and construction. A man of varied sporting interest, the famous commander has raced cars at Brookdale and yachts at Cowes and was once on the brink of being selected for the Surrey County Cricket team. Golf and golf course designing, however, became his overriding passion and he has been happily following this for the past several years. His father was also famous in golf course architecture. Following in his footsteps, Cmdr. Harris designed his first course at age 17, while a cadet at Pangbourne Nautical College. It is hardly an exaggeration to say that John was born into golf. His father founded the first British golf course construction company in 1890. The family firm has to its credit the building of over 300 courses! In the past 10 years Cmdr. Harris has designed well over 100 courses in more than 20 countries, marking him truly international in scope. His knowledge of golf, grass, trees, engineering and surveying is only part of his talents. Added to these is his ability to read a land contour map in the same way that a conductor sight-reads a musical score. He is well known also for having a photographic mind for noting and retaining details of every course. He has designed layouts in Ireland, Scotland, England, Australia, New Zealand, Singapore, Malaya, British Guiana, Jamaica, Tobago, Trinidad, France, Spain, Portugal, Italy, Sardinia, Sicily, Yugoslavia, Austria, Germany, Switzerland, Holland, Belgium, Denmark, and Mallorca. To this formidable list he is planning to add courses for the Golf Inns of America in the United States. Harris' theory on golf course design is that they should be planned on the American style. His famous quote is, "St. Andrews, incidentally, is a museum piece. I'm 100 years too late to enjoy it properly."



PATRICK J. RIELLY

Director and vice president in charge of Golf Shop design and golf programs. Pat is a graduate of Penn State University with a Bachelor of Science degree and a major in Business Administration. He is presently on the Southern PGA board. His professional experience has, among other things, included the conducting of golf programs for the city of Escondido (Calif.) in which he was instrumental in promoting golf tournaments for both professionals and amateurs. He has likewise worked hand in hand with Golf Course Superintendents on course maintenance. In his capacity as vice president of the Inns, Pat is developing a school golf program that will be operated in much the same fashion as the programs at Ski resorts. A well rounded schedule will be offered to include lodging, meals, golf and tennis instruction, playing golf and tennis, participating in tournaments and supervised evening activities. These programs will be geared to vacation activities at all Golf Inns for the busy executive, families, young business and professional women and secretaries. Rielly will be assisted in the programs by qualified PGA instructors, tennis pros and social directors.

DONALD LEGGETT

European Executive Officer for Golf Inns International. Founder and President of Management Analyst. Member of various golf and yacht clubs throughout Europe.

RICHARD CRAKE

Attorney Richard Crake, a graduate of Stanford University with an LLB degree. He has been practicing law for some 18 years, specializing in corporate real estate and contracts. His duties with the Inns will be the preparation of leases, handling of all corporate matters, legal adviser and handling of zoning problems.



FOR SALE
 A Mexican Hacienda with imagination,
 charm, and a spectacular view!
 450,000



This outstanding country home is located on fourteen beautiful hill-top acres, fully landscaped with a view of the mountains, lake and ocean. Authentic Mexican design constructed of building materials selected in Colonial Mexico. 8000 square feet; five bedrooms including master bedroom suite on the second floor; maid's quarters, 4-car garage, stable and fences. Only twenty minutes from San Diego; only 3 miles from Rancho Santa Fe Village. For a family who wants the unusual, the outstanding, the exceptional—a once-in-a-lifetime opportunity.

LISTED WITH
 WILLIS A. ALLEN 756-2444
 JANE BRETT 756-1442
 CHARLES A. CHAPIN 756-1121
 R. M. CLOTFELTER 756-2422
 SHIRLEY KEETH, 756-1901
 LEWIS & BLESSO 756-1659
 TOWN & COUNTRY 756-1422

1971 "The Andy Williams Show"
What: "The Andy Williams Show" (Actual taping of TV Show)

Where: San Diego Civic Theatre.

When: January 26, 1971.

Time: Guests Should Arrive at 8 p.m. Show time 8:30 p.m.

Beneficiary: COMBO and the Salk Institute.

Sponsor: COMBO and The Women's Association for the Salk Institute.

Theme: Musical Variety Television Taping Show (to be seen on TV — in color — Saturday, January 30, 1971).

Tickets Go On Sale At The Civic Theatre Box Office December 21

The third "Andy Williams Show" on January 26, 1971, will be held in conjunction with the annual Andy Williams San Diego Open Golf Tournament. It will be a two hour taping of the

Andy Williams TV show to be shown nation wide with an estimated 30 million viewers. There will be no intermission and it will be cut to a one hour show when aired on Saturday, January 30.

The 1968 "Andy Tonight" show was produced in concert style and featured Danny Thomas, The Osmond Brothers, Jack Benny, Henry Mancini and orchestra, Bob Hope and Andy. The 1968 show was a tremendous success and contributed \$50,753.33 to the Salk Institute.

SAVE YOUR MONEY FOR BETTER TIMES.



Go ahead. Dream about taking the vacation you've always wanted to take. Driving the car you've always wanted to drive. Living where you've always wanted to live.

But while you're dreaming about spending money you don't have, think about saving the money you do have.

In a Security Pacific Bank Savings Account.

(We have several plans to choose from, depending on how much you want to save and how long you'll be saving it.)

Before you know it, you'll be having a much better time.



SECURITY PACIFIC BANK

MEMBER FDIC

Five years ago, your house was just right for you. That was five years ago.

Isla Verde is now.

Let's start with where you live today. A nice house. It's probably not half bad for your purposes even now.

Still, you've got a little itch. Perhaps the neighborhood is closing in around you. Or maybe your needs are changing. And your house isn't flexible enough to evolve with your family.

If your house isn't ringing quite as true for you as it used to, Isla Verde may be for you.

Isla Verde at Lomas Santa Fe offers large, country building sites overlooking the ocean and your own country club. It nestles in green, rolling countryside, set off from the rest of Lomas Santa Fe by nature's own contours.

When completed, Isla Verde will have exactly 87 homes. All different. The minimum lot size is one-half acre. 25 lots remain. They start at about \$22,000.

There are also four custom houses in various stages of completion. Prices start at about \$70,000. You can incorporate your own personal touches . . . those little things that assure the flexibility you now lack.


For all its privacy, Isla Verde is convenient. To everything. You're two minutes from the beach, 20 minutes from downtown San Diego. The Four Flags Shopping Center is just over a little hill . . . drive, walk or take your golf cart.

Speaking of golf carts, don't forget about your own private country club. Private, not semi-private. And it's close to home.

Heard it all before? Maybe, but we'll bet you've never seen it. This time, you will. Just take Interstate 5 to the Lomas Santa Fe Drive exit. It may be the start of the last move you'll ever want to make.

For information, call 276-3026, 755-4077.



Isla Verde at Lomas  Santa Fe

Living around town

by Terry Esposito



Fielding Hedges, Wanda and Hugh Dale, Lucille Hedges

THE SANTA FE HUNT CLUB GALA EVENT

The Trophy Room at Lake San Marcos was the setting for the Santa Fe Hunt Club's big party of the year offering the members and their guests a delightful evening of dining and dancing.



Joan Ruud and Dr. Sol Rosenthal



Betty and Tom Slattery and Helen Chubbuck



The George Pinkel's

Our 20th year in La Jolla!
DIAMONDS—WATCHES
PEARLS

Jewelry Repair & Design
Watch Repair All kinds



JOHN F. GILL

A Golden Rule Jeweler
Pearl stringing Clock repairing
Silverware repairing and replating

We specialize in Patek-Philippe,
Vacheron-Constantine, Omega, Rolex
and Accutron Watches.

By left entrance of Cove Theatre

7728 Girard Avenue
459-5285

DO YOU REALLY WANT YOUR CARPETS CLEAN?
STEAMCO OF NORTH SAN DIEGO COUNTY

**SPECIAL CALL NOW
25% OFF**

Amazing new steam extraction process removes the dirt and old shampoo from your carpets. Absolutely safe. No brushes or harsh soap used.



Tile
Carpets
Draperies
Custom Upholstery

INTERIORS
Ryburn's

CALL DIRECT

Vista 726-4660 Oceanside 722-2214 Escondido 747-3039
Carlsbad 729-2372 Fallbrook 728-8338 San Diego 753-2284

FOR SALE

15 year registered Arabian gelding. Acts like a 7-year-old. Originally a trail horse. 150 hours training in Rancho ring for Walk-Trot-Show Horse. Well grounded, beautiful, 3-gaits. Fine for experienced young lady rider in Arabian Pleasure or Walk Trot Pleasure.

\$1500

Inc. Barnsby cutback Show saddle and \$85 Show bridle.

Will show by appointment at RSF Riding Club.

454-7553 or 454-1589

around town

THE SANTA FE HUNT CLUB



Duane Rice, Pat Beattie, Janette Rice, Nancy McBroom



Augie and Ruth Handley, Dr. and Mrs. Dan Brumfield

THE "DIVIDEND TOURNAMENT"

by Dick Newhafer
Editor of the "Divot"

The shotgun boomed at 0930 and 128 members of the Rancho Santa Fe Men's Club began hacking and thrashing their way through barranca and wood in quest of victory in the 1970 Dividend Tournament on December 16th.

Some five hours and a few martinis later Howard Steinwinter accepted the coveted trophy after posting a net score of 66. Tied for second were Gary Biszantz and Ellsworth Warner with 69s. Don Alder was fourth with a 71.

Other prize winners were Braugler Cowan, R. C. Christopher, Fritz Wrenn, Brooks Crabtree, Guy Van Patten, Dr. Joe Ferrebee, Richard Thorpe, Walter Grimm, Dr. John Novak and the Happy Hungarian, Steve Toth.

Playing concurrently with the Dividend Tournament, the twelve Golfers of the Month fought it out for Golfer of the Year and after the holocaust was over and the skies had cleared, Dale Arehart emerged the winner, with a net 72.

Tournament Chairman Phil Crippen, with the help of Barr Palmer, Bud Squires and Gus Costigan were roundly commended for having engineered what turned out to be the best Dividend Tournament in the Club's history.

around town

DOINGS AT THE RANCHO SANTA FE GOLF CLUB

The line-up for new officers for 1971 include Paul Ward—President, Gene Fletcher—Secretary, Phil Crippen—Tournaments, Guy McCorison—Membership, Dixon Chubbuck—Treasurer, Ray Ptak—Handicaps and Dick Newhafer—Editor of the DIVOT. Something new and nice for the ladies, tailored slacks will be proper and ac-

ceptable attire for the cold winter months! The new editor for the Club's paper, Dick Newhafer, has promised to keep LIVING Magazine readers up to date on Club events. His excellent coverage of the "Dividend Tournament" reflects his top flight professional skills as a writer (and author of several published books!).



Gary Biszantz (holding cup) the new RSF Golf Club champion being congratulated by Ray Ptak runner-up and former champion.



Phil Crippen congratulating Howard Steinwinter winner of the "Dividend Tournament"

CORONADO CAYS



Col. Herbert R. Temple, Jr., the state military assistant to Governor Ronald Reagan, left, gets a first hand description of Coronado Cays from Rock Lubin, Sales Manager, second from right. Looking on are Mrs. B. J. Turnage, second from left, wife of the California State National Guard Deputy Adjutant General, and Mrs. Lovey Edmonds, wife of Major General George Edmonds Chief of Staff, Air National Guard. A total of 38 ladies visited the Cays as part of a tour of Coronado. The ladies and their husbands were here in San Diego attending the Western Adjutants General Conference.

TWIN INNS
SINCE 1919



Chicken, Steak, Lobster
Dinners

Lunches—Cocktails
Banquet Facilities
2978 CARLSBAD BLVD.
CARLSBAD, CALIF.

Elm Ave. turnoff from
Interstate Highway 5
729-2305

LOMAS
SANTA FE
CLEANERS

WE WELCOME
Personal & Business
Charge Accounts

ONE HOUR SERVICE
AVAILABLE

OPEN 6 DAYS A WEEK
(closed Sunday)

Hours 7:30 a.m. to 7:00 p.m.

Convenient curb Parking

Plaza of the Four Flags
917 Lomas Santa Fe Drive
Solana Beach, California

755-2363

Living around town

by Terry Esposito

CORONADO CAYS

1970 was a happy year for Coronado Cays residents and friends . . . in keeping with the holiday season parties and special outings were lending a festive spirit to all. A sumptuous Dinner party was hosted at the Jamaica Village Beach Club by Mr. & Mrs. Guy Chilberg with 24 relatives and friends participating . . . another lively group

of Jamaica Village residents took the red double-decker bus, "Jamaica Jenny," to the movie TORA! TORA! TORA! . . . the outing was held in honor of Vice-Admiral and Mrs. Allan Shinn, USN retired, who are leaving to take up new residence in Washington, D. C. Col. and Mrs. Joseph W. Fitzpatrick, who are one of the few Army couples at the Cays, hosted a pre-game brunch before the annual Army

Navy game. Bringing 1970 to a close . . . a series of gala Christmas parties held at the Jamaica Village Club. This spot is fast becoming one of the social centers in the county, recently adding an attractive pool enhancing its many other attractions which make it a wonderful place to live. North County residents are encouraged to visit the Cays and see San Diego's only residential marina first hand.



Disembarking from the Coronado Cays double-decked red London bus "Jamaica Jenny" are the wives of the senior military officers of the State Guards of eight western states. The 38 ladies visited the Cays, San Diego's only residential marina, in conjunction with the Western Adjutants General Conference held in San Diego December 7.

26/JANUARY 1971

around town

LA JOLLA, THE JEWEL CITY OF CALIFORNIA

1970 proved to be another year to remember, filled with beautiful people and gala events.



Posing as Eldridge Cleaver and Angela Davis, Attorney David Casey and his charming wife took first prize at a memorable Halloween party hosted by Mrs. Elizabeth Fahey in the penthouse of Hotel Del Charro. Arriving with them are Mr. and Mrs. Robert Holmer (the dynamo behind the successful COMBO dinner).



(l.r.) Chairman of North Coast Opera Associates J. Norman Durkin, with Mrs. Margaret Bittner, M. Monroe Myers, Mrs. L. C. Bates and Mr. and Mrs. Marlin Skiles attended the U. S. Grant dinner and opening performance of "La Traviata." Over 25 members composed the group.



Opera supporters from Rancho Santa Fe, Mr. and Mrs. Grover Godwin and Mr. and Mrs. M. S. Rosenberger.

WILLIS M. ALLEN COMPANY

SINCE 1914

Residential - Investment Property - Rentals



**RANCHO SANTA FE
PASEO DELICIAS**

**ARTHUR HILL
RED & BETTY LASSWELL**

756-2444 and 755-4855

also in La Jolla
1127 Wall Street
459-4033

THE COUNTRY SQUIRE



the famous
Courtyard
of Shops
in beautiful
Rancho Santa Fe

Letters & Leathers
756-1012

Gift & Gourmet
756-2234

Fashions by Fay
756-1041

Gourmet Patio
Restaurant / 756-1788

FINAL CALL! "GOLD BOOK TIME APPROACHING"

Compilation has begun on the listings for the new 1971 Rancho Santa Fe Telephone Directory. If you are listed correctly in the present Gold Book you will be listed the same way again. If you are not listed or listed incorrectly in the present Gold Book you should notify the Village Press as soon as possible — IN WRITING.

Send your correct listing to
THE VILLAGE PRESS
Post Office Drawer "Q"
Rancho Santa Fe, California 92067

THANK YOU



1971
THE YEAR IN
MUSIC AND DRAMA
THE FIRST
PRESBYTERIAN CHURCH
2001 El Camino Real
Oceanside, California 92054
714/757-3560

Duane A. Walker, Th. D., Pastor
Wm. Atkinson, Director of Music.
Charlotte Atkinson, Organist and
Director of Youth Choirs.

EVENING EVENTS

Sunday, February 28, 8:00 p.m.
The Alpha-Omega Players
The World of Carl Sandburg

Sunday, April 25, 8:00 p.m.
The UCLA Men's Glee Club
Donald Weiss, Director

around town



Delightful comedienne, Jo Ann Worley gags it up in the Roman pool at the La Costa Spa.



Milt Krasny, President of Sinatra Enterprises and his lovely wife Ronnie enjoy the poolside cocktail party during Bill Gargan's "Fight Cancer" Tournament at La Costa.



Ron Ely, Desi Arnaz, Jr. and Dino Martin chat with fans during the First Annual Motion Picture Celebrity Tennis Tournament at La Costa.



Charlie Jones, Frank Fitzsimmons and Bill Hadley prepare to tee-off during the Green and Gold Tournament at La Costa.

around town

LA COSTA

With 1971 already in full swing . . . a nostalgic air still remains from a more than happy 1970 at La Costa . . . smashing successful Tennis and Golf tournaments and social events, plus a star studded guest list . . . including such all time greats as Jo Ann Worley, Harry James, Don Drysdale, Dino Martin, Desi Arnaz . . . California's own Ronald Reagan, and on and on . . . it proved to be a wonderful year for one and all at La Costa!



Mr. and Mrs. Nacio Herb Brown, Jr., are jubilant at the news that Pancho Segura, famed tennis professional will be Director of the La Costa Racquet Club.



Walter Zable, Mrs. Irv Rosten and Nacio Herb Brown, Jr., celebrate their victory at the Green and Gold Tournament.

rue's roost
745-9004

We feature the finest Mexican and American food along with your favorite cocktail. Dinner 5 'til 10

Saturday & Sunday Open 12 noon
Dinner 1 'til 10

We're located off Del Dios hi-way (S-6) at Lake Hodges between Rancho Santa Fe and Escondido.

NORTH COAST STATIONERS
755-4923

127 NORTH HIGHWAY 101
SOLANA BEACH, CALIF.
Hours 9 a.m. to 5:30

Shaun-Mar
Boarding Kennel

GROOMING — ALL BREEDS
Open Mon. thru Sat.
9 a.m. to 5:30 p.m.
(Sundays by Appointment)

2120 Jimmy Durante Blvd.
DEL MAR 755-3222

Name Signs

MADE TO ORDER
SCRIPT OR BLOCK LETTERS

JOE BOWERS
for 24 years, former owner of
The Village Forge
289 HILLCREST DRIVE, LEUCADIA
753-3145

around town



Pres. Jenuine, President of the Western Harness Racing Association and the popular Mrs. Jenuine celebrate their anniversary at La Costa.



Don and Ginger Drysdale partake of cocktails at the La Costa Cup Tournament.



Local committee women, Mrs. Thomas R. Clotfelter on the left and Mrs. James E. Brown, met with movie star Chuck Connors to organize the successful National Basketball Association's Silver Anniversary dinner held at the Town & Country Convention Center on January 11th. Mrs. Thomas M. Hamilton was Committee Chairman.



Pictured above is Mrs. Arthur Brown, President of Las Duenas, conferring with Mr. Robert Holcombe, manager of the Rancho Santa Fe Pharmacy, and Mrs. Adah Sherman, in charge of the cosmetic department. The Rancho Santa Fe Pharmacy has donated all facilities and refreshments to Las Duenas, and all proceeds (without expense of any kind) will be used for their worthy work in the adoption field.



Rancho Santa Fe Pharmacy, Inc.
and *Elizabeth Arden*
cordially invites you to a

MAKE-UP SEMINAR

at the
Rancho Santa Fe Garden Club

Monday, January 18th at 10a.m.

\$5.00 donation
entitles you to an Associate Membership in

**LAS DUENAS AUXILIARY
TO THE CHILDREN'S HOME SOCIETY**

Complimentary Champagne and Coffee

(All proceeds to support their adoption services)

FOR FURTHER INFORMATION PLEASE CONTACT
MRS. ROBERT SHOCKNEY 756-2547
MRS. WINSTON BOVEE 756-1806

Miss Coleen Vogeler

**ELIZABETH ARDEN
MAKE-UP ARTIST**

will be in attendance to demonstrate, on live models, the very newest and exciting beauty products in the world-famous Elizabeth Arden line of beautiful cosmetics. Miss Vogeler will be at the Rancho Santa Fe Pharmacy for the week of January 18th and will be available for personal consultation on any beauty problem. An appointment is suggested. Her services are complimentary, and she will be delighted to see you.

Mobil[®]
A good deal on a good tire.

GRANT'S MOBIL SERVICE

CORNER LA FLECHA AND
LA GRANADA, RANCHO SANTA FE

756-2929

ESCONDIDO 747-0650
VISTA 724-5585

Dick RIGGS
TERMITE COMPANY

1260 W. MISSION AVENUE
ESCONDIDO, CALIFORNIA
747-0650

**If you want to know
what's going on
on Wall Street,
ask Shearson Hammill**

MEMBERS NEW YORK STOCK EXCHANGE
Village Center, Rancho Santa Fe, 756-1161
from Encinitas 753-6338
from Escondido 746-4200 - from San Diego 297-4666

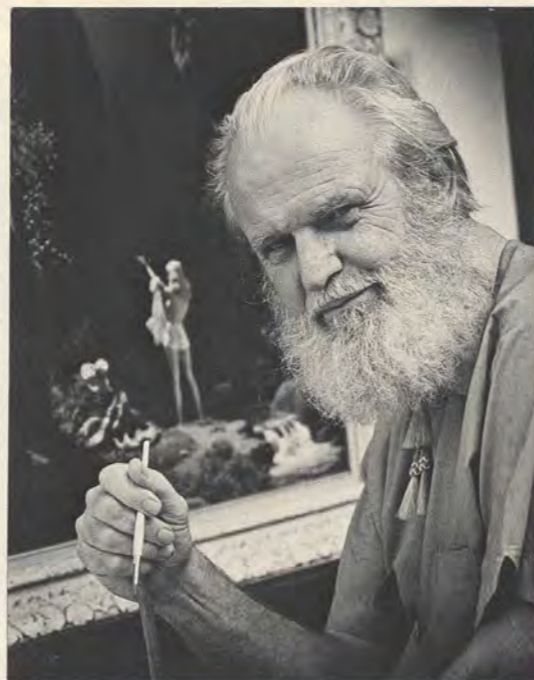
"Authorized North County Piper Dealer"
SOUTH COAST AVIATION
729-7161 744-3081

- ★ Flight and ground instruction
- ★ Charter, scenic flights
- ★ Aircraft rental
- ★ New and used aircraft sales

PIPER Toll Free
Flite Center 753-6525

PALOMAR AIRPORT, CARLSBAD

ONE MAN SHOW BY PAUL DETLEFSEN TO CELEBRATE LOS ARBOLES OPENING



Paul Detlefsen, shown above with his "Enchanted Valley," will hold a one man show of his originals on January 15th, 16th, and 17th in conjunction with the opening of Los Arboles Del Mar, a new apartment complex in the city of Del Mar. The show will be open by invitation only Friday but will be open to the general public from 11:00 a.m. through 6:30 p.m. both Saturday and Sunday. More than 20 original oils, including many of the artist's most famous works, with some little known abstracts and some never published works, will be on display for the three day event. This one-man show is actually only the second time ANY of his originals have been displayed.

Who is Paul Detlefsen??? Many may not know his name, but the serene, nostalgic charm of his paintings must be familiar to everyone. For more than 20 years, Mr. Detlefsen has been bringing back the youth of the old-timers and providing today's youth glimpses of "what it was like in the old days." A septigenarian, his style is probably best described in his own words as having a "complete disregard for technique, concentrating instead on realism, beauty, and nostalgia." His paintings are lithographed into reproductions, calendars, jigsaw puzzles, and even place mats for the table. His efforts of late have been concentrated on representing very happy impressions of his own youth through such masterpieces as "The Old Apple Tree," "The Village Blacksmith," "The Old Swimming Hole," and many others. His applications of nostalgia to his work brings the sparkle of youth to the artist and provides delight to all who enjoy his work.

Paul Detlefsen is a native of Chicago, being born only three months before the turn of the century. His childhood provided many happy moments and memories which have been subsequently transformed into his paintings. His tutors, if one can call them such, included such greats as his father, Dr. Fredrick Detlefsen, an early photographer of great expertise, Alfred Juergens, the famous Oak Park painter, the Chicago Art Institute, the Academy of Fine Arts in Chicago, and

finally, the famous old movie producer, Ferdinand P. Earle. It can be observed that a good deal of the tutoring given Paul was through the hard knocks of Hollywood at its finest and through its demise of the Forties. Late in the Forties Mr. Detlefsen decided to leave the world of cinema and strike out on his own. Success is the only landmark from that time. His first scenic calendar published by Brown and Bigelow broke all previous calendar sales records for landscapes and finished the year second only to Norman Rockwell's Boy Scout calendar. From that time in 1949, he produced 39 paintings for Brown and Bigelow, most of which are still in print and enjoyed by millions in many different forms.

Now, however, after a two year sojourn to Hawaii, Paul is painting even more furiously than ever. As he says, "Now I am painting again and am completely free to use my own judgment and paint whatever I please." (Previously Brown and Bigelow had somewhat directed his efforts.) "That doesn't make it any easier, because I am harder to please than anyone else I know, but prints of my latest efforts will soon be showing up here and there." Specifically, Mr. Detlefsen's prints are being produced by Osborne-Kemper-Thomas, Inc. for calendars and prints for framing. Each new painting is achieving more popularity than the last . . . it is easy to appreciate that fact after seeing his one man show.

THIS IS LIVING
by Don Dederer

THE HAIR OF THE WEED

Subject experienced classic withdrawal symptoms. Whips and jingles. Tight chest. Double vision. Ravenous appetite. Short temper.

Also endured ridicule of peers. At time of experiment, only American with facial hair was Allen Ginsberg, an eccentric pretender to the Smith Brothers cough drop fortune, and the leading money winner of the Ladies Professional Association circuit.

"A mustache on you looks like (word withheld)," said office enemy.

"(Six words deleted)," said subject, psychologically rewarded.

Mustache proved useful for keeping fingers occupied. Sideburns disguised subject from friends wanting to mooch smokes. Beard camouflaged involuntary tics in left cheek.

One month after cigarette habit broken, subject shaved off bristles and curls. No longer needed. Subject completely free from desire to smoke.

As of this report, subject has gone 10 years without a cigarette. Ten years, one month, three days, forty minutes, and thirty-three seconds.

Subject now is male American of ruddy complexion as result of compensatory drinking. Nervous system, shattered. Body build, tending stout with double chin and roll on hips.

Related developments: 1. So-called friends now ask for 45 cents at a time to purchase cigarettes by the pack. 2. Nicotine stain on finger was a birthmark. 3. Loss of breath occurs at sea level. 4. Morning mouth tastes like wrangler's boot. 5. Doctor warns that unless subject loses weight, in danger of heart attack, stroke and fallen arches.

Subject still occupied as writer. Of grimly serious material.

Conclusions:

—At time of discovery by medical profession that skins of mice absorbed cancer-producing tars, tobacco industry should have perfected a cigarette wrapped in mice skins.

—Because, benefits of quitting smoking may be offset by penalties.

—And in case of subject, imaginative experimentation can initiate a revolutionary change in personal appearance of citizens. Today, only Americans who do not wear more hair are Mr. Clean, the vice president of the United States, and commandant of Marine Corps.

It was announced by a government team in San Diego the other day that 10 million Americans have quit smoking in recent years.

But entirely overlooked by the scientists were the negative results of the national rejection of tobacco.

For example, what happened to me. Not wanting to bore anybody with one more "How I Quit" story, I've reduced my experience to a clinical case history:

Subject succeeded in giving up the habit by growing facial hair.

At time of experiment, subject was pallid male American, 31 years of age, body build skinny. Nervous system, inert. Occupation, writer of wildly amusing stories.

Consumption by subject had ranged from 20 to 30 cigarettes per day, depending upon proximity to payday. Also smoked cigars and pipe, and on one hunting trip, dried coffee grounds rolled in bacon wrapper.

Decision to quit reached one day when subject discovered one cigarette burning in ashtray, one in hand, one in mouth, at same time reaching for another.

"I don't have to be a slave to this idiotic weed," subject said, within earshot of office enemy.

"Hah!" the office enemy hahhed.

Aside from pride, subject also cited as his reasons for quitting smoking: 1. So-called friends were forever bumming cigarettes. 2. Unseen nicotine stain on forefinger. 3. Poor wind when backpacking at elevations above 8,000 feet. 4. First thing in morning mouth tasted like pitchfork handle. 5. Danger of cancer.

As gesture of defiance, subject started growing sideburns, mustache and beard on same day he quit smoking.



Mexican colonial architecture is the theme for Lomas Santa Fe's Isle Verde project. Lot buyers may utilize the talents of selected architects in-designing their homes.

LOMAS SANTA FE'S ISLA VERDE DEVELOPMENT 70% COMPLETED

LOMAS SANTA FE—Bob Wilkinson, executive vice president of Lomas Santa Fe Realty, today announced that of the original 87 lots in the Isla Verde project here, only 25 remain.

Isla Verde is that part of this 1,200 acre planned prestige community that is set aside for custom homes on half acre view lots.

Wilkinson said, "There are three custom builders now constructing four homes that will be sold in the \$70,000 to \$90,000 price range."

"Most of the sales, however," Wilkinson added, "have been lot sales with custom homes built by the owner."

Lot prices start at \$22,000 and offer a view of either the ocean, mountains, or overlook the fairway of the golf course.

"Most lot buyers are building immediately," Wilkinson said, "and we encourage this by giving an eight percent rebate on the price of their lot for starting construction within nine months of purchase."

Builders constructing homes in the Isla Verde project are: Warren Wyman, The Collins Development Company, and Don Hart.

Lomas Santa Fe is in its second year of development. It's located on the North coast of San Diego County, on the east side of Interstate 5 just east of Solana Beach, adjacent to Rancho Santa Fe.

Residents of Lomas Santa Fe enjoy rural prestige living in a planned environment that is only 2 minutes from the ocean and 20 minutes from downtown San Diego. The community is architecturally controlled for esthetics and lushly landscaped. It's keenly planned to the natural hillside topography. All utilities are underground with most of the homesites commanding unobstructed views of the surrounding coast and countryside.

The Lomas Santa Fe shopping center—Plaza of the Four Flags—is designed in authentic 18th century Mexican colonial architecture, which is also carried out in the private Lomas Santa Fe Country Club buildings.

"Immediate plans," says Wilkinson, "call for the building of the Country Club Garden Villa condominiums adjacent to the golf course fairways, the expansion of the shopping center, and the construction of expanded Country Club facilities."

Lomas Santa Fe Realty is the sales company for Lomas Santa Fe Development Company, Inc. Ted Gildred is president of the parent corporation.



Bob Wilkinson is awarded congratulatory kisses on being named Executive Vice President of Lomas Santa Fe Realty by (L-R) Jane Norberg and Karen Dusek, of the Barnes-Champ Company, San Diego based advertising agency.

LOMAS SANTA FE REALTY NAMES EXEC. VICE PRESIDENT

LOMAS SANTA FE—Ted Gildred, president of Lomas Santa Fe, today announced the appointment of Bob Wilkinson as executive vice president of Lomas Santa Fe Realty.

Lomas Santa Fe is a planned prestige community under development north of Del Mar and bordered by Rancho Santa Fe on the east and the Pacific Ocean to the west. The 1,200 acre development includes: Lomas Santa Fe Country Club, shopping center, industrial complex, condominiums, and residential properties of ¼ acre ocean view homes, ½ acre golf and ocean view estates, and one acre and larger Rancho Estates.

Wilkinson comes to Lomas Santa Fe from Grubb & Ellis Company of Los Angeles. He was director of commercial and industrial sales for that company, and previously he played professional basketball for Chicago, Denver, and Oakland.

Wilkinson, as executive vice president, will direct the marketing and sales programs of Lomas Santa Fe Realty.

the BEAT GOES ON at Lomas



LOMAS SANTA FE MOVES ADVERTISING TO BARNES-CHAMP

SAN DIEGO—Lomas Santa Fe president, Ted Gildred, announced today that Barnes-Champ/Advertising has been awarded the Lomas Santa Fe account.

Barnes-Champ/Advertising, San Diego's oldest and largest advertising agency, has assigned account executive Bill Deane to handle the 1,200 acre land development, with Cullen

Boyles as account supervisor.

Lomas Santa Fe is a 1,200 acre planned prestige community under development north of Del Mar and west of Rancho Santa Fe and includes: Lomas Santa Fe Country Club, The Plaza of the Four Flags Shopping Center, industrial complex, condominiums, and residential properties of ¼ acre ocean view homes, ½ acre golf and ocean view estates, and one acre and larger Rancho Estates.

Barnes-Champ will handle the total advertising and public relations for the development. "We plan to place advertising in San Diego newspapers and magazines," says Deane, "plus some spot radio and direct mail."

"Although most advertising will be centered within the San Diego market, with the new country club villa condominiums we plan to expand our advertising into the Orange County, Los Angeles market," added Deane.

By DUDLEY T. MILLER
Vice President Marketing Air California

"Welcome Aboard San Diego" will be an oft repeated greeting by Air California stewardesses as service began on November 1, 1970, between the state's second largest city and San Jose and Oakland.

The introduction of San Diego service is another milestone in Air California's nearly four years of operation. On January 16, 1967, Air California flew its first flight, with Lockheed Electra prop jet equipment, on its initial Orange County to San Francisco route. Later that year in October the Orange County routes were expanded to include San Jose and Oakland.



AIR CALIFORNIA SERVICE TO SAN DIEGO

In March 1968, Air Cal opened its own maintenance base at San Francisco International Airport and also took delivery of its first pure jet aircraft—two Douglas DC-9 twin-jets. Two months later on May 17, 1968 these DC-9's began flying between Orange County and San Francisco.

Acceptance of Air California's service in the market place was immediate; in fact the airline carried its 500,000th passenger after just 17 months of operations.

In August 1968, Air Cal signed an agreement to lease six Boeing 737's and they were put into service on October 7, 1968, flying between Orange County and San Francisco, San Jose and Oakland.

On October 27, 1968 Air Cal began service to its 4th city—Ontario, flying between Ontario International Airport and San Jose and Oakland.

Closing out the year 1968 the last Lockheed Electra flight was flown on December 16. The airline now flies Boeing 737 jets exclusively.

Passenger traffic continued to grow and on February 27, 1969, Air Cal carried its millionth passenger, just 25½ months after its first flight. On September 3, 1969, the Public Utilities Commission awarded Air Cal non-stop authority on a new San Diego to San Jose and Oakland route, and later that month the airline carried its 1,500,000th passenger. Rounding out the year, Air Cal began new Palm Springs to the Bay area cities of San Francisco, San Jose and Oakland on December 10, 1969.

On Air Cal's third anniversary, January 16, 1970, a total of 1,760,221 passengers had been carried since the start of operations, and on May 13 another traffic milestone was reached when the two millionth passenger was carried, after just 40 months of scheduled operations.

The rapid growth of Air California has provided management with a certain expertise in commuter type operations. Just as any going business concern, the company's profitability hinges on the close relationship between the amount of product produced



and the amount of product sold, which in our industry is termed revenue passenger miles.

As the marketing man responsible for selling Air California's product, the airline seat and cargo capacity available, I have developed a philosophy which applied generally to airline marketing, but more specifically to our type of specialized commuter marketing. This philosophy is that an airline will sell a certain amount of its product if it only produces a schedule, advertises it for public awareness, and statistically forecasts a percent of the public who will purchase the service. However, if one wants to increase the amount of sales, and maximize profit potential, one must turn to marketing strategy, employing the correct programs to solve the problems. Sometimes you merely have to correctly gauge a market's passenger potential and provide the correct amount of daily seats, or file a tariff to stimulate a certain segment of the market. This we do with our economic planning and tariffs. Or the marketing problem might require use of other departments such as specific advertising and sales promotion to create new needs and desires for our service.

Broadly speaking, Air California has not concerned itself with marketing to major mass markets. The airline's success has been due to its early established objective in that we consider every passenger as an individual and we treat him as a guest in our home. To that end, we market commuter first class service.

Most young companies require sound financial backing and management to survive their early promotional years until maturity eases the need for infusion of equity funds. This financial backing was assured Air California this past summer when Westgate-California Corporation, a San Diego-based company, acquired control of Air California, naming a new board of directors and an aggressive management team. Route expansion plans and the purchase of two more Boeing 737-200 model jets have been approved.

We are delighted to be bringing our Sunjet service to one of the loveliest cities of California—San Diego, and we promise to offer you First Class Service.



CALIFORNIA BICENTENNIAL UNIFORM—Stewardesses Kaye Curtis, top, and Marlynn Humpert model Air California's new Spanish inspired California Bicentennial Uniform, designed and coordinated by Koret of California Inc., one of the nation's largest manufacturers of women's coordinated sportswear. Air California will introduce the new uniforms on June 16. They consist of an A-line dress, fringed poncho and sombrero. The color scheme is California Gold and Orange. Air California serves San Francisco, San Jose, Oakland, Orange County, Ontario and Hollywood/Burbank airports. (Air Cal Photo)



*Louella
Liverwurst
Says...*

Christmas has come and gone (such a happy one!) and New Year's arrived with all the proper fanfare, intermingled with family, friends and much (too much) to eat! Now we're back on a diet, the social scene has dropped to zero, and it's business as usual!

**10th ANNUAL POSADAS
HELD AT SCHOOL**

What a wonderful performance! This annual event attracted a capacity crowd this year, and even the weather cooperated in a week of intermittent rain! The day was bright and beautiful, and so was LAS POSADAS!



Pretty Senora Martin, one of the most popular teachers at Rancho Santa Fe Elementary School, was responsible for the whole outstanding performance . . . from start to finish! She deserves many well-earned accolades!



La Dona Francesca Alvarado was played by Andrea Cantwell



Fray Jose Sanchez was portrayed by Scott Lee



Rancho Santa Fe's beloved Ellen Ross, retired from RSF Elementary after 22 years of outstanding teaching, came back for the show!

GARDEN CLUB PROGRAM

The Garden Club was the scene of the Annual Christmas Program for families, and this year we were all privileged to hear an ensemble from the choir of the Carlsbad Army and Navy Academy, along with the Boys Junior Choir of the Presbyterian Church of Oceanside. They were wonderful!



Attractive, always beaming with hospitality, Mrs. Reg Buller, President of the Garden Club, opened the program.



Lt. Col. Atkinson from Carlsbad Military Academy led the selections by the combined choirs.

Louella Says

**1971 ADVERTISING
AND SALESRAMA**

This will be a first for San Diego and should be a significant public relations milestone in the advertising and marketing profession's relationship with business in Southern California. Feb. 17, 1971 in the Civic Theatre, the Sales and Marketing Executives — International (San Diego) in cooperation with the Advertising and Sales Club and the SAN DIEGO CHAMBER OF COMMERCE will present San Diego's first ADVERTISING AND SALESRAMA.

It will feature the DISTINGUISHED SALESMENS AWARDS headlining Arthur H. Red Motley (New York), President of Parade Publications and past President of the U.S. Chamber of Commerce and America's Sales Ambassador; . . . and . . . the ADVERTISING-MEN-OF DISTINCTION AWARDS (starring the President of the AMERICAN ADVERTISING FEDERATION Howard Bell Washington, D.C.); . . . and . . . a GIANT SALES RALLY (led by Bill Gove, America's No. 1 Salesman, a recipient of the INTERNATIONAL-SALESMAN-OF-THE-YEAR AWARD. Based in Florida he is a professional consultant to major U.S. corporations on sales training and sales motivation and is acknowledged to be one of the nation's best-informed, most articulate, most dynamic spokesman for this profession in the nation today.

General Admission—\$4.00;
Student—\$2.00.

Ticket Sales Office: San Diego Office Supply, 1035 Seventh Ave., 92101. Telephone: 232-4411. Attention: Howard Atkinson or contact: Sales and Marketing Executives—San Diego Advertising & Sales Club of San Diego.



Rancho Santa Fe Pharmacy

ELIZABETH ARDEN

Hand Lotion Special!

- Blue Grass
- June Geranium
- Mémoir Cherie

Reg.
\$4.50 \$3.00

**HOUSEWARMING PARTY HELD
FOR THE JOHN DEES**

It was a gala fun evening — the recent night when friends of the John Dees came en masse to their new home on Los Morros, complete with intoxicating beverages and all sorts of pot-pourri for dinner.



Happiness is a bunch of old friends and neighbors! Hans Andersen, Lew Scarr, Phil Singleton, Maxine Van Evera, Laurie Singleton, Arthur Cardinal, Lorraine Skibinski, Helene Cardinal and Ruth Giffin enjoy the camaraderie in the kitchen. The Singletons from Lake San Marcos and the Giffins from Rancho Santa Fe co-hosted the affair.



All smiles!
Nan Dodds, Carolyn Haflinger,
Joe Skibinski and Lila Scarr



CUTE KIDS!

Among the grandchildren belonging to proud grandparents Jeanne and Zel Camiel is a set of twins age 7½ — notably Dani on the left and Naftali on the right (both boys). The family also includes a big sister, Yardena, who just celebrated her tenth birthday. These handsome children belong to Zel and Jeanne's son and daughter-in-law, Mr. and Mrs. Shimon Camiel of San Carlos.

**RIVERBOAT
RESTAURANT**

**REUBEN
E. LEE**

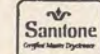
**moored at
HARBOR ISLAND,
SAN DIEGO**

**Exclusive does something
special for man's suit**

Yes, Exclusive-care for men does something for a suit that you can feel when you put the coat jacket on. Meticulous cleaning that's spotlessly quality in result — then — hand finished to put your suit back into its original shape. This is Exclusive's individual touch — boon to your suit's good looks and your comfort.



Exclusive Cleaners **Call Collect 295-3156**



3740 Park Boulevard, San Diego, California

**Phoenix,
ARIZONA**

The west's most scenic spot — where the sun spends the winter. Golf, swim, horseback ride, cook-outs in resort splendor.

Season:
Mid-December to May
Write for rates.

**JOKAKE INN
PARADISE INN**
6000 E. Camelback Road
PHOENIX

RUMMAGE SALE

SAN DIEGUITO-SOLANA BEACH BOYS CLUBS

January 29-30, 1971
9:00 a.m. - 4:00 p.m.
149 Lomas Santa Fe Drive

All donations greatly appreciated
For pick up call
755-9371, 753-6351, 753-1476
(Furniture, clothing, bric-a-brac, and?)



Whatever music you want for your home, we have. Or, we will get it for you. Our facilities, our selections of merchandise, our counsel—all are here to serve you.

KAWAI PIANOS FISHER STEREOS
SHEET MUSIC CONN ORGANS

the music hall

PLAZA OF THE FOUR FLAGS
951 Lomas Santa Fe Drive
Solana Beach, CA 92075
PH: 755-9369



LEWIS & BLESSO
GEORGE GINA

REAL ESTATE
TELEPHONE 714/756-1659

CHET ROOT LOIS ROOT
GLADYS THOMPSON
ASSOCIATES

PASEO DELICIAS AND LA GRANADA
POST OFFICE BOX 571
RANCHO SANTA FE, CALIFORNIA 92067

THE HANG-UP

the most exciting & unique shop in Solana Beach
January Storewide Clearance (Boutique Only)

161 S. Hwy 101
On the Golden Strand
Solana Beach
Telephone 755-9111

MASTER CHARGE
BANKAMERICARD

40/JANUARY 1971

Louella Says



Louella Liverwurst holds Ralph William Giffin III who thought the music was great, but it affected him like a lullaby!



Mrs. Charles Loomis and her beautiful teen-age daughter, Mimi, enjoyed the music.



Two pretty members of the audience were Cherie Buchheim and Wendy Baker.



Mr. Atkinson was at the piano . . . announcing selections as they were rendered.



A PRETTY SHOWER FOR A PRETTY BRIDE
The Country Squire Gourmet Patio Restaurant was the scene early in December for a personal bridal shower for lovely Miss Mary Ann Briggs who became the bride of Timothy Doyle Coker on the 18th of December. Mary Ann, with her beautiful smile, is pictured above as she began unwrapping her gifts. On the right is Mrs. Bob Sperry.

OFFICERS OF RSF REPUBLICAN WOMEN FEDERATED TO BE INSTALLED

On Wednesday, January 20th, the new officers of the Rancho Santa Fe Republican Women Federated will be installed by Mrs. Jean Ashcraft, newly elected President of San Diego County Federation of Republican Women's Clubs. The event will take place following a luncheon and Fashion Show by "Fashions by Fay," Rancho Santa Fe at the JOLLY OX RESTAURANT in Solana Beach. The chairman of the luncheon is Mrs. Fillmore Rose, and the chairman of the Fashion Show is Mrs. Dolores Parker. The officers to be installed include Mesdames B. Allison Gillies, President; Steven Toth, Jr., First Vice President; Frank Driggs, Second Vice President; John Phipps, Treasurer; Colleen Buchheim, Recording Secretary; Donald Kintner, Corresponding Secretary; Walter Grimm and Reginald Buller, members at large; and Mrs. Colley Ferneding, Junior Past President. Mrs. Buchheim is also the newly elected Corresponding Secretary of the County. Reservations may be had by phoning Mrs. Rose at 756-2023 or Mrs. Ferneding at 756-1577.

Louella Says

"WHY DOES AN AIRPLANE CROSS THE ROAD?"



INTRODUCING: Ted Meisenheimer, Cartoonist . . . one of Laguna Niguel's talented advertising men who have talents galore—and **INTRODUCING** our newest contributing editor: Ted Meisenheimer, Cartoonist. Fascinated by the sign on Harbor Drive, approaching Lindbergh Field, San Diego, Ted sat down and put his mental picture on paper. In business life, you'll find Ted Meisenheimer deep in public relations for Far West Services, Inc.—Reuben's, the Reuben E. Lee, etc. In private life he lives at Laguna Niguel and is a golf nut. He's friendly, fun to know, and he has a real flair for the funny. More to come!

THE WILSON JONES MEMORIAL INVITATIONAL TENNIS TOURNAMENT HELD IN RANCHO SANTA FE

This tournament, established by Mrs. Wilson Jones in memory of her late husband, is an annual event in Rancho Santa Fe. Mr. Jones an enthusiastic tennis player himself, believed in promoting interest in the game — especially where young people were concerned. His great forte was *strategy* — he understood the mechanics of the game, and communicated this with great success. The women of the Rancho Santa Fe Tennis Team, coached by Mr. Wilson, received invaluable help in improving their game. It is well remembered that many years ago Mr. Wilson inaugurated the Pacific Southwest Tournament which was later taken over by Mrs. Harry Jones and has since become world famous.

Mr. Jones' interest in tennis, and Mrs. Jones' desire to perpetuate his memory in this wonderful way has made the annual Wilson Jones Memorial Invitational an eagerly awaited event.



Mrs. Wilson Jones, tournament sponsor, presents trophies to two winners: left, Warren Eber of the San Dieguito Tennis Club; and right, Leslie Koman of Escondido.



Owen Chambers, age 13, runner-up.



Left to right: Pat Todd; her mother, Mrs. Canning; and Stan Chambers, interested spectator.

Helen Thomsen's
CATERING SERVICE
5763 LA JOLLA BLVD.
LA JOLLA
PHONE 459-4894



Stomback's

FEATURING: CROSBY VOGEL PARIANI
DEHNER HERMES
MARLBOROUGH STUBBEN
EQUESTRIAN BORRELLI
HARRY HALL LANE FOX
FARNUM TOP FORM TURF

—Romika Rubber Boots

Rolled German bridles with martingales, breast plates and attachments a specialty.

Tack repair now available,

Nancy McBroom
Proprietress

1105 Camino del Mar
Del Mar, Calif. 92014
755-8232



Little Bavaria

all the atmosphere of an Alpine inn

Specializing in German and American food

Lunch, Wed., Thurs., Fri.
Dinner and Dancing Fri., Sat., Sun.

Carmel Valley Rd. Del Mar
755-1383 755-1454

ROLLER SKATING IS FUN!



PUBLIC SESSIONS:	
Private Parties	Group Rates
Prof. Instruction	Birthday Parties
Eve.—Tues. thru Sat.	7:30 - 10:00
Mat.—Wed.	3:30 - 5:30
Sat. Morn.	10:00 - 12:00
Sat.	1:30 - 4:00
Sun.	2:00 - 8:00

Call 755-4158
(MON. PRIVATE PARTIES ONLY)
TRI-CITY ROLLER RINK
212 So. Cedros Ave. — Solana Beach

Rosie's Antiques



in the center
of Rancho Santa Fe

756-2659

BUY & SELL
ARTICLES
ON CONSIGNMENT
BRIC-A-BRAC
JEWELRY FURNITURE

We specialize
in old dolls

SHIRLEY KEETH REAL ESTATE

Shirley Keeth
Kay Wasser
756-1901



Rancho Santa Fe, Calif.
Pasco Delicias at La Granada

Louella Says

MUSTANG CIRCLE HOLDS "RAP SESSION" IN DECEMBER

The evening of December 3rd was a most interesting one! Parents and students from San Dieguito High met at the home of Mr. and Mrs. Arnold Kessler, Linea del Cielo, Rancho Santa Fe for an evening of fun, relaxation and exchange of ideas. There was a capacity throng! Students actively participating in the "rap" session were: Hal Hoadley, Dave Burger, Dave Homerud, Susie Calen, Mary Jeffries and Rene Roberter. The teachers were Shirley Richardson, Bob Williamson, Mary Ann Schoell, Evelo Blackley, and Leonard Mossis, Principal. Mrs. Jo Worthington of Rancho Santa Fe, Chairman of the Rancho Santa Fe Mustang Circle organized the group which will meet again in a similar manner in the Spring. If you missed the winter "rap session," be sure to attend the next one on the agenda. It was unanimously agreed at the conclusion of the evening that informal discussion regarding school events, problems, possible solutions, etc.—where student, parent, and teacher meet informally—was most successful, informative and worthwhile on all sides.

	ELIZABETH ARDEN BODY CREAM
	Reg. \$5.00 3.50
Rancho Pharmacy	

NOTSOM FLOTSOM IS A GREAT PLACE TO DINE



The "joie de vivre" at Notsom Flotsom is really something! Located in the Santa Fe Shopping Plaza in Encinitas, just a few minutes away from home, this restaurant is extremely unique and really, truly excellent! It's run by young people—but it's not a restaurant for young people (even though young people are more than welcome, natch!) The young men involved have all had background and experience in restaurants run by others—then banded together with a lot of hard work, imagination and know-how to come up with NOTSOM FLOTSOM. The decor is very imaginative and attractive. Telephone cables—large and round—polished to perfection make the tables. The chair you sit in is an executive desk chair, the kind usually found in offices . . . old fashioned oak, rubbed down until it gleams! The menu offers a choice of steak, lobster and chicken in many tempting ways. The salad bar is fantastic! All sorts of delicacies with which to adorn your lettuce—including such things as raw mushrooms, spinach, bean-sprouts, waterchestnuts, etc., etc. in addition to the usual crisp lettuce, tomatoes and extra-special dressing. In fact—a Notsom Flotsom salad could actually make a meal! The winelist is outstanding, too—plus an excellent house wine.

Prices are moderate, service is exceptionally friendly and fast, and these young people are to be commended for a smooth-running, well done operation. Try it! 753-0329.

Louella Says



Mr. and Mrs. Lewis Lintner, the honored couple.



Walter Grimm and Mr. Kaphers



Dolores Parker and Mr. Graham



A trio of beauties: Sandy Apple, Claire Howe and Dolores Parker.

GOLDEN WEDDING CELEBRATED BY THE LEWIS LINTNERS

Dec. 3rd, 1919 was a fortunate day for both Velma Herring and Lewis Lintner. Velma had been Christmas shopping in downtown Omaha, and had her arms full of packages and was waiting for a street car in 5 below zero and several passed her because they were full. She was freezing, so when the next one stopped to discharge a passenger, Velma chose to stand out in the cold on the top step rather than wait any longer. As the car went around the corner it threw Velma off balance and she began to fall. If she had fallen it would have been fatal!

Fortunately, a handsome stranger caught her and his name was Lewis Lintner. So of course she owed him her life and to make the story more beautiful it was love at first sight for both. A year and three days later they were married. Lewis had just arrived in Omaha to join the largest accounting firm in that city. He soon joined the Riggs Optical Co. as Secretary and Auditor.

Seven years later Riggs moved their offices to Chicago and by that time Lewis was Vice President, Treasurer and Controller. Lewis bought a farm 25 miles from Chicago and Velma soon learned to manage it. It was an exciting 12 years. At one time the Lintners had twelve Great Danes, (the pride of their lives), cats galore, and all kind of beautiful pets.

When the Riggs Optical Company expanded to 100 branches, Lewis decided to retire. In 1945 they put the farm up for sale and at this time Velma took up painting, a talent she always enjoyed. Later she felt her country needed her more, and now devotes all her time to research and legislation in order to try to influence the men that are making our laws. This has enabled

Boots!
MILLER BOOTS
DEHNER BOOTS
Custom Boot Tailoring
and Cuffs
Shoe and Boot Repairing
Shoes for the Family
Marshall's
SHOES / REPAIRS
755-1776
112 W. Plaza
Solana Beach

Rising out of San Diego Bay



SHELTER ISLAND'S BALI HAI

HAWAIIAN
BUFFET LUNCHEONS

EXOTIC
CANTONESE DINNERS

LIVE
ENTERTAINMENT

POINT LOMA 222-1181
Open Every Day

COAST BRAKE & WHEEL SERVICE



444 First Street - Highway 101
Encinitas, California
MUFFLERS — GOODYEAR TIRES
BRAKES — WHEEL ALIGNMENT
753-6272

PSA, the airline of the 70's, gives you the schedule of the 30's:

6:30 am
7:30 am
8:30 am
9:30 am
10:30 am
11:30 am
12:30 pm
1:30 pm
2:30 pm
3:30 pm
4:30 pm
5:30 pm
6:30 pm
7:30 pm
8:30 pm
9:30 pm

PSA gives you a lift

to Los Angeles.

Louella Says

GOLDEN WEDDING CELEBRATED BY THE LEWIS LINTNERS

continued



Virgil Christiansen, the Tom Wards and Barry Christensen



Mr. and Mrs. Marvin Tackett



Mrs. Ellen Adler and Bill Freck

the Lintners to become well acquainted with many important state and federal legislators.

Lewis became tired of being retired and entered the water conditioning business as representative of the Permutit Company. This is the oldest, most experienced and most respected producer of every kind, size and purpose water conditioners for domestic, commercial and industrial users, throughout the free world. Lewis hopes to deliver the best products in the area at the lowest prices and do a real service to the community.



Martha Colley Ferneding and her distinguished father, Mr. Colley.

In their own words, the Lintners have this to say: "After we decided to sell our Chicago farm we made 18 trips and drove 50,000 miles to see where we would like to live in California. We finally found "Heaven on Earth," Rancho Santa Fe, in 1948. It is with great joy that we have been privileged to spend these last years of our lives in such a beautiful community among such devoted friends."

Louella Says

SECOND ANNUAL RANCH FAMILY DINNER HELD AT RSF INN

Spearheaded by vivacious Leanne Brown, a capacity throng of youngsters with their families sat down to dinner in the main dining room of the beautifully decorated Rancho Santa Fe Inn on the Sunday preceding Christmas at high noon. Santa Claus joined the merry throng, presenting each child with a hand-made Mexican tree ornament as a memento of the happy occasion. Christmas carols and folk songs by a group of talented college students kept the merriment at high peak, followed by carol singing by the family groups just as the flaming ice cream "snowballs" were set before each plate. It was an afternoon long to be remembered!



Accolades to Mrs. Arthur Brown!



Mrs. Martha Scott Baker and daughter, Wendy



Mrs. Morgan Jones and daughter Jocelyn

	BONNE BELL	
	"Plus 30" CREAM	
Rancho Pharmacy	Reg. \$5.00	\$3.00



Mr. and Mrs. Alfred Gregory



Even though they look a little frazzled, the Liverwursts had a very happy time!

	BONNE BELL	
	Special!	
Rancho Pharmacy	'Plus 30" LOTION	
	\$10 Size	\$5.50
	\$6 Size	\$3.50




Mrs. Coleen Buchheim



The handsome Holcomb boys; sons of the Russell Holcombs

Mediterranean Arts
For Unique, Different, Imported Gifts
12823 Pomeroado Road, Poway
Phone 748-1309
(One block south of Poway Road)
open Saturday from 10 am to 6 pm
week days by appointment only

"It costs no more for service based on long experience."

Encinitas Mortuary
340 Melrose Ave.
Encinitas, Calif.
Phone 753-1143


MOUNT VERNON MOTEL
TV Phones Heated Pool
FM Music Silent Electric Heat
• Carte Blanche • American Express
• BankAmericard • Diners Club
Highway 395 at State 78 Escondido
Vernon & Ellwood Titcomb, owners
Phone: 745-6100

Dining and Dancing
SCENIC VIEWS of San Diego
LUNCHEON 11:30 to 3:00
Buffet Royale or menu
SUNDAY BUFFET ROYALE
GOURMET MENU features continental cuisine plus steaks, ribs, seafood
HOSPITALITY HOURS 4 to 7 pm
DANCING & entertainment

Host: Jean Bellon
Shelter Island San Diego
224-3577

the
"inn-place" to
relax and enjoy
luncheon and dinner.
private parties, too.



A. B. DuBRUIEL CO.



Woodworking • Fabrics • Formicas
Glueing • Repairs • Tables Drop-Leafed

**ANTIQUES BORN AGAIN!
REFINISHING
UPHOLSTERING**
755-3471

1310 Stratford Ct. DEL MAR

VILLAGE

**Community Presbyterian
CHURCH**

Rev. DONALD R. CAUGHEY,
Minister
Rev. JAMES C. MURRAY,
Assistant Minister

Sunday Worship: 10:00 a.m.
Church School: 10:00 a.m.
Choir Rehearsal: Thursdays, 7:30 p.m.

**PASEO DELICIAS,
RANCHO SANTA FE**

Wilhelmy's
Picture Framing
Custom & Stock Frames
Fine Prints Originals
Mat & Glass Cutting
Artists Supplies
"Personal attention
to special requests"
Mon-Fri 9-5:30 Sat til 4:00
753-8829
1038 N. Hiway 101 Leucadia

GOURMET GUIDE

by DeDe Godwin

It is January, and now that most of the fabulous holiday food has been consumed, we need something simple, quick and easy . . . but with a touch of elegance. See what can be done, effortlessly, with the mushroom.

MARINATED MUSHROOMS

(for cocktails)

- ½ lb small mushrooms
- ¼ tsp salt
- ⅛ tsp ground pepper
- ½ tsp oregano
- 2 tbs lemon juice
- 1 tbs tarragon vinegar

Wash and dry mushrooms and discard stems.

Mix all the rest of the ingredients and pour over the mushrooms and toss the mixture. Let stand 2-3 hours at room temperature. Serve with toothpicks.

If you can't find small mushrooms, use large ones and slice . . . same effect.

STUFFED MUSHROOMS

(for lunch, or dinner if you feel that way)

- 12 large mushrooms
- 3 tbs butter
- 2 green onions, chopped
- ¾ cup breadcrumbs
- ¾ cup crab, shrimp, chicken, ham, (or whatever dab of meat is languishing in the refrigerator)
- 1 tbs cream
- 2 tbs sherry

Seasoning and a little chopped parsley, plus a generous pinch of marjoram.

Wash and dry mushroom, detach stems and chop stems.

Cook mushrooms and green onions in 1 tbs butter for about 2 minutes. Brush mushroom caps with butter (2 tbs, and broil 2 minutes, cap side up.

Combine all the rest of the ingredients, turn the mushrooms over, fill with stuffing mix, top with a snip of butter and broil about 4 minutes.

GOURMET MUSHROOMS*

(as a side dish or vegetable)

- 6 tbs butter (no substitutes)
- 3 tbs green onions chopped fine
- 2 tbs chopped parsley
- 1 tbs lemon juice
- 6 tbs cream

Wash and dry mushrooms. Detach and chop stems. Place cap side down in casserole. Mix soft butter with onions, parsley and lemon juice and chopped stems. Form into 6 balls and refrigerate. When firm, put one ball into each mushroom cap, and pour over all, the cream. Cover tightly with foil, then casserole lid. Bake 325 about 30 minutes.

These can be prepared in full the day before and refrigerated.

*Wonderful with beef or lamb . . . or anything. The most elegant!

**VICE PRESIDENTS
ANNOUNCED**

SAN DIEGO—The San Diego Gas & Electric Company today announced the appointment of three senior vice presidents, effective January 1, in a realignment of the company's executive structure.

Walter A. Zitlau, who becomes president of the company January 1 upon the retirement of J. F. Sinnott, said the changes will give additional strength and flexibility to the company's management to meet present and future challenges.

Elected by the company's board of directors to the new positions of senior vice presidents are C. M. Laffoon, presently vice president—electric; M. R. Engler, presently vice president—operations services; and R. E. Morris, presently vice president—marketing.

Zitlau said that with the creation of the new positions, the position of executive vice president, which he has held for the past seven years, will be abolished. The senior vice presidents will report directly to the president.

Laffoon, who has had a key role in the company's nuclear and desalination programs as well as its overall electric operations, will be in charge of a vastly expanded resource development program for the company.

He will be responsible for the conceptual planning for all gas and electric resources including plants, plant sites and fuel, with full consideration being given to environmental factors.

Engler, who was instrumental in development work associated with the utility's activities in the field of liquefied natural gas and more recently has directed overall operations services, will have charge of three operating divisions: electric, gas and operations services.

New heads were named for two of the divisions. J. E. Thomas, present manager of resource development, will become manager of the electric division. David W. Gilman, superintendent of district operations, will be manager of the operations services division. Paul L. Hathaway Jr. remains as vice president of the gas division.

Morris, who has been vice president of the company's marketing division since April 1969, will have charge of four divisions. They are rates and valuation, headed by John H. Woy, vice president; customer services, headed by P. M. Klauber, vice president; marketing, for which a manager soon will be named; and a new division, administrative services.

Zitlau said the vice president—general attorney, vice president—personnel, vice president—finance, and the corporate secretary will report directly to the president.

Brown-Jordan
patio
furniture



ON SALE AT A

20%

DISCOUNT



DURING JANUARY

RANCHO SANTA FE NURSERY
in the Village Center

TELEPHONE US AT 756-1455

Announcing the opening of
The VILLAGE SECRETARIAL SERVICE
 Martha Scott Baker



Typing Dictation
 Transcribing Light Bookkeeping
 Personal Secretary Addressing

756-2415

9 a.m. to 2 p.m. Mon. - Fri.

Personal service at your home
 upon request

La Granada Rancho Santa Fe
 (in the office of The Village Press)

BECAUSE YOU SLEPT
 in an
ADJUST-A-BED®



You will awaken completely refreshed . . . More relaxed than you could ever realize . . .
 Investigate this better way to read in bed—More comfort to watch TV—and restfully sleep.

TRY IT FOR YOURSELF



ADJUST-A-BED®
 by Sleeper-Lounge

The first and finest electrically adjustable bed for the home
 In San Diego County Only at

Everett Stunz Co.

7644 Girard Ave.
 Phone 459-3305
 La Jolla

Solana Theatre

Solana Beach, California
 Telephone 755-1691

It's a Feline Frolic
Purr-fect



TECHNICOLOR®

©1970 Walt Disney Productions

JANUARY 13-19



"In The Village"

756-1433

**People, Places
 and Things**

YES WE CAN!

As a public service to the San Diego and Tri City communities, the North Coast Family YMCA is collecting aluminum cans from citizens to raise funds and help clean up litter.

In cooperation with Alcoa, which will recycle the cans, the YMCA has constructed a "Yes We Can" collection cage mounted on a portable trailer.

The YMCA locates the trailer at various shopping centers from time to time to promote its efforts.

"This is the first community organization to construct its own portable collection bin," according to Jack Easton, San Diego, "Yes We Can" coordinator, adding, "and it is a fine example of how groups can both raise money — Alcoa pays 10 cents per pound — and provides a public service to the community."

"Funds derived from this effort are being earmarked to finish the Teen Center building located on the Y's five acre site at Interstate 5 and Encinitas Blvd.," said Rollie Ayers, Executive Director of the YMCA.

Ayers pointed out that kids and adults who are dropping off their aluminum cans at the new Y site are not being paid, but feel they are helping with the pollution problem, the recycling effort by Alcoa, and building a "Y" facility.

HOLIDAY ON ICE

A dramatic tribute to Sonja Henie, ice skating's immortal star who died in 1969, opens the 26th edition of Holiday on Ice, which plays Jan. 19-24, 1971, at the San Diego International Sports Arena.

The setting for the lavish production number is Sun Valley, where the Norwegian skating sensation made her most popular movie, "Sun Valley Serenade." The picture's original music, played by the Glen Miller orchestra, is incorporated into the number.

This opening number has special meaning for Holiday on Ice producer, Ted Shuffle, Miss Henie's former skating partner. Shuffle went to Europe in the early '50's to join the Sonja Henie Ice Revue and stayed to become one of Europe's most famous skating choreographer, director and producer.

Tickets, priced at \$5.50, \$5, \$4 and \$3, are on sale at all Sneaker Inns, Bill Gamble's Men's Stores, Central Ticket Agencies and the Sports Arena Ticket Office. Call 224-4176 for ticket information.



ABOUT BOOKS

by DeDe Godwin *

Irwin Shaw, who early on wrote some pretty engaging books, has now produced what the publishers call an "epic novel." This is the name given to novels that are long, about a family, and cover a long period of time. "Rich Man Poor Man" (Delacorte Press) is no exception. It is a very long novel about the Jordache family, covering a period of time from World War I to the present. It is also a novel of hostility and disaffection within a family, and Mr. Shaw tries, as well, in a loose sort of way to attribute the conflict and failure of the children to the old song about parental genes and environment.

Alex Jordache is a baker, product of Nazi Germany, grim, parsimonious, hating everyone except his son Rudolph. Mary, his wife, loves only Rudolph, a sad ailing shapeless overworked woman, who loathes her husband and the world, in that order.

There is little or no rapport between the two younger children, each spelling out his rebellion in his own way. Tom, the youngest is always in trouble; a ruffian, insolent, secretive. Gretchen the daughter, is restless, sensuous, constant in her pursuit of someone she could love, with whom she could be herself. Then Rudolph, the paragon who naturally succeeds vastly in business, but marries an alcoholic. All of them escape, but in divergent ways.

***ABOUT THE AUTHOR:**

Dorothy "DeDe" Godwin is no stranger to the field of the written and the spoken word. For eight years she had her own program "Women's News and Interviews" on CBS, St. Louis; and CBS, Washington. Her book reviews for women's groups were much in demand all over the midwest. When her husband, Grover, was stationed in Washington (Col. U.S. Army), "DeDe" filled in her time of waiting out the war by affiliating

herself with the U.S. Forestry Service, as Director of Information and Education. When the Godwins later moved to Chicago, "DeDe" joined the staff of BBD & O, (one of the world's largest advertising agencies), as a copywriter—a position she held until Grover's discharge. "DeDe"—whose civic duties are legion, now adds one more chore to her schedule . . . feature columnist for North County Living Magazine.

FORGET-IT DEPARTMENT:

Mr. Shaw writes, as always, with the easy vitality of a born storyteller. If his background canvas here, is stretched a bit thin, it is unfortunate but not fatal. If the characters seem lacking in a third dimension at times, well, we all watch television and sometimes we are absorbed. So, all in all "Rich Man Poor Man" is a good story, just that, and very easy reading, indeed.

NEW AND RECOMMENDED:

Although we are aware that the "Gothic" is a reading pattern in many an old homestead, Norah Loft's "Lovers All Untrue" reaches the nadir of Victorian penny-dreadfuls. That the woman who wrote the liquid prose of "I Met a Gypsy" and so ably researched and wrote "Eternal France" could market "Lovers" is inconceivable. The story: Papa, Machiavellian-type tycoon, quells Mama to a restless ghost, sends his servants to the poorhouse when they are too old to meet his exacting standards, and drives his daughter (beautiful, naturally) to murder and madness. Fun?

THE EDITORS

Select Toys
 "We Love Birthday Parties"
 756-2223
 WE GIFT WRAP AND MAIL
 Creative and Educational
 Toys for Children
 Toys for Adults
 on Paseo Delicias

**Tri-City
 Termite Service**
 • INSPECTIONS
 • ESTIMATES
 753-1850

KRASNE'S
 PURVEYORS OF GUNS AND
 ALL SPORTING ACCESSORIES
 A HUGE SELECTION OF NEW, USED AND
 ANTIQUE GUNS AND SPORTING GOODS
ESCONDIDO: 118 W. GRAND
 Open Daily 9 a.m. to 9 p.m.
 Saturday 9 a.m. to 6 p.m.
EL CAJON BOULEVARD DOWNTOWN
 5334 El Cajon Boulevard 6th and Market Street

**La Femme
 SALON**
Hair Fashions
 HAZEL MCGOLDRICK
 ASSOCIATES
 756-1794
 LA GRANADA
 RANCHO SANTA FE

GARY C. MURPHY
 GENERAL CONTRACTOR

IN THE VILLAGE
 on Paseo Delicias
 714/756-2377
POST OFFICE BOX 566
RANCHO SANTA FE,
CALIFORNIA 92067

WHERE EVER YOU GO
THERE'S FRIENDSHIP

When You Stay at Owner-Managed

**FRIENDSHIP
INNS**

The INDIO HOLIDAY MOTEL
IN INDIO, CALIFORNIA

New and attractive, the INDIO HOLIDAY MOTEL offers tastefully furnished Rooms. Excellent Restaurant nearby. Relaxing Hydra Jet Therapy.
44-301 Sun Gold Street
Phone: 714-347-5583



There is a difference in attitude and personal attention when you stay at a Friendship Inn and many luxury features for you to enjoy.

- Sparkling Clean Rooms • Free TV • Free Ice • Wall to Wall Carpeting • Swimming Pools • Fine Restaurants on premises or close by

USE ANY OF THESE WORLD FAMOUS CREDIT CARDS TO CHARGE YOUR ACCOMMODATIONS



Now more than
800 FRIENDSHIP INNS COAST TO COAST
plus Canada — Alaska & Mexico

If You Are Planning A Trip
WRITE FOR COMPLIMENTARY TRAVEL GUIDE
(Use Coupon Below)

or pick one up at your nearest Friendship Inn.

FRIENDSHIP INNS INTERNATIONAL

245 West on North Temple Street
Salt Lake City Utah 84103

Please send me COMPLIMENTARY TRAVEL GUIDE.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Please include self-addressed-stamped #10 envelope.

People, Places and Things



FROM THE OFFICE OF ASSEMBLYMAN JOHN STULL

In recent years, the total "voter profile" has become increasingly familiar to the people, particularly to politicians. This voter profile was developed by feeding statistics into a computer and, then, with almost eerie accuracy the computer tells about the people of a given district, past, present and future. Mother Shipton, Nostradamus, and assorted soothsayers of old, could not begin to compete in foretelling the future with these data-devouring machines which are now so much a part of the way we live.

However, before the computer even begins on the details garnered in the last census, we know one figure that will affect all our lives — 348,075 — the estimated number of people now living in the Great 80th. This is about 98,000 more people than the Supreme Court's "One man, One

vote" concept permits. For example, California has an approximate total population of 20 million people. Divide 80 Assembly Districts into this and we find each Assembly District should have 250,000 people. So, new lines will be drawn to fit the people.

And they will be drawn in Sacramento in 1971 by the new legislature, made up in the Assembly of 43 Democrats and 37 Republicans, and in the Senate of 21 Democrats and 19 Republicans. Re-districting is the responsibility of the legislature once this body gets the census figures. Various local groups have expressed interest in determining the way the 80th will be changed to meet the new need, but the facts are they will have little or nothing to say, as will the minority party in both houses.

As it looks now, part of the Great 80th (but which part is the mystery) will be sliced off and added to some less populated district. In view of the present makeup of the district, in all likelihood, this "slicing off" will not substantially affect the present voting pattern.

Further, the preliminary census figures indicate that our county needs a part of a new Congressional seat. Right now, we have 2.5 Congressmen within the county and the figures show we should increase to 2.9 Congressmen to approach the "One man, One vote" goal of 468,000 people in each of California's Congressional Districts. Obviously this increase will include much of what is now the 80th Assembly District. It doesn't take a computer to foretell that many individuals are already looking eastward to the great beckoning dome of the national capitol, but it is premature for anyone to start packing. Our political future should be very interesting indeed.

FRANKLIN & ASSOCIATES TO HANDLE COMMUNICATIONS PROGRAM FOR MEDALIST CORP.

Franklin & Associates, Ltd., San Diego advertising and public relations agency, has been appointed to handle a broad communications program for the newly-formed Medalist Corporation, community builders.

The announcement was made by Medalist president Jack Davis, the former USC world record-holder in the 120-yard high hurdles.

First development for Medalist is the 300-home-and-country-club Stone-Ridge community in a pastoral area of North San Diego County. Further major Southern California subdivisions are under planning.

F&A will concentrate a multi-media advertising and public relations campaign in the Los Angeles and San Diego markets, according to agency president Phil Franklin who is heading the account team. F&A vice president Glenn Michel is supervising advertising and PR director Jim Frampton is in charge of publicity.

IMPERIAL KENNELS
Breeding and Boarding
DOGS
CATS
BIRDS

ENCINITAS RD.
FREEWAY 78

INDIVIDUAL RUNS
INSIDE SLEEPING
REGISTERED NURSE ON
DUTY AT ALL TIMES

Larry and Jackie
McARTHUR

TWIN OAKS VALLEY RD
CARMEL
744-1662
127 CARMEL,
SAN MARCOS

NORTH COUNTY
VOLKSWAGEN CENTER
**HERMAN COOK
VOLKSWAGEN**

1435 Encinitas Blvd.
ENCINITAS, CALIFORNIA
Telephone 753-6256
AUTHORIZED VOLKSWAGEN
SALES & SERVICE

**RANCHO
HARDWARE**

We feature
OLD COLONY
PAINTS
"Best by Test."

756-1702
LA GRANADA and LA FLECHA

FOR MANAGED
REAL ESTATE
INVESTMENTS

CALL
454-0381

**LOELTZ
& ASSOCIATES, INC.**

7746 HERSCHEL AVENUE
LA JOLLA, CALIFORNIA

ROW RESTAURANT

Bali Hai—Shelter Island's most popular Cantonese restaurant. Try chicken of the Gods and be sure to catch the evening entertainment. Buffet luncheons daily. 222-1181.

Bamboo House Restaurant — Your host, Calvin Jeng, will personally greet you and escort you to your table in this delightful rendezvous-restaurant where you will be served gourmet Cantonese cuisine amidst a background of ancient Chinese art. Luncheon and dinner specialties are artfully prepared by a lady chef. Open every day except Sunday (Mother's Day the only exception). Ample parking facilities. Parties a specialty. Call Calvin Jeng at 232-5391. 422 Market Street, San Diego.

Chart House—two locations locally, both serving superb steaks, lobster and a great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155.

The Coffee Mill—It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious—wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. Tuesday thru Sunday. Closed on Mondays. For reservations, call 753-3133. 531 Highway 101, Encinitas.

Del Charro Hotel—it's the V.I.P. place to dine . . . with menus deliciously spiced with continental wit . . . prices seasoned with Yankee wisdom . . . cocktails always generously poured. Memorable party menus and service. 2380 Torrey Pines Rd, La Jolla-454-6134.

Gourmet Patio Restaurant—a famous Rancho Santa Fe luncheon spot in the charming Country Squire Courtyard of Shops on Paseo Delicias (that's the main street!) of Rancho Santa Fe. Featuring such delights as "petti di pollo," homemade soups, sandwiches, fantastic salads, hot popovers, and "Country Squire Pie." Open for luncheon every day except Sunday, 11:30 to 3:30. Specializing in gourmet catering for parties large or small; and delightful wedding buffets. Elizabeth Cunningham and Robert Townsend, owners. Marilyn Townsend is your hostess. 756-1788.

Istanbul—a delightful place to dine if your taste calls for Middle-East Cuisine. Shish-kebob and other exotic dishes await your pleasure—preceded by a champagne cocktail and followed by your favorite wine. There is a special 99c luncheon during the week that is very surprising. In fact, you won't believe it! Open every day— with live entertainment and floor shows on Fridays and Saturdays. 1250 Prospect Plaza, La Jolla. 454-2334.

The Jolly Ox is located above the Enco gas station on Lomas Santa Fe Drive at Lomas Santa Fe. First, you serve yourself from a generous salad bar—and you may come back again and again. All the salad dressings are homemade, and they are scrumptious. Your main course is either lobster or steak—both specialties of the house, and the very best available. The "Jolly Room" is, of course, the bar. The Jolly Ox is open for 7 days a week for dinner from 5:30 until 10:30 ('til midnight on Fri. and Sat.). Luncheon is served Monday thru Friday from 11:30 to 2. Lomas Santa Fe Drive, Solana Beach. 755-9758.

L'Escale—On your next leisurely drive to San Diego swing out to Shelter Island for lunch or dinner at L'Escale. Dining and dancing in the French Polynesian setting is a delight and the menu glitters with gourmet specialties like Long Island Duckling and Veal Cordon Bleu. Lunch at L'Escale is a treat in itself, too. 2241 Shelter Drive. 224-3577.

Mexican Village—in Coronado. A merry, spirited place with loads of atmosphere. Gathering spot of celebrities and the swinging Navy set. Superb Mexican menu—good American cuisine too. Dancing every Friday, Saturday and Sunday nights. Piano bar. Pancake House Sundays 8 a.m. to 1 p.m. Banquet rooms, cinema-scope screen and projector, private bar. Open daily 10 a.m. to 2 a.m. Over Coronado-San Diego Bay Bridge, down Third, turn right on Orange. 120 Orange Ave. Call (714)-435-1822 for reservations.

Nati's Mexican Restaurant—Whether it's dinner by candlelight or an informal lunch in the patio, Nati's makes you feel right at home. Hanging pinatas decorate the dining room; colorful Mexican paintings and serapes adorn the walls. Nati's is proud of the quality of its food—you may inspect the kitchen if you wish (dishes and sauces are made on the premises). Specialties include: Chili Rellenos made from fresh chili and stuffed with cheese; Guacamole served year 'round, made from fresh avocado. Food to go at no extra charge. American and Mexican beer. Also: **Nati's Tienda**—a gift shop specializing in Mexican artifacts, adjacent to the patio. Plenty of parking. Open 11 a.m.-9 p.m. daily, Sunday noon to 9 p.m. Closed Monday. 1852 Bacon Ocean Beach—224-3369.

Oak Tree House — warm, intimate, candlelight atmosphere with impeccable service and good wine, generous cocktails and an emphasis on leisurely dining. Prime Eastern aged sirloin and New York cut steaks, chicken Cordon Bleu, jumbo butterfly shrimp, filet of sole, Australian lobster tail, steak on a skewer, double-cut steak for two and—the specialite de la maison—roast New York strip, carved thin. English style. Unbelievable popovers with whipped butter and apricot preserves. Masterful salad dressings and rich desserts. All at moderate prices. 7811 Herschel Ave., La Jolla—454-1315.

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

The Reuben E. Lee Riverboat Restaurant — Permanently moored at Harbor Island, San Diego, the Reuben E. Lee nevertheless transports the hungry adventurer back to exciting riverboat days. From a charming authentic interior (circa 1850), one enjoys a breathtaking, dramatic view of San Diego Harbor and the City skyline. Two dining saloons stand ready to please any appetite. The Sternwheeler Room, on "A" deck, features entrees such as Tournedos of Beef, Lobster Newburg, Prime Rib or a great "Plank Steak for Two." On "B" deck, the Seafood Restaurant offers a tempting variety of sandwiches, salads and seafood delights for lunch. Here, the evening dinner menu is a bountiful expansion of the seafood theme. The Reuben E. Lee is open from 11:30 a.m. to 11 p.m.; weekends, noon to midnight. The Cocktail Lounge (where the action is), swings until 2 a.m. Banquet facilities are available for 30 to 100. Seafood, 291-1880, 1870 Sternwheeler, 291-1974

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.

Farrell's Ice Cream Parlour—Escape through Farrell's door to the world of yesteryear, into a gay 1890's atmosphere. Enjoy the world's most delicious sandwiches, so large they're a meal in themselves. Savor ice cream so rich and smooth and flavorful you can visualize the handcranking and fresh fruit that makes it so special. As special as your birthday at Farrell's when waiters gather to sing Happy Birthday and present your Free Sundae! Farrell's . . . West Point Loma Boulevard, two blocks west of Sports Arena in the beautiful French Quarter . . . and across from Grossmont Center on Jackson Drive. Another in Fashion Valley and the very newest of all in Chula Vista! Enjoy . . . at Farrell's! 4230 West Point Loma Boulevard—224-1893; 136 Fashion Valley, San Diego—291-1887; 5304 Jackson Drive, La Mesa—460-0033; 481 5th Street, Chula Vista—426-1850.

THE LEVITZ FURNITURE COMPANY OF SAN DIEGO OFFERS NEW CONCEPT IN DISPLAYING AND SELLING FURNITURE



This is a section of the Levitz warehouse, located in the furniture building. Your selection is in stock . . . can be delivered on the spot.

The original Levitz Furniture Company was founded by the late R. B. Levitz, in Lebanon, Pa., in 1910, as a general merchandise store.

Mr. Sidney A. Levitz, youngest son of R. B. Levitz, is the President of R. B. Levitz, Inc. of San Diego. He and his wife, Roberta, and their family reside in La Jolla.

Sidney A. Levitz—President, R. B. Levitz, Inc.; Harold J. Frank—Vice President; Mrs. Razelle Levitz Selznick—

Sidney A. Levitz, youngest son of R. B. Levitz, graduated from Pennsyl-

vania Military College, Chester, Pa. After completing military service in 1946 he joined his fathers' business and subsequently became the general manager.

In 1954, although still an officer and director of the company, Mr. Sidney Levitz branched out into the food manufacturing business in Lebanon, Pa., leaving a brother-in-law, Mr. Harold Frank and a sister, Mrs. Razelle Levitz Selznick to manage the company.

Mr. Harold J. Frank joined the company in 1950, after graduating from the University of Wisconsin, Madison, Wisconsin.

THE LEVITZ CONCEPT

Early in the 1950's the Levitz brothers recognized that new and more efficient methods were needed in the marketing of furniture. Growing handling costs, the changing of consumer transportation patterns, and the sky-rocketing of freight costs were indicators that a transformation in furniture retailing was to follow the great change that had taken place earlier in the food industry and in the creation of the shopping centers.

Separately, and together, the Levitz brothers in various parts of the country, experimented and opened what is now recognized by the entire industry, as the "Levitz Way" of furniture merchandising.

The name Levitz has become the adverb describing an extremely large furniture outlet, with the warehouse and showroom under one roof; the merchandise displayed in accessorized vignettes, extensive back-up inventory and handled by modern mechanized equipment. This large facility, located within easy access to a metropolitan freeway, with ample parking, railroad siding, offering an extensive selection and immediate availability of merchandise, created a combination of circumstances allowing for considerably higher volume of sales, the resultant lower costs, and with it, naturally, lower prices to the consumer.

In 1968, Mr. Levitz's food company and the Lebanon store were sold in order to take an active part in the growth of the Levitz Furniture Corporation headed by his brothers, Ralph and Leon.

Mr. Sidney Levitz served as California Division Manager, Mr. Harold Frank as Divisional Operations Manager and Mrs. Selznick as Divisional Accessory Manager. San Bernardino and Huntington Beach stores were opened under their direction in 1969.

They terminated their affiliation with the corporation early in 1970 to open R. B. Levitz, Inc., under their own ownership here in San Diego.

please turn to page 59

BUILDERS DESIGNERS
Weir Bros.
ADOBE CONSTRUCTION CO. ESCONDIDO CALIF.
 1536 SOUTH ESCONDIDO BLVD. 745-1612

UNITED CRUSADE CAMPAIGN FINALIZES AT 5.5 MILLION

Nearly 500 volunteers heard United Crusade campaign leaders report a final total of \$5.5 million for the annual drive at a dinner recently at the El Cortez Hotel.

Though the campaign reached only 91 per cent of its goal, General Chairman Leonard J. Zanville called it a "victory for this year of severe economic distress."

The evening's dinner marked the end of a campaign that began September 30 with a goal of \$6 million. Since then an army of more than 3,000 volunteers has been covering every city and town in San Diego County, from Fallbrook to Borrego to San Ysidro.

Discussing the economic conditions, Zanville noted: "We have lost \$325,000 in contributions due to reduced employment and military cutbacks. This means that we actually raised more than \$400,000 in new money. Thirteen of our seventeen campaign divisions have exceeded last year and our base of giving has been expanded to include many more Fair Share givers this year."

More than 200 firms, organizations and labor unions that ran outstanding campaigns were honored at the dinner. Campaign leaders paid tribute to the efforts of these firms and to the cooperation between organized labor and business that made these Crusade campaigns successful.

"The impact of the economic situation has been felt elsewhere," Zanville stated. "United campaigns in other major cities, such as Los Angeles, Boston, Seattle, Cleveland, Detroit and St. Louis, raised less than they did last year. The total increase of 21 other cities our size was less than 3 per cent."

Speaking of losses from last year's campaign, he pointed out that "over \$250,000 of this came from the military and aerospace firms, which have traditionally been our largest and best givers. Although there was a money loss because of fewer employees, there was actually a gain in per capita giving by the remaining employees, in some cases of as much as \$4 per person."

Zanville urged the assembled workers to continue their efforts to finish up all campaigns still in progress "until every possible dollar is in."

He said: "We know only too well the serious needs of our 69 agencies, especially in these difficult times."

"We hope that some of the special programs to meet our urban problems can be continued. But we recognize that the UCS board will have to make some hard decisions this year if our 'less chance' programs are to be adequately funded."

People, Places and Things



Brian Bader OCEANSIDE BOY WINS COVETED LEONARD BERNSTEIN AWARD

Brian Bader, son of Mr. and Mrs. Lloyd F. Bader of Oceanside, has just been named the recipient of the Leonard Bernstein Award.

Brian, student of Robert Harvey of Encinitas, won the award on the basis of his performance of Schumann's Piano Concerto in A minor.

Although only twelve years old, the members of the jury were impressed by the "flawless" performance showing self-confidence and poise as well as deep feeling and emotion. The Schumann, Concerto, a difficult work of over 100 pages, was played entirely from memory.

Among the honors coming to young Brian, in addition to the \$500 award, is an appearance with the San Diego County Symphony under the direction of John Metzger. Mr. Metzger spoke highly of Brian's talent and feels that he has the potential for a highly successful career. Brian will be playing with the orchestra in January.

The son of musical parents, Brian's musical education has been varied. At the age of seven, he was playing seven instruments. However, the piano became the instrument of his choice and he now devotes from 3 to 5 hours a day to practicing.

His earliest instruction began under the tutelage of his mother, Mrs. Jean Bader, and his teacher, Robert Harvey, feels that this early training under the influence of his parents is largely responsible for the high degree of discipline and feeling which has been shown at such an early age.

Others contributing to the boy's early training were Mrs. Emilie Sinz of Vista and Mr. Gustav Riherd of Pasadena.

The Village Pantry
 Gourmet food, featuring such delights as popovers and angel pie —and all the good things in between which make for delightful dining!
Breakfast Lunch Open every day (except Sunday)
 LA GRANADA & PASEO DELICIAS RANCHO SANTA FE 756-1155

"Where you don't pay extra for quality"
 102 WEST GRAND — ESCONDIDO — 745-1880
E. OTTOSON
 Fine Jewelry & Gifts

RSR el Rancho Realty
 "WE WANT LISTINGS"
 Paseo Delicias and La Granada
 Rancho Santa Fe
 756-2232 anytime! Get More Exposure Let Us Also Show Your Property

HOME OR SITE

Possession like now! Like new 3 bedroom, plus separate maids or guest room. Lush decor in large living room; also huge dining room and family room with wet-bar. Large garage easily convertible to billiard or recreation room. New pool with best equipment, including Pool Sweep. This beautiful modern ranch style home was ultra custom built by owner-contractor and is artistically done. Also has nice stable and corral on landscaped and wooded two acres on cul de sac in fine area. Appraised at \$125,000 but now has been cut from \$95,000 to a rare value at \$89,900. A qualified buyer might buy this with a very low down payment on good terms.

Choice house ranch site in area of very large fine home estates. Gently sloping six acres, all useable, should take six horses. Also may offer one-half or three acres. Trades considered by owner-broker.

Call owner-broker personally:
 756-2232 or 756-2602

BRUCE FARLEY CORPORATION
 1521 Hotel Circle West
 San Diego 92110
 (714) 297-2242

REAL ESTATE INVESTMENTS

LOREN L. McDOWELL
 Vice-President

FALCONMOOR KENNELS
 HENRY & HELLA HERWIG
BOARDING GROOMING
 DOGS & CATS TRAINING Prof. Handling 745-2759
 HOURS 9:AM - 5:30 PM
KERRY BLUE & WIRE FOX TERRIERS
 Sales & Stud Service
 1049 E MISSION ROAD • SAN MARCOS Closed Sun & Holidays



FINGERTIP

SHOPPING



★ AIR CONDITIONING & HEATING

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

★ APPLIANCES—Sales & Service

SKYLINE APPLIANCE SERVICE
 "We repair all makes"
FACTORY AUTHORIZED SERVICE FOR
 AMANA and THERMADOR
 We carry a complete line of
 ★ KITCHENAID DISHWASHERS
 ★ THERMADOR KITCHENS
 —We Sell Parts—
 We repair all makes of dishwashers, refrigerators, washers, dryers, stoves, ovens, disposals and hot water heaters.
 617 B So. Highway 101, Solana Beach
 (South of the traffic lights)
 755-2071

★ BICYCLES

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

★ BICYCLES - SCHWINN

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

★ BLACK TOP, EXCAVATION

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

★ BUILDING CONTRACTORS

Call Dick Reed
CARPENTER/CONTRACTOR
 Room Additions - Garage Conversion
 Paneling - Patio Enclosures
 Air Conditioning Installation
 General Carpentry
 748-4977

★ CABINETRY — DESIGN & INSTALLATION

RICHARD HALL
 Fine quality custom work for those who demand the finest in custom cabinetry for any room — kitchen, living room, dining room, bedroom, den. Wall paneling, built-in sewing centers, built-in study centers bookcases—designed and executed with perfection.

CUSTOM PAINTING

Please call 274-8519
 Estimates given without obligation

★ CARPET & LINOLEUM

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

★ CARPET CLEANING

SMITTY'S OF LA JOLLA
 For those who want the very best in
CARPET and UPHOLSTERY CLEANING
 Specializing in Wall-to-Wall Carpets!
 Twenty Years Experience in
 Rancho Santa Fe!
 Telephone 459-3269

CARPET CLEANING

by
Walburn and Associates
 "STEAM EXTRACTION"
 The most effective on-location carpet
 cleaning process ever developed!
 Please call 224-0403 or 274-2594

SOLANA CARPET CLEANING

Advanced Method for Deep Cleaning,
 Fast Dry
HEAVY DUTY EQUIPMENT
 REPAIRING and RESTRETCHING
SOLANA CARPET CLEANING 753-2511

★ CARPETING

RANCHO CONTRACT INTERIORS
 Carpeting Draperies
 Upholstering Furniture
 Wallpaper
 Interior Design Consultation
 is Complimentary
RANCHO CONTRACT INTERIORS
 217 15th St. 755-9709 Del Mar, California

★ DOG GROOMING

THE CANINE CLIPPER
 Dog Grooming — Most Breeds
 Open 8 a.m. to 5 p.m. Tuesdays thru
 Saturdays, Closed Mondays
 Conveniently located on North Highway 101
 in Encinitas—next door to Dr. Hill—with
 plenty of convenient parking.
 753-4663
 216 North Highway 101 Encinitas

★ ELECTRICAL CONTRACTORS

RAY JONES ELECTRIC
 Custom Wiring
 New construction—Remodel—Repair
 Box 494, Rancho Santa Fe
 756-2948

★ ENGINEERING SURVEYORS

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

★ FIREPLACE EQUIPMENT

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

BRASSTOWN

"Since 1952"
SCREENS
 Custom and standard
GAS LOGS
 See these beautiful gas logs burning
 in our store
ACCESSORIES - APPROVED METAL
FIREPLACES - WALL DECOR
 902 West Washington Street San Diego
 (Complete showroom) (Corner of Goldfinch)
WE MEASURE AND INSTALL
FREE ESTIMATES
 Largest selection in San Diego
 294-4307

★ FUR

Beautiful natural fur hides from Alaska . . .
 Wolf, fox, bear, rabbit, sheep, moose, reindeer,
 coyote.
 Made to order . . . Bedspreads, pillows,
 purses, rugs, and clothing.
CALHOUN FUR COMPANY
 145 Hwy. 101, So., Solana Beach
 755-7266

★ INSURANCE

CUNNINGHAM INSURANCE AGENCY
 carries all types of insurance!
PERSONAL lines include fire, homeowners,
 automobile, health and accident, life insurance,
 boat insurance.
FIRE AND CASUALTY includes apartment,
 office buildings, automobile, surety bonds,
 workmen's compensation, professional liability,
 mercantile coverage.
INDUSTRIAL includes fire and casualty,
 manufacturing, contractors packages, truck
 and cargo, surety bonds, Group insurance
 (hospitalization and life combination) workmen's
 compensation.
CUNNINGHAM INSURANCE AGENCY
 Paseo Delicias Rancho Santa Fe
 756-2117

REDER & HARTWELL INSURANCE AGENCY

— Complete Insurance Service —
 Fire - Auto - Commercial - Homeowners
 Boats - Mobilehomes - Life - Health &
 Accident

★ IRON WORK

BAKER IRON WORKS
 All types of iron fabrication. All types of
 custom ornamental iron work our specialty
 "Serving San Diego Area Since 1927"
 710 Valley Road, Eden Gardens
 Box 911, Solana Beach
 MR. HANS BUZZ BRUUN
 755-2910

B & G WELDING

Structural Steel and Ornamental Iron Contractors — Free Estimates, E-Z Lift Trailer
 Hitches — Truck Racks — Equipment Repairs — Custom Work — Portable Service.
 565 Westlake, Encinitas, Calif. 753-5546

★ MASONRY & LANDSCAPING MATERIALS

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

★ MOBILEHOME RESALES

HOLLY BECK & ASSOCIATES, Mobilehome
 brokers, are licensed, bonded and experienced
 professionals specializing in MOBILE-
 HOME RESALES. We shall be happy to acquaint
 you with our many free services
 whether you are buying — or selling.
 Day or Evening 746-3097
MOBILE-LIFE
 426 W. Washington (At Hiway 395)
 Escondido

★ MORTUARY

McLEOD MORTUARY
 Continuing more than thirty-five years
 of Community Service
 Member, National Selected Morticians
 Pre-Need Trusts — Burial Insurance
 1919 East Valley Parkway
 Escondido, Calif. 92025 Area (714) 745-2100

★ NAME SIGNS

NAME SIGNS
MADE TO ORDER
 Script or block letters
JOE BOWERS
 for 24 years former owner of the
 Village Forge
 289 Hillcrest Drive Leucadia
 753-3145

★ NIMBUS NOTES

See Nimbus ad, inside front cover.
 San Diegans, City and county use more
 bottled water per capita than any other county
 in the U.S.A.
 San Diegans, now have an alternative to
 the inconveniences and rising prices of bottled
 water.
 Nimbus is the most advanced reverse osmosis
 system for the purification of water in homes
 and businesses.
 Nimbus brings to your sink a constant
 supply of high quality water equal to, or
 better than the best bottled waters. This
 constant supply is approximately 3 to 4
 gallons per day or 90 to 125 gallons per
 month.
 Nimbus customers have no bottles to lift
 or store, no delivery man to wait for, and
 no bottle stands using precious space.
 Nimbus is good for low salt diets. The
 pressure Osmosis Membrane in the Nimbus
 Drinking Water Appliance permits pure
 water molecules and some minerals (for
 flavor) to diffuse through. Excess minerals,
 sand, muds, algae and bacteria are
 washed down the drain.

★ PATIO & CASUAL FURNITURE

LANSING'S PATIO FURNITURE SHOP
 "The only complete Patio Shop
 in North County"
 Featuring such famous names as Brown-Jordan,
 Ames-Aire, Rid-Jid, Woodward, Samsnite,
 and many more. Fine selection of umbrellas,
 director's chairs, throw pillows, cushions
 & pads, Campaign, tub chair & umbrella
 recoveries.
 "Delivery throughout North County"
 7560 Eads Ave. La Jolla 459-5844

★ PHOTO SUPPLY

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

★ PLUMBING

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

★ PLUMBING & HEATING

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

ROYER PLUMBING
 Top Quality Products
 Top Quality Craftsmen
 Complete Service — Water Heaters — Sewer
 Service — Water Conditioning — Remodeling
 — Repairs.
 755-1766
 "Specializing in New Construction"
 143 South Cedros Solana Beach

★ SAND

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

★ SUMMER CAMPS

THE BUCKOES SUMMER CAMP
 Sorrento Valley, La Jolla, California
 A Summer day camp for 5 to 13 year olds.
 Swimming and riding, games and sports,
 archery, handicrafts, camp-outs, and field
 trips.
 Brochures free upon request.
 Mailing Address: 10325 Roselle St.
 San Diego, Calif. 92121
 453-1643 — 18th Year — 453-3143

McCALL'S RANCH SCHOOL AND SUMMER CAMPS, INC.

Coed: 5-18 years, June 14-Aug. 30, by week
 or season. Horsemanship, nature studies,
 woodshop movies, swimming, field trips, arts
 and crafts, archery, hiking, campfires, cook-
 outs. Academic available. Colorful teepees,
 covered wagons, dorms.
 P. O. Box 133NC, Alpine, Calif. 92001

★ TERMITES

DICK RIGGS TERMITE COMPANY
 1260 West Mission
 Escondido
 747-0650

★ TREE SERVICE

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

★ VACUUM CLEANER REPAIR

DUDELEY'S
VACUUM CLEANER REPAIR
 746-4848
 One Day Repair Service—
 Free Pick-up and Delivery
 "A Good Rebuilt Cleaner is better
 than a cheap new one"
 2223 Bear Valley Parkway
 Between Oak Hill and Citrus
 Escondido
 746-4848

★ VACUUM CLEANING SYSTEMS

BUILT-IN CENTRAL VACUUMS
 Sales—Installation—Service
 GE Whirlpool Nutone MD
 Free estimates on new or existing structures
SEACOAST ELECTRIC, INC.
 137 Chesterfield Cardiff
 753-4422

★ WATER

—Softens your water for continuous service
 —Filter and purify your water to drink at
 every faucet with our automatic money
 saver

Domestic and Commercial
AQUA-ON and PERMUTIT
 by Lintner Company
 756-2638 756-2643 756-1520 756-2110

Nimbus produces water equal to or better
 than bottled water and can be fed to an
 automatic ice maker, automatic coffee maker
 or wet bar. Nimbus is noted by the National
 Health Federation as being the finest water
 system in the United States. Nimbus produces
 approximately 90 to 125 gallons per
 month for all your consumption purposes;
 steam irons, batteries, and potted plants.
Coman Enterprises
 11803 Sorrento Valley Rd.
 San Diego, CA 92121
 453-4820 (Collect 24 hrs.)

★ WIGS

The most flattering section of "Tress Chic,"
 "Paradox" and "Suzey" wigs you have ever
 seen. In all shades, including the new "ice"
 and "parfait" shades. If you would like to
 try on these handsome wigs in the privacy of
 your own home at your convenience—just
 call us. There is no obligation, of course.
 \$24.95 to \$175

If it would be more convenient for you to
 view these wigs at FASHIONS BY FAY in
 Rancho Santa Fe, we will be happy to meet
 you there, by appointment.

JACQUELYNE'S
 115 Princehouse Lane—Encinitas 753-5041

People, Places and Things

DR. FRANK KAISER THIRD PRESIDENT OF LADS

The January 11, 1971 program meeting is dedicated to Dr. Frank Kaiser. He was one of the members most active in forming the district societies within the Los Angeles County Dental Society in 1935.

He was the first Membership Chairman and during the depression had as many as 900 out of 1200 members who were unable to pay dues on time.

As quoted from the Minutes of the November, 1935, Board meeting: "President-elect Frank Kaiser has continued as Membership Chairman and his personal efforts should be recognized by even the ADA." It was under his leadership that the policies of the society were first adopted.

November, 1937, the Secretary reports: "President Kaiser has taken his responsibility seriously. He appointed committeemen who have fulfilled their assignments; he has presided with dignity and in passing the gavel to his successor, may retire knowing full well he has given his utmost for the membership."

On November 16, 1937, Dr. Kaiser presented the Society with a gavel which has been in use by every president since.

Dr. Kaiser was born March 12, 1893, in Union Hudson County, New Jersey. He graduated from Temple University in 1914. He came to California and started his practice in Hollywood in 1914. He retired in 1966.

In 1927 Dr. Kaiser made a motion picture, "The Surgical Treatment of Pyorrhea Alveolaris."

He has served as President of the Beverly Hills Academy; Southern California Hypnodontic Society; Southern California Golf Association.

DAR HOLDS FIRST MEETING OF 1971

by Mrs. Andrew Schrade
 The first regular meeting of 1971 for the De Anza Chapter of Daughters of the American Revolution was held at 2 p.m. on Saturday, January 2, at the Rancho Santa Fe home of Mrs. Colley Ferneding.

Mrs. Nauer presented a fine program on California History.

Assisting as hostesses were Mmes. Henry J. Nauer, Gregory D. Watts and O. F. Carey.

Following the program, tea and refreshments were served and a delightful social hour was enjoyed by all.

TOWN and COUNTRY

Real Estate
and Insurance

SEDGWICK W. FRASER, JR.
Realtor

Associates
RUSSELL H. MILLAR
VICKI FRASER
PEGGY O'DRISCOLL

756-1422 La Granada
Rancho Santa Fe

WINTER PRICES ON SUMMER FURNITURE

Brands You Know At Bonafide Savings

★ SAMSONITE ★ WOODARD
★ BROWN-JORDAN ★ FINKEL

Samsonite®

The Luxurious Outdoor Furniture
with Unique Foam Padded Comfort

42" MARBELLE UMBRELLA TABLE
reg. \$49.95 \$39.95 SIDE CHAIR
reg. \$39.95 \$29.95

CHAISE LOUNGE
reg. \$69.95 \$55.95

MARBELLE SIDE TABLE
reg. \$27.95 \$21.95

OTTOMAN
reg. \$22.95 \$17.95

LOUNGE CHAIR
reg. \$44.95 \$35.95



LIGHTING
Flair

PATIO FURNITURE

922 EAST VALLEY PARKWAY - ESCONDIDO
(Next to Kinney Shoes)

Cleaners & Laundry Service

BENSON



AGENTS FOR
Little Ol' Cobbler

SHOE REPAIR
(All types of Shoe Repair,
Restyling & Dye Work)

PASEO DELICIAS
RANCHO SANTA FE

(At Parking Lot)
FREE PICK-UP & DELIVERY
756-1483

58/JANUARY 1971

the NEWS from



LAKE SAN MARCOS

SUN PARK NEWS

by Helen E. Stead

The Christmas Season was opened by Sun Park residents at their potluck dinner held December 3rd in the recreation hall. Edna Skare gave a Christmas reading and the invocation. Louise Dalrymple and her committee; Louise Riley, Kay Anderson, Lorena Kunkel, Emily Bigley and Marion Warren had made the hall festive with Christmas decorations. After dinner Christmas carols were sung by the group led by Tom Stead. Edna Skare accompanied at the piano.

The lighting of the Sun Park mall and recreation hall for the Christmas season was accomplished by William Bush, Shelby Cochran, Neil Emerson, Harry Fox, William Grau, Harvey Holmes, Clarence Schlagel and Ed Wiggins.

Election of the Sun Park Board of Directors for 1971 was held at a meeting on December 7, 1970. The following were elected: Louise Dalrymple, Lorena Kunkel, William Bush, Shelby Cochran, William Grau, Al Rydgren and Ed Wiggins.

On Friday, December 11th the Canasta and Bridge groups joined for their annual Christmas luncheon and party. The chairman, Vi Schlagel was assisted by Dorothy Billings, Polly Gunnerod and Eleanor Putzier.

Arrangements for the New Year's Eve party have been announced by Mr. and Mrs. Dick Putzier. The party will be held in the Park recreation hall. Music by the Putzier Sun Park Combo will begin at 9:00 p.m.

LAKE SAN MARCOS FISHING AND CASTING CLUB

by John Demaree

The December 8th meeting was highlighted by the showing of color slides, by Larry Bottroff, Fish Biologist of San Diego County. He showed the numerous lakes of the county, and outlined their efforts in making San Diego County a great fishing area.

"Chick" Reeves, superintendent of San Diego County lakes gave a run down on expenses in the operation of

the lakes. From a former "red" figure, the lakes are now on practically a break even basis, which is good.

The balance of the meeting was devoted to amending the bylaws, and the election of Directors for 1971, with the following results:

Dan Galvin, President; Ed Wiggins, Vice President; Al Freund, Secretary; Paul Cheney, Treasurer; Chet Shaw, Activities; John Demaree, Publicity, and Ray Wofford, Ex-President will serve in an advisory capacity.

Refreshments were enjoyed by all. Dan Boone won the rod and reel. Charlie Sternberg won the creel. He says he is, also, going to use it for bagging quail.

Don't forget every Tuesday is fishing day.

LAKE SAN MARCOS MENS GOLF CLUB

by Elly Fredricks

At the Lake in our recent election, five new Board members were elected, a new prexy chosen and we are off to a new year. Heading our club. Pres. Ross Sonne, Vice Prec. Geo. Dutton, Sec. Art Benton, Treas. Ray Wofford, Chairmen of various Comm's. as follows, Rules, Chick Werner; Tournaments, Nick Carter; Membership, Wayne Albright; Handicap, Neal Swearingen, Greens, Art Benton; Entertainment, Geo. Dutton; Publicity, Elly Fredricks. On behalf of all members, the board extends greetings to all neighbor clubs. A great 1971.

Our Annual Xmas Party, was a real blast good cheer was King and he was in full charge. We did not have Sammy Kaye, but Red Rowe, a truly fine musical talent came up with a top musical group that turned us on and on. Retiring Prexy Art Stanley was gifted as a token of appreciation for his efforts with a golfers delight an alpaca sweater. New board members were installed and we are off to some good golf in '71.

TOO LATE TO MAKE THE PRESS LAST MONTH

Minor golfing miracles, Member Ken Crandall on hole No. 4 gave a mighty blow but alack alas O. B. Looking to the heavens for comfort and assistance he swung again yep a hole in three. Member Lee Blanchard used a nasty six iron on No. 10 to card his sixth eagle. Now he is dedicating his days pursuit of an ace, hope that his hole in one insurance is paid up for he is relentless. On our Turkey Shoot the poor gobbler really had to run for cover, Shots were pulled out of the bag that the PROS, never new existed, however, talent such as was displayed seems to be the rule at all our tournaments sometimes it worries me. Adios Amigos, devotees of the pellet.

LEVITZ FURNITURE continued from page 53



Left to right: Mr. and Mrs. Sidney Levitz and Mr. and Mrs. George A. Scott celebrate the Grand Opening of Levitz Furniture Company, Inc. last month.

First Unit of New Morena Plaza Now Open!

Morena Plaza, bounded by Weeks Avenue on the east, Interstate 5 on the west, and Tecalote Canyon Road on the north is easily accessible to residents of North County . . . approximately 25 minutes away from Solana Beach via Highway 5, south! R. B. Levitz, Inc., home furnishing facility, is the first unit of the

new Morena Plaza which will be devoted exclusively to *home needs*. It is part of an overall coordinated project encompassing more than 21 acres. Mr. George A. Scott, owner-developer of the 21.6 acre shopping center, said it will be a multi-million dollar enterprise, having a variety of tenants, a landscaped mall and ample parking.

SAN MARCOS

LAKE SAN MARCOS WOMEN'S CLUB

By Elberta Beum

December is always an important month in Lake San Marcos. It is the time for "luminarias." The lighting of thousands of luminarias at Christmas time is now a tradition, creating a beautiful sight throughout the community to celebrate the holidays.

Our Women's Club is growing. Our recent increase includes the following new members: Mr. John A. Bartlett, Mrs. Dan N. Galvin, Mrs. Richard E. Snyder, Mrs. George G. Rapp, Mrs. Lovett Hinton, Mrs. Alice H. Morrison, and Mrs. Laurance H. Sweeney.

All members and guests were welcomed at our Potluck Xmas Party. This is a time properly devoted to the spirit of the holidays, and we here at Lake San Marcos sincerely believe in making this season the best of the year.

An enjoyable program was arranged by Mrs. P. H. McCandless. Included were the Palomar Chamber Singing Group, who entertained with appropriate music.

ANTELLINE'S FRUIT BAZAAR



509 FIRST STREET
(Old Hwy. 101)
One door south of Deitrich Drugs
ENCINITAS

753-0505

featuring
a gourmet selection of
dried fruits and nuts from
our own orchards . . .

(Parking in Back)



TOTAL
INSURANCE
SERVICE

THE Cunningham Agency

Village Center
Rancho Santa Fe
756-2117

W. A. (Bill) Newland
H. I. (Pem) Pemberton

Introducing



Mister Modeck
AQHA 203962 AAA T Stallion
Sire Stan The Man
AQHA 118559 AAA ROM By Top Deck
Dam Lady Mo AQHA P46041

Standing at
**H & H
Feed Company**

1985 Olivenhain Road
Encinitas, California 92024
Phone 753-8050

"Browne & Vogt"
Engineering Surveyors, Inc.

726-0920
SUBDIVISION
LAND SURVEYORS
TOPOGRAPHICAL SURVEYS

621 SO. SANTA FE AVE.
VISTA, CALIF. 92083

**SOLANA
CARPET CLEANING
NEW**

ADVANCED METHOD!
"The Best for Less"
No Brag-Just Facts
Deep cleaning, fast dry...
...no shrinkage, soil retardant!

FAST
DRYING

NEW, HEAVY
DUTY
EQUIPMENT

REPAIRING & RESTRETCHING

Solana Carpet & Upholstery Cleaners

753-2511

del Rancho Pools Inc.

SAN DIEGO COUNTY LEADER
IN CUSTOM DESIGNED POOLS



POOL CLEANING
REPAIRS
REPLACEMENT PARTS

ALL CONTRACT MONIES
BONDED &
LIEN PROTECTED BY
SOLANA FUND CONTROL INC.

753-6369

1163 First Street, Encinitas
(Old Highway 101)

**DRIVEWAY
SEAL COATING
AND REPAIR**

"No job too small"

ESTIMATES ON REQUEST
745-4365

JOE RODRIGUEZ



**ROCKHOPPER PENGUINS TAKE UP
RESIDENCE AT SEA WORLD**

Twenty-four Rockhopper penguins took up residence recently at Sea World, arriving from the Falkland Islands off the coast of Argentina. The birds were acquired from animal collector John Vissor of Capetown, South Africa by Dr. David W. Kenney, veterinarian and director of collection and research at Sea World.

The penguins departed South Africa via Lufthansa German Airlines for Los Angeles, where they were met by Sea World officials and transported to San Diego by truck.

Approximately six of the new arrivals will go into training within two weeks for Sea World shows. The remainder of the newcomers will form a trial breeding colony at Sea World. Once collected, transported and trained each of the birds is valued at \$600.

Now in quarantine at the marine park, the birds receive careful medical observation from Dr. Kinney and his staff. The Rockhoppers are being fed live anchovies as part of their diet until they are able to make the transition to a diet of smelt. Heating lamps in the quarantine area keep the penguins comfortable until they adjust to the cooler climate of this area.

Rockhopper penguins are best characterized by their feathery crests, pink feet and small, red eyes. The birds are sometimes thought to be quite vicious. However, Sea World's new arrivals are somewhat tamer and gentler than other species of penguins kept at the marine park according to Kent Burgess, director of training at Sea World. He said the cute little Rockhoppers spend about 50 percent of their time splashing playfully in the water.

Life expectancy for Rockhopper penguins has been estimated at 15 to 20 years. "Herkimer," Sea World's only Rockhopper resident up to now, has been performing in the marine park's Royal Crown Seal and Penguin Show for three years.

THE OFFICIAL PUBLICATION OF
**THE
ASSOCIATION
BULLETIN
and News**

**MINUTES OF REGULAR MEETING
OF BOARD OF DIRECTORS OF
RANCHO SANTA FE ASSOCIATION
HELD ON DECEMBER 3, 1970 AT
9:00 A.M. IN THE BOARD ROOM**
PRESENT: President Lee, Vice President Maas, Directors Bellman, Coberly, Nix, Truesdale, and Wheelock.

ALSO PRESENT: Legal Counsel Stanley, Secretary Van Evera, and Recording Secretary Butts; Association members.

MINUTES OF PRECEDING MEETING
On motion of Director Maas, seconded by Director Nix, the minutes of the November 19, 1970 meeting, subject to revisions, were approved unanimously.

ART JURY RECOMMENDATIONS
J. Hayt Variance Request (in attendance). Parcel 7/3, Block 7, setback for stable from 100' to 50' on north property line. On motion of Mr. Coberly, seconded by Mr. Wheelock, approved unanimously.

F. Schulte Subdivision (in attendance). Parcel 4/4, Block 6, 9± acres into 6 and 3± acres. On motion of Mr. Bellman, seconded by Mr. Maas, final approval deferred subject to approval of a Covenant Modification to create an additional site.

J. Whiteside Realignment Parcels 4/4 and 4/5, Block 36: Present, 2.22 and 4.42 acres; Proposed, 1.92 and 4.5 acres. On motion of Mr. Coberly, seconded by Mr. Bellman, unanimously approved.

D. Baker Keeping of Horses Parcel 5/3, Block 31, 3 horses on 4.18 acres. On motion of Mr. Coberly, seconded by Mr. Maas, approved unanimously with a reiteration of the Art Jury suggestion that screen planting be placed along Via de la Valle.

COMMITTEE REPORTS

House Committee Chairman Bellman reported on the November 23 meeting. Director Truesdale was called upon to report on the sub-committee 'task force' progress on needed maintenance at the Clubhouse.

Finance Committee Chairman Maas reported on the December 1 meeting. He also reported on a meeting attended by President Lee, Secretary Van Evera, Bookkeeper Burton, and himself with a representative of Peat, Marwick, Mitchell & Co. to discuss PM&M's recommendations for book-keeping procedures (letter dated 9/24/70). Copies of the report which covered comments of the auditor and presented conclusions, prepared by Chairman Maas and agreed to by the auditor's representative, were furnished each Board member. On motion of Director Nix, seconded by Director Coberly, the vote was unanimous that this report be made a part of today's meeting. Copies of the October financial statement were distributed and the items discussed.

Mr. Maas further reported that the Tennis group had requested two new tennis courts to be included in Capital Expenditures of the current fiscal year; the Finance Committee had voted to defer action, at this time, on the matter.

UNFINISHED BUSINESS

C. Ogden Subdivision Parcel 4/5, Block 6, 4.5± acres into 2.0 and 2.0± acres. (def'd 11/19/70). Application withdrawn by applicant; no further action by Board.

H. Johnson Guesthouse Reclassification to Residence (in attendance). Parcel 3/7, Block 6, (def'd 11/19/70). The Board deferred action until all members could visit site.

PERSONAL APPEARANCES

Mrs. S. McCarthy requested permission to address the Board in reference to an application for subdivision of Parcel 6/1, Block 34, which, on the recommendation of the Art Jury (10/20/70), was disapproved by the Board (11/5/70). She requested specific reasons for denial. After discussion, it was consensus of the Board that the actions of the Art Jury and Board of Directors were in accordance with present policy and that Mrs. McCarthy be advised to discuss the subject further with the Association staff.

Mr. S. B. Sharp introduced himself and stated he wished background facts and data on the Wishing Well Hotel to aid him in his study of its future potential. He was furnished names of persons in a position to give him requested information.

RECESS

The Board was recessed at 10:55 for a field trip.

H. Johnson Guesthouse Reclassification to Residence Parcel 3/7, Block 6. At the site, a motion for approval of the Guesthouse as a single family residence was made by Mr. Wheelock, seconded by Mr. Maas. Approval was denied, with Directors Bellman, Maas, Wheelock voting 'yes'; Directors Coberly, Nix, Truesdale, and President Lee voting 'no.'

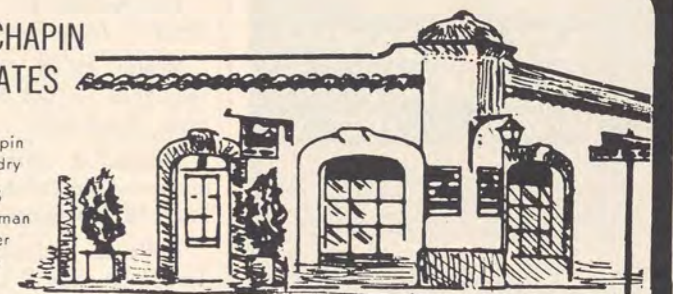
ADJOURNMENT

The meeting adjourned at 11:15 a.m.
J. E. Lee, Chairman
David A. Van Evera, Secretary

**CHARLES A. CHAPIN
and ASSOCIATES**

BROKERS
Charles A. Chapin
George A. Baldry

ASSOCIATES
Howard L. Wellman
John R. Ziegler
Harry J. Lee



(across from the Inn)
TELEPHONE 714/756-1121

PASEO DELICIAS,
RANCHO SANTA FE

R. E. BADGER

PIPELINE AND SPRINKLER
SERVICE

ENGINEERING FACILITIES
... SINCE 1923

RANCHO SANTA FE

756-1402

The symbol
of friendship



The Most Famous Basket in the World

known around
the world

TELEPHONE 753-3137

WELCOME WAGON
INTERNATIONAL

ARMY & NAVY ACADEMY

Founded in 1910

A fully accredited Military Academy on
the Pacific Ocean, 80 miles south of
Los Angeles. A Preparatory School
with strong academic emphasis for
grades 7-12. Honor MI unit, ROTC.

Col. W. C. Atkinson, President
Catalog: Box ...
Carlsbad, CA. 92008
714-729-2385

PRO DEO ET PRO PATRIA

62/JANUARY 1971

THE OFFICIAL PUBLICATION OF THE ASSOCIATION BULLETIN and News

MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD DECEMBER 8, 1970, AT 9:00 A.M., IN THE BOARD ROOM

PRESENT: President Kelsey, Vice President Blackman, Architect Hope and Alternates Frobes, Larson and Teetzal.

ALSO PRESENT: President of the Board of Directors J. E. Lee, Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

The regular meeting of the Art Jury was preceded by a Mediation Conference called by the President of the Board J. T. Lee, concerning the appeal from an Art Jury ruling made on October 6, 1970 relative to an application for subdivision of Parcel 1/4, Block 33.

After discussion with Mr. Bolstad the President of the Board instructed the Art Jury to again visit the site and report back to him.

Mediation Conference was concluded at 9:55 a.m. at which time President Kelsey called the regular meeting of the Art Jury to order.

The minutes of the last meeting were approved.

ADDITIONS & ALTERATIONS

Roden, W. A. Swimming Pool — Parcel 1/2, Block 17, Paseo Delicias. Approved.

Dunham, G. Addition to existing residence — Parcel 2/4, Block 47, Las Planideras. Approved.

Leonard, A. L. Landscape plan — Parcel 6/5, Block 7, Avenida Alondra. Approved.

Leonard, A. L. Fence — Parcel 6/5, Block 7, Avenida Alondra. Approved.

Welsh, H. H. Alteration to existing residence — Lot 60, Map 2089, Mimulus. Approved.

Novak, J. Greenhouse and Lathouse — Parcel 6/2, Block 5, Via de Fortuna. Disapproved.

Kelts, B. Preliminary Style Check — Tennis Pavilion & Court — Parcel 3/4, Block 47, La Madreselva. Architectural design acceptable. Full specifications for tennis court required at time of submission of final plans.

SUBDIVISIONS

Hayt, J. (in attendance). Parcel 2/1, Block 45, El Camino/Linea del Cielo. Gross acres 11.9 — Sites 3.0, 3.0 and 4.6± acres. Site visited. Art Jury advises approval to Board of Directors.

Howe, J. E. (Mr. & Mrs. Howe in attendance). Parcel 2/2, Block 43, Via de la Valle. Gross acres 12.8± acres — Sites 3.3 and 8.9± acres. Site visited. Art Jury advises approval to the Board of Directors.

REALIGNMENT

Root & Richmond Parcels 4/18 and 4/19. Present acreages — .48 and .27±. Proposed acreages — .41 and .33±. The Art Jury advises approval to Board of Directors.

VARIANCE

Novak, Mary Parcel 6/2, Block 5, Via de Fortuna. Rancho Santa Fe regulations require 20 foot sideyard setback. Variance requested is for a 3 foot sideyard setback. The Art Jury advises disapproval. In the opinion of the Art Jury the statement of justification for the variance did not satisfy the conditions set forth in association regulations.

KEEPING OF ANIMALS

Ford, E. H. (escrow Warren). Parcel 6/3, Block 14, El Vuelo — 3.89± acres — two horses. The Art Jury advises approval. Site visited.

Dee, J. B. Parcel 7/2, Block 34, La Orilla — 4.00± acres — two horses. The Art Jury advises approval. The Art Jury suggests screen planting be placed along La Orilla. Site visited.

Blann, John, Jr. (escrow Orlik). Parcel 3/6, Block 44, Puerto del Sol — 2.10 ± acres. Two horses (continuance request). The Art Jury advises approval. Site visited.

MISCELLANEOUS

Application requiring Covenant Modification — Art Jury comments forwarded to Board of Directors. (Titelman)

Preston H. Kelsey, President
David A. Van Evera, Secretary

THE OFFICIAL PUBLICATION OF THE ASSOCIATION BULLETIN and News

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD NOVEMBER 19, 1970, AT 9:00 A.M. IN THE BOARD ROOM

PRESENT: President Lee, Vice President Maas, Directors Bellman, Coberly, Nix, Truesdale and Wheelock.

ALSO PRESENT: Secretary Van Evera and Recording Secretary Butts; Ann Clevenger, representing RSFe Times; Association members.

MINUTES OF PRECEDING MEETING

On motion of Director Maas, seconded by Director Wheelock, the minutes of the November 5, 1970 meeting were unanimously approved.

ART JURY RECOMMENDATIONS

J. Williams Subdivision (in attendance). Parcel 4/2, Block 6, 4.88± acres into 2.4 and 2.2± acres. Action deferred pending visit to site.

C. Ogden Subdivision Parcel 4/5, Block 6, 4.5± acres into 2 and 2± acres. Deferred at request of applicant.

F. Schulte Subdivision (in attendance). Parcel 4/4, Block 6, 9± acres into 6 and 3± acres. Action deferred pending visit to site.

R. Sarver Subdivision Parcel 11/1, Block 32, 12.5± acres into 2.5, 2.2, 2.3, and 4.0± acres. Action deferred pending visit to site.

J. Howe Subdivision (in attendance). Parcel 2/2, Block 43, 12.8± acres into sites of 3.2 and 9.0± acres. Action deferred pending visit to site.

Mackie/Nowling Realignment Parcels 19/3 and 17/2, Block 36. On motion of Mr. Coberly, seconded by Mr. Truesdale, approval was unanimous.

W. King Keeping of Horses (Mrs. King in attendance). Parcel 7/4, Block 10, 2 horses on 3.74 acres. At applicant's request, deferred and returned to Art Jury.

J. Ringoot Keeping of Horses (Rltr. Wasser in attendance). Parcel 7/4, Block 33, 4 horses on 4.16 acres. A motion to deny was made by Mr. Bellman, seconded by Mr. Maas, and passed unanimously, inasmuch as applicant has no intention to construct a residence on the property at the present time.

cant has no intention to construct a residence on the property at the present time.

COMMITTEE REPORTS

Golf Activities Committee Chairman Wheelock reported total membership at 388; Regular members, 289; Associate, 99.

Planning Commission Chairman Coberly reported SFID property in Block 5 will be offered for sale at private bid after an appraisal has been completed. The President requested recommendation from the Commission relative to a possible acquisition of the property by the Association.

UNFINISHED BUSINESS

R. Bolstad Subdivision Parcel 1/4, Block 33 (def'd 10/15/70). At applicant's request, a Mediation Conference was set for December 8, 1970.

J. Hayt Inquiry on Possible Subdivision (in attendance). Lot 2, Block 45 (def'd 11/5/70). Legal Counsel Donnelly opinion was read. Applicant was then advised that a Covenant Modification is necessary if he wishes a subdivision of Lot 2, Block 45, with parcels less than 3 acres each.

Reeves/Bell Realignment (in attendance). Parcels 5/3 and 3/2, Block 43. A motion to approve, subject to receipt of an approved copy of San Diego County action on the proposed realignment of the land plat map which indicates elimination of the now existing property line between Parcel 3/2, Block 43 (Friedkin) and Parcel 5/3, Block 43 (Reeves/Bell), adding a portion of Parcel 5/3 to Parcel 3/2, and creating a new property line as shown on the Association approved plat map, was made by Mr. Wheelock, seconded by Mr. Maas, passed unanimously. Site previously visited by all Board members, 11/5/70.

H. Johnson Guesthouse Reclassification to Residence (in attendance). Parcel 3/7, Block 16. Action was deferred to December 3, 1970.

DICK BLACKLEDGE

REAL ESTATE BROKER
Rancho Santa Fe

MARY BLACKLEDGE BROKER

Office and Residence
PLaza 6-1720

Corner La Granada and Paseo Delicias



DINNER FROM 5 P.M.
WED. THRU SAT.



NOW SERVING LUNCHEON
WED., THURS. & FRI.

Rosendo's Hideaway

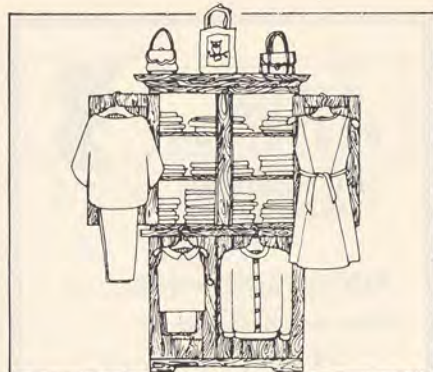
755-3223 FOR RESERVATIONS
We are closed Monday & Tuesday

ZEIGLER'S
ARCO

Atlantic Richfield Company
AT WHISPERING PALMS
RANCHO SANTA FE

Featuring
MICHELIN
TIRES
756-2112

LIVING/63



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



Jane Brett

Realtor



La Granada in Rancho Santa Fe
756-1442

Old Damascus RESTAURANT
HOME OF THE FAMOUS SHISH KABAB
Shish Kabab at its best
Authentic Lebanese Food
Exotic mixed drinks
Atmosphere of old Arabia
Truly Cosmopolitan
Lunch Mon.-Fri. 11-2:30
Dinners Mon.-Sat. 5-9:30
3683 FIFTH AVENUE SAN DIEGO
297-3228

THE OFFICIAL PUBLICATION OF
THE ASSOCIATION BULLETIN and News

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD NOVEMBER 19, 1970 AT 9:00 A.M. IN THE BOARD ROOM

SECRETARY'S REPORT

The Secretary briefly explained Pacific Telephone Company's proposed extended service offering, hearings on which will be held in Rancho Bernardo on December 1 and in Del Mar on December 3. It was the general consensus of the Board not to enter into the matter, as it is a subject for individual evaluation.

PERSONAL APPEARANCES

Mrs. Gwendolyn P. Whitehead was recognized by President Lee when she requested permission to read a letter to the Board concerning the recent establishment of a golf playing privilege which permits playing golf 12 times a year for a \$100 annual charge plus green fees. Golf Activities Committee Chairman Wheelock made a reply to Mrs. Whitehead. After further discussion, the President directed that Legal Counsel be requested to reply to Mrs. Whitehead's letter.

Mr. J. J. Hedrick addressed the Board on the matter of a proposed Lawn Bowling Green. After discussion, a motion to refer the matter to the Park & Recreation Board for study and report was made by Director Nix, seconded by Director Wheelock, and passed unanimously.

RECESS AND FIELD TRIP

The Board was recessed at 12:25 p.m. Directors Maas and Wheelock were excused.

The Board reconvened at 1:45 p.m. for a field trip to inspect properties.

J. Williams Subdivision Parcel 4/2, Block 6. At the site, a motion for approval was made by Mr. Bellman, seconded by Mr. Truesdale, and passed with Directors Nix and Coberly opposed. (Directors Maas and Wheelock absent.)

F. Schulte Subdivision Parcel 4/4, Block 6. At the site, a motion of Director Nix, seconded by Director Bellman, was unanimous to return the application to the Art Jury, without prejudice, with request for engineering study of access to lower site. (Directors Maas and Wheelock absent.)

Director Nix was excused at 2:15 p.m.

R. Sarver Subdivision Parcel 11/1, Block 32. At the site, a motion to disapprove, as submitted, was made by Mr. Coberly, seconded by Mr. Truesdale, and unanimously passed. (Directors Maas, Nix, and Wheelock absent.)


J. Howe Subdivision Parcel 2/2, Block 43. At the site, a motion to disapprove, as submitted, was made by Mr. Coberly, seconded by Mr. Bellman, and unanimously passed. (Directors Maas, Nix, and Wheelock absent.)

ADJOURNMENT

The Board adjourned at 3:30 p.m. J.E. Lee, President

David A. Van Evera, Secretary

BEA'S NEEDLECRAFT NOOK
Everything for Creative Stitchery
New Needlepoint Canvases
Erica Wilson Crewel
Persian Yarn
155 So. Highway 101 Solana Beach
Hours Monday-Saturday 10-5
755-3013



d Really big savings on unusual items are in store for you at **Designs Unlimited**. Swedish candlesticks and candleabra are a whopping 50% off . . . 20% off sales tags appear on selected dinnerware patterns and many of the gourmet cookware items . . . savings too on exquisite woven wood drapery fabrics . . . Many super buys in their great cast iron cookware section . . . 20% off here too as well as in many other departments. Many really unusual finds here.
Designs Unlimited, 344 E. Grand Ave., Escondido 747-5555



Get the hang of all the fun fashions by shopping **Klothes Kloset** where you'll always find high quality fashion for less . . . and less . . . and less . . . since the girls are now offering the most drastic reductions on their already below retail casual and cocktail dresses, go-anywhere pant suits and gyrating jump suits et cetera . . . et cetera . . . et cetera. But only while they last girls . . . so you'd better hurry! Open daily (except Sunday) 9:30 to 5:30. Fridays until 9.

The Klothes Kloset, 152 W. Grand Ave., (across from Penney's) Escondido 747-4060



For expert counseling regarding wills, trusts, taxes and other estate matters . . . consult with one of the staff members at **RB Insurance Agency**. Their service is efficient and prompt and coupled with a local bank trust department to better serve you. And don't overlook their insurance review at no charge to you . . . a very valuable service. Why not inquire about their facility for selling mutual funds and equities?

Rancho Bernardo Insurance Agency
16931 West Bernardo Drive 487-1222



Having a problem with one of your major appliances? Let **Mid Valley Electric** be the problem solver with your gas or electric appliances. Doing a terrific referral business . . . they have been at the same location for 12 years. Aiming to please, they value your patronage . . . servicing all appliances from dishwashers to disposals. They have repairmen who specialize. And should you like to fix it yourself, they'll sell you the parts. And, says congenial owner, Betty Franklin, "If we don't have them, we'll order them."

Mid Valley Electric, 1980 E. Valley Parkway Escondido 753-5551 (toll free) or 745-4525

Shopping with Irene



You'll find all kinds of "collectibles" at this delightful new shop which is open now with the Grand Opening scheduled for December 4. Looking for the unusual in oil paintings, cut glass, china, crystal, figurines, lamps, clocks . . . brass, copper or iron ware? Antique furniture . . . Victorian, Early American plus loads of charming accessories? Drop in and say "hello" to Fran Mastrovito at **Fran's Fireside Antiques & Boutique**. Open Tues. thru Sat. 10 to 6. Friday 'till 9, or by appointment.

Fran's Fireside
1628 E. Valley Parkway
Escondido 746-9670



Something new in Old Poway . . . the Porter House family restaurant. Featuring the specialty of the house—puffer billies—not a doughnut, not a cream puff, but an exciting new treat . . . great at coffee break, to carry-out or anytime. The bill of fare will include scrumptious, dinner menus (including porter house steak), luncheon plates . . . hot and cold sandwiches, delicious homemade chili . . . pies, breads and cakes from their own bakery plus an ice cream parlour with indoor and outdoor eating area. For lots of atmosphere and a savory selection of homemade goodies, Margaret Sanders invites you to come on over.

Porter House Restaurant
14122 Midland Road (In Old Poway) 748-5551



Fresh flowers for all occasions are as close as your telephone or delivery service from **Gwen's Florist** in Poway. Teleflora Wire Service is another bonus you'll find convenient. Whether it be cut flowers, floral arrangements, corsages, dish gardens or plants . . . Gwen Stockes has that personal touch which makes saying it with flowers always appropriate. Soon she'll introduce a special line of candles as well as handy supplies for garden club members. And you may use Master Charge or BankAmericard at

Gwen's Florist, 13344 Poway Road, Poway 748-5012



487-2212



Extra special treatment will be rendered your prize possession . . . your car at **Tony's Mobil Service Center** . . . Be it a re-fueling stop or a major repair. From tune-ups, electrical work, air conditioning repair . . . no job too large or too small at Tony's for honest, courteous, dependable service . . . years of practical experience plus the latest diagnostic equipment enable Tony to guarantee his work.

Tony's Mobil Service Center, Felicita Ave. & Highway 395, Escondido 747-5647



For a personalized fit and Sue Treptow, the specialist in fashion figure control, call our area for **Sculptress Bras**. In the privacy of your own home (or hers) she is ready to assist you with a customized fitting, offering the ultimate in comfort and flattering line in anything from AA to GG. **Con-Stan Products**, which she represents, also offers a fine line of organic cosmetics called **Nutri-Metics**, natural food supplements, PLUS a unique line of high fashion dresses . . . Jeunique Fashions featuring a two-for-one plan is something you'll want to inquire about.

Con-Stan Products, 11455 Lucera Place Rancho Bernardo 487-1710



Every child has music in him. The aim of the famous **Yamaha School of Music** is to teach basic music fundamentals (emphasizing ear training) to children 4 thru 8 years of age. By introducing the young child to music the happy and natural way, it prepares him physically, mentally, socially and emotionally for the future. All the enchantment of the musical world is opened to the young child through use of the Yamaha game kit and miniature electric organ. **Agnes Cawthorne**, working through **Finder's Music Co.**, will be happy to discuss it with you.

Finder Music Co., 626 N. Escondido Blvd., Escondido 746-2777

***** **PACIFIC THEATERS!** *****

now playing

PACIFIC'S **CINERAMA**
UNIVERSITY AVE. near COLLEGE
583-6201 • Free Parking

I did not do my chores today. I did... **Something Else!**
EXCLUSIVE ENGAGEMENT
diary of a mad housewife
a frank perry film



PACIFIC'S **CENTER**
INTERSTATE 8 at STADIUM WAY
MISSION VALLEY
297-1888 • Free Parking

EXCLUSIVE ENGAGEMENT
ELLIOTT GOULD
IN A DAVID L. WOLPER Production
"I LOVE MY... WIFE"
A UNIVERSAL PICTURE • TECHNICOLOR



PACIFIC'S **CINEMA GROSSMONT**
GROSSMONT SHOPPING CENTER
465-7100 • Free Parking

There's a Girl in My Soup
A FRANKOVICH PRODUCTION
PETER SELLERS
GOLDIE HAWN
EXCLUSIVE ENGAGEMENT
R COLOR • From Columbia Pictures



NEW NCR "WAND"



Unique NCR 785 "wand" reader is attached to a flexible cord of fiber optic bundles which carry light beams much the same as a tube conducts a liquid.

HAWTHORNE, Calif.—The National Cash Register Company recently unveiled a revolutionary electronic cash register system for retail stores.

The new system—named the NCR 280—speeds customer service, virtually eliminates salesperson errors, and opens a pathway to more efficient merchandising for department stores, variety store chains, and larger specialty and apparel shops.

The 280 retail system combines the speed and accuracy of the computer with a new merchandise identification procedure to provide nearly automatic data to the store from the moment the item reaches the checkout point.

Through the use of a unique hand-held "wand," the system instantly reads price tags, credit cards, and salesperson identification. It will also verify credit, calculate the entire sale, and compute any applicable taxes or discounts. All of these operations are performed electronically — there are no keys to be punched or prices to be rung up.

The system is compatible with computers produced by all manufacturers. However, it is particularly applicable for use with the NCR Century Series 100 and 200 computers manufactured by the Data Processing Division in Hawthorne and Rancho Bernardo, California.

A revolutionary feature of the 280 system is a newly developed method for identifying store merchandise with color-coded tags.

Once attached to the merchandise the tags can be electronically read by the NCR "wand" reader. This hand-held device, the size of a ballpoint pen, automatically transfers information from the color-code into the heart of the system, the electronic register.

The "wand" is based on fiber optics technology developed by NCR. The scanning device optically senses the variations in the tag's color-code and electronically translates the reflected light into the register.

Here and Over Yonder

by T. Nooncaster

THERE ARE NO FRIENDS LIKE THE COUNTRY FRIENDS.

It is inventory time for one and all. Have you taken inventory of your home recently? Have you promised yourself that this year you really will get rid of that excess silver, china, furniture and even the painting Aunt Martha gave you years ago?


DID YOU KNOW?
All donations to the Country Friend's shops are Tax deductible.

DID YOU KNOW?
The Country Friend's shop committee will come to your home, help you with the appraisal of items you wish to donate to the Shops and give you a statement for your records.

DID YOU KNOW?
All profits from the shops go directly to San Diego County Charities. A retarded child learned to walk—A blind girl can read—An elderly person wasn't forgotten at Christmas time — A Medical student can stay in College because she has a scholarship—A family was given counseling—Children went to camp—A runaway had a warm meal and called his parents to tell them of his whereabouts—A deaf boy is learning to talk — Handicapped men and women were taught a trade and can make a living, and many, many more—This is where the money goes.

DID YOU KNOW?
The Country Friend's shops are staffed entirely by volunteers, there are no paid employees. The shops in the Village of Rancho Santa Fe are open six days a week the year round from 10 to 4.

DID YOU KNOW?
You are always welcome to shop and browse — there are many treasures to be found.
Happy New Year.

 **THE UNICORN CINEMA**

"We are convinced that only one art and experimental cinema in the United States, if it is the Unicorn Theatre, is worth a hundred.

"We are very proud to include, thanks to you, the United States in our International Confederation and we hope that your action will prompt development of the art and experiment movement in the U.S.A. "We beg you to accept, dear sir, the expression of our best wishes."

—Micheline Daguinot
Secrétaire Générale Adjointe

CONFEDERATION INTERNATIONALE DES CINEMAS D'ART ED D'ESSAI

January Programming

Dec. 30-Jan. 5—Carry It On—Joan Baez Closeup
Copacabana—Groucho Marx/
Carmen Miranda
Clay: Origin of the Species

Jan. 6-8—Fidel: An Intimate Close-up
The Stranger—Orson Welles
The Arrival—Locally Produced Premiere

Jan. 9-12—Mae West/Cary Grant
Folly She Done Him Wrong
I'm No Angel
Great Walled City of Xian

Jan. 13-19—Passion of Anna—Bergman's newest film
Paradise Now—Living Theatre
Textiles & Ornamental Arts of India

Jan. 20-25—Snow Country—From a Kawabata Novel
Chikamatsu Monogatari—Japanese Period Drama
Ishi in Two Worlds

Jan. 26—I Even Met Happy
Gypsies
Study in Wet
Oxo-Omo-Ono
Jazoo

Jan. 27-Feb. 2—Women in Love—
D. H. Lawrence From the Invasion of the Thunderbolt Pagoda
Tops—Charles & Ray Eames

7456 La Jolla Blvd. La Jolla, Calif. 92037 459-4343

OLD GLOBE THEATRE JANUARY OFFERING "MARY, MARY"

Comedy writer Jean Kerr's **Mary, Mary** is one of the most successful plays created during the last decade. Her books have included the widely popular and familiar **Please Don't Eat The Daisies, The Snake Has All The Lines** and the current best seller **Penny Candy**.

Mary, Mary is a marital comedy of young moderns. Bob and Mary are on the verge of a final divorce. The nitty-gritty reason: he can't compete with her sparkling sense of humor. Bob is stable and responsible — a struggling young publisher whose efforts are seemingly unappreciated by the bubbling Mary.

Their caustic-tongued tax attorney entices them to meet once more for a practical cause — the Internal Revenue Service is investigating previous tax returns and verification of certain expenses is required.

Since their dissolution, Bob has latched onto a health-food fiend, whom he plans to marry as soon as the divorce is final. Former Navy buddy Dirk Winston has become a film star in the years between and now discovers his fortunes are fading. He has written a manuscript of Hollywood recollections, which he hopes Bob will publish.

As the Mary and Bob divorce is nearing finalization, Dirk discovers the charm of Mary and attempts to stir her desires by joining him at an out-of-town premiere. But the conclusion has extra surprises to delight audiences attending the comedy hit **Mary, Mary** at the Old Globe Theatre through February 7 only.

The provocative and probing drama **The Face of Violence** will open a limited run on January 28 at the Cassius Carter Centre Stage, adjacent to the Old Globe Theatre in Balboa Park. Written by J. Bronowski, a Fellow at La Jolla's Salk Institute, **The Face of Violence** is a significant outlook by investigating the motives and responsibilities of violence on our society.

The Face of Violence will be directed by producing director Craig Noel with performances scheduled nightly except Monday through February 14.



HOLIDAY ON ICE

Tickets are now on sale for the 26th edition of **Holiday on Ice**, which will be at the San Diego International Sports Arena Jan. 19-24, 1971.

Headlining the show will be Gary Visconti of Detroit, U.S. Olympic and World Team member, and Anna Galmarini, Italian champion and Olympic performer who has been starring in the show's European production the past two seasons.

Performance times are 8 p.m. on Jan. 19, 20 and 21; 8:30 p.m. on Jan. 22; 11 a.m., 3:30 and 8:30 p.m. on Jan. 23; 1 and 6 p.m. on Jan. 24.

Also featured are Paul and Eva Roman, the Czechoslovakian brother and sister team who were World's Dance Skating champions for four years.

They join **Holiday on Ice** favorites Tommy Allen and Juanita Percelly, Marei Langenbein, Ray Balmer (a Chula Vista resident), Alfredo Mendoza, Carol Johnson (a San Diego girl), the Cook Family and comedians Paul Andre and Johnny Leech.

Added laughs are furnished by Mike Course and Jackie Graham, two Englishmen with outlandish skating routines. Graham also masterminds an unusual act that features chimpanzees and a Harlequin Great Dane.

The six production numbers include an opening tribute to the late Sonja Henie. The show producer, Ted Shuffe, is a former skating partner of Miss Henie's. Shuffe went to Europe in the early '50's to join Sonja Henie's Ice Revue and stayed to become one of the continent's most respected skating choreographer, director and producer.

Tickets, priced at \$5.50, \$5, \$4 and \$3, will be available Monday (Dec. 14) at all Sneaker Inns, Bill Gamble's Men's Stores, Central Ticket Agencies and the Sports Arena Ticket Office. Call 224-4176 for ticket information.

Special discounts of one-half off for children under 16 and \$1 off for military personnel are in effect for the following performances: Jan. 19, 20 and 21 at 8 p.m.; Jan. 23 at 11 a.m. and 3:30 p.m.; Jan. 24 at 6 p.m. Military discounts are available through Special Services offices.

Announcing our
January Clearance Sale

We must reduce prices to make room for new merchandise soon to arrive at H. Johnson. Exceptional savings on discontinued items, slow-selling floor stocks, many other quality home furnishings from our regular stocks.

- Save on fine quality Bedrooms, Dining Rooms, Living Room groupings from the nation's leading manufacturers.
- Closeouts on Mattresses and Box Springs from Simmons, Englander, Wickline and Koylon. Twin, full, longboy, queen and king sizes—all in stock.
- Sofas, Sleep Sofas, in a wide selection of styles and colors, some with down-filled cushions.
- Chairs, Swivel Rockers, Recliners . . . in vinyls and fine fabrics—sizes and styles to suit any decor.
- Table Lamps, Floor Lamps and Wall Accessories including pictures, clocks and more.
- Complimentary service includes decorator consultation in the store or in your home. Prompt, careful delivery.

135 West Grand Ave. Escondido 746-8844

Store hours: Mon. & Fri. 9 A.M. to 9 P.M. Weekdays & Sat. 9 A.M. to 5:30 P.M.

H. Johnson
FURNITURE



END OF THE YEAR
BONUS SAVINGS
ON MERCURY COUGAR XR-7

Take the best luxury car ideas. Add the best sports car ideas. And you'll have a better luxury sports car. That's Cougar XR-7 for 1971. In addition to the 2-door hardtop shown here, an exciting convertible model is offered. The XR-7 is all-new with sleek, sophisticated European flair, new hi-back bucket seats with leather seating surfaces and full instrumentation that includes tachometer, trip odometer plus authentic toggle switches.

\$3811

(List Price Includes Freight)

NOW IS THE TIME
FOR YOU TO
ENJOY HUGE SAVINGS
A LARGE INVENTORY
TO SELECT FROM!

MERCURY LINCOLN
PETO MOTORS

SAN DIEGO'S OLDEST LINCOLN-MERCURY DEALER
328 SOUTH ESCONDIDO BOULEVARD
ESCONDIDO 745-4951 VISTA 724-1505

**SYRACUSE UNIVERSITY
MEDAL WINNER**

A high honor was recently bestowed upon Dr. Don G. Williams of Nacido Dr. by Syracuse University . . . The Syracuse University Centennial Medal.

Dr. Williams received his baccalaureate degree at Washington State College and doctorate at Stanford. He taught for a short time at Indiana University before going to Syracuse, where he served as Director of the Audiovisual Center and as Associate Professor of Education. In 1951 the U.S. Central Information Agency asked him to provide technical assistance in the production and use of audiovisual media in

Iran, Turkey, Greece, Egypt, Libya and Iraq. This involved the production of films, filmstrips and graphic materials for use in agriculture, health, education, sanitation and child care.

For his contributions to the welfare of developing nations, the Medalion of the Italian National School of Cinema was awarded to him for "improvement of international understanding in communication" in 1961 and the Chevalier of the Order of Arts and Letters by the French Government in 1967. He was the first person to receive this honor in his field. He was U.S. representative to the international film festivals in Cannes, Venice, Mannheim and Tehran and in 1964 the State

Department sponsored a tour in which he was featured instructor in Poland, Hungary, Czechoslovakia and England.

In addition to his foreign service, Dr. Williams was also active in this country. He organized and was President of the New York State Audiovisual Council and the Missouri Department of Audiovisual Education. He helped found the University Film Producers Assn. and later served as its President. Also, he was Vice President of the Department of Audiovisual Instruction, N.E.A.

Dr. and Mrs. Williams lived in Kansas City until 1968, when retirement brought them to Rancho Bernardo.

—Rose J. Shoemaker




**Beauty is El Camino
Memorial Park**

For information on the purchase of cemetery property before need—or the pre-planning of a funeral service, phone or write,

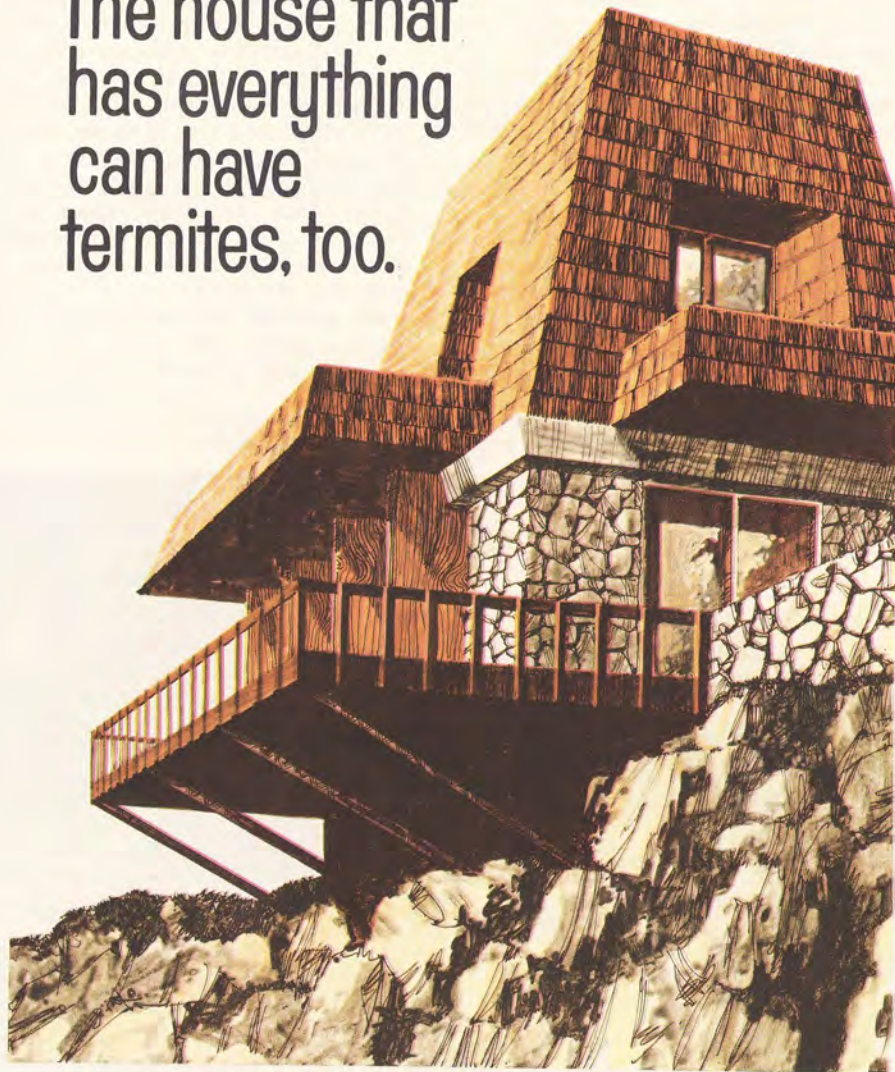
El Camino was designed and developed for thoughtful men and women who wish to pay the finest lasting tribute to their loved ones.

Such a tribute is possible ONLY when the surroundings are tranquil and permanently beautiful—El Camino's hallmark of genuine excellence.


EL CAMINO memorial park

9450 CARROLL CANYON ROAD, SAN DIEGO, CA 92121
PHONE 453-2121

The house that has everything can have termites, too.



Call **TERMINIX** and relax

A western-style dream house can have western-style termite problems. And that's the worst kind. If you're not protected against termites, they can eat you out of house and home. But you can relax with Terminix on the job. We'll rid you of these monsters—then guarantee your house and its contents against future losses due to termite damage. That's a lot of peace of mind for mighty little money. Call Terminix today.

Big as the West in termite and pest control



Write or Call Today For All Information
 ESCONDIDO 747-1100 VISTA 726-4200 ENCINITAS 753-6385

BRUCE-TERMINIX COMPANY

Terminix Topics

STORED PRODUCT PESTS

Stored product pests are a group of insects which commonly infest such dry foods as flour, cereals, spices, nuts, dried fruit, seeds, beans, cat and dog foods and cigarettes. Included in this group are 18 or 20 different species of weevils, beetles and moths. Food storage and packaging plants fight a continual war against these pests but despite this, every housewife has probably had the unpleasant experience of finding her store cupboards and the staple foods in them, infested with small insects, probably brought into the house in a box of dog or cat food or other packaged food.

Most people find this type of pest very difficult to eradicate, even a professional pest control serviceman needs the full cooperation of the housewife if he is to achieve quick and complete control. The main secret is to be ruthless in throwing out all infested packages and packages that just might be infested. Then empty all the cabinets and clean them thoroughly. There is enough food dust in the cracks and crevices to provide a good food supply for these small pests. Next, treat the cabinets with insecticide, let it dry and install new shelf paper. Check all items before returning them to the cabinets. Then you can go to the store and restock your store cupboards. But remember, if you don't do a 100% job, you'll have to do it all again, a few weeks later. Of course, you could call a good pest control company and let them worry about it. If you want the best, call me, TOM WALSALL, c/o BRUCE-TERMINIX, via your local office, look it up in the yellow pages.



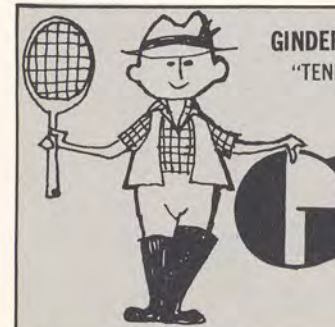
Shopping Around



Dutch Boy Paints
 Quality that lasts!

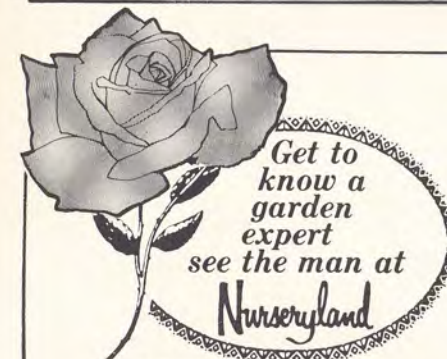
THE PAINT POT and
 THE WALLPAPER PLACE

745 Second Street, Encinitas, 753-7021
 Expert painters and wallpaper hangers available.



GINDER'S LA JOLLA SPORTING GOODS
 "TENNIS" IS THE NAME OF THE GAME!

Everything for the tennis buffs! Expert tennis restringing, (Usually 1-day service). Large selection of tennis wear for men, women and children. Fishing, archery, baseball, basketball, skindiving, guns and ammunition. Come visit us!
 Monday thru Saturday, 9:30 to 5:30.
 1051 Wall Street 459-3359



A Beautiful City Begins at Home

ESCONDIDO

1310 East Valley Parkway
 Opposite Escondido Village
 Shopping Center 745-0444

Open 7 Days
 8 A.M. TO 5 P.M.



Welcome to
CALHOUN FUR CO.

specializing in fur pelts

(714) 755-7266

145 HWY. 101 • SOLANA BEACH, CALIF. 92075

755-9345 **The FIRE PIT** on the Beach at Del Mar
 Open from 8 a.m. to 2 a.m.
 Featuring STEAKS & SEAFOOD
 DANCING & ENTERTAINMENT
 NIGHTLY, EXCEPT SUNDAY.



The most charming furniture store in North County! Specializing entirely in Early American, Colonial and Provincial furniture and rugs.

"Only the finest in home furnishings"

Complete decorating service available.

THE WAYSIDE SHOP

345 West Grand, Downtown Escondido
 745-1001

The House Beautiful Shops



Serving Southern California Homeowners since 1952, Frances Gardner offers a marvelous selection of carpeting, draperies, floor coverings, tile and wallpapers. Her decorating service is complete . . . including color coordinating.

751 East Valley Parkway
 Escondido 747-1204
 1096 South Main Street
 Fallbrook 728-9266



The finest selection of Domestic and Imported wines, beers and spirits!

Complimentary ice and glasses for your party. Please place your order as early as possible.

Diner's Club Cards honored. Free Delivery in Rancho Santa Fe.

ZEL'S PLAZA LIQUOR

"In the Plaza," Del Mar
 755-9458

Wayne Gossett



FROM INTERSTATE #5 ON ENCINITAS BLVD.

NEW '71 PINTO



753-6286



ADDRESS CORRECTION REQUESTED
P. O. Drawer 0
Rancho Santa Fe
California 92067

BULK RATE U. S. POSTAGE PAID PERMIT NO. 31 RANCHO SANTA FE, CALIF.

The uncommon cars with a lot in common.

DATSUN SEDAN

Super-Efficient Overhead Cam Engine
96 HP, 4 Cylinder

Road-Hugging, Fully Independent Rear Suspension

Safety Front Disc Brakes

Solid, Rattle-Free Unit Body

Smooth 4-Speed Stick. Fully Automatic 3-Speed (Optional)

B-I-G Trunk Space

Body-Fit Bucket Seats

DATSUN 240-Z

Super-Efficient Overhead Cam Engine
150 HP, 6 Cylinder

Road-Hugging, Fully Independent Rear Suspension

Safety Front Disc Brakes

Solid, Rattle-Free Unit Body

Smooth 4-Speed Stick

B-I-G Trunk Space

Body-Fit Bucket Seats



A common heritage of superb engineering. Performance, safety and economy. Reliability, luxury. Datsun's Value Winners.

DATSUN

SEDANS • WAGON • PICKUP • SPORTS CARS



Drive a Datsun, then decide at:



Surfside Datsun

401 SOUTH HILL ST., OCEANSIDE, CALIFORNIA 92054

TELEPHONE (714) 722-1272



2026.007.021

N 378