

Calendar of Events



Courtesy of the San Diego Chapter of the Producers Council, Inc.

National organization of manufacturers of building materials and equipment.

THURSDAY	7	music	Peter, Paul and Mary. Peterson Gym, San Diego State College, 8:15 p.m. JU 2-8383
THURSDAY	7	film	Pickpocket, University of California Extension film series; Ken Theater, 7 and 9:15 p.m. BE 2-7321
THURSDAY	7	opera	Falstaff with San Francisco Opera Company, 8:00 p.m. Fox Theater. BE 9-8122
FRIDAY	8	art	Contemporary Ceramics, Allied Craftsmen & Yokohama potters; at Fine Arts Gallery, Balboa Park (through December 29). BE 9-1257
FRIDAY	8	drama	The Devil's Advocate, Mission Playhouse, Thursday through Saturday 8:30 p.m. (through 23). CY 5-6453
THURSDAY	9	fair	Children's Art Fair with entertainment by Actors' Quarter members; Art Center at La Jolla. All day event. GL 4-0183
SUNDAY	10	lecture	Pornography and Censorship with Assemblyman Gordon H. Winton, Jr. on San Diego Open Forum Series, 8 p.m. First Unitarian Church, 4190 Front Street. BR 8-1358
TUESDAY	12	drama	The Night of the Iguana at Old Globe Theater; nightly except Monday at 8:30 p.m. (through December 8). BE 9-9139 or BE 9-8122
THURSDAY	14	opera	The Queen of Spades with San Francisco Opera Company, Fox Theater, 8 p.m. BE 9-8122
THURSDAY	16	music	Amadeus Quartet from England sponsored by University of California; Sherwood Hall, 8:30 p.m. GL 9-2388
SUNDAY	17	music	Royal Philharmonic sponsored by San Diego Symphony with conductor Sir Malcolm Sargent; Russ auditorium, 8:30 p.m. BE 9-8122
SUNDAY	17	art	Fourth Annual All-California Competitive Show of paintings and sculpture; Art Center at La Jolla (through December 15). GL 4-0183
MONDAY	18	music	Don Cossack Chorus & Dancers; San Diego State, Campus Lab School auditorium, 8:15 p.m. JU 2-8383
MONDAY	18	drama	A Thousand Clowns presented by the Broadway Theater League series; Fox Theater, 8:30 p.m. BE 9-8122
WEDNESDAY	20	lecture	Indian Painting by W. G. Archer, Keeper Emeritus, Victoria and Albert Museum, London. 8 p.m. Fine Arts Gallery, Balboa Park. BE 9-1257
WEDNESDAY	20	film	Films by Rene Clair, Art Center at La Jolla Film Series, 8:15 p.m. GL 4-0183
THURSDAY	21	opera	Die Walkure with San Francisco Opera Company; Fox Theater, 8 p.m. BE 9-8122
THURSDAY	21	film	On Approval, University of California Extension Film Series; Ken Theater, 7 and 9:15 p.m. BE 2-7321
SUNDAY	24	parade	17th Annual Mother Goose Parade, El Cajon, 2 p.m. HI 4-8712
TUESDAY	26	music	Carlos Montoya, University of California concert; Sherwood Hall, Art Center at La Jolla, 8:30 p.m. GL 9-2388 ext. 1384
FRIDAY	29	show	Annual Electrical and Home Appliance Show; daily 1 to 10:30 p.m. Electric Bldg., Balboa Park (through December 4).
THURSDAY	30	auction	San Diego Art Guild Auction; Fine Arts Gallery, Balboa Park. BE 9-1257

November 1963

OMNIART



OMNIART

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Port of San Diego, 1, 5 top, 9,
Gene Kazikowski, 6 bottom, 10-11

Drawing by Gaston Lokvig, 13

CENTRE CITY
1959 and 1963

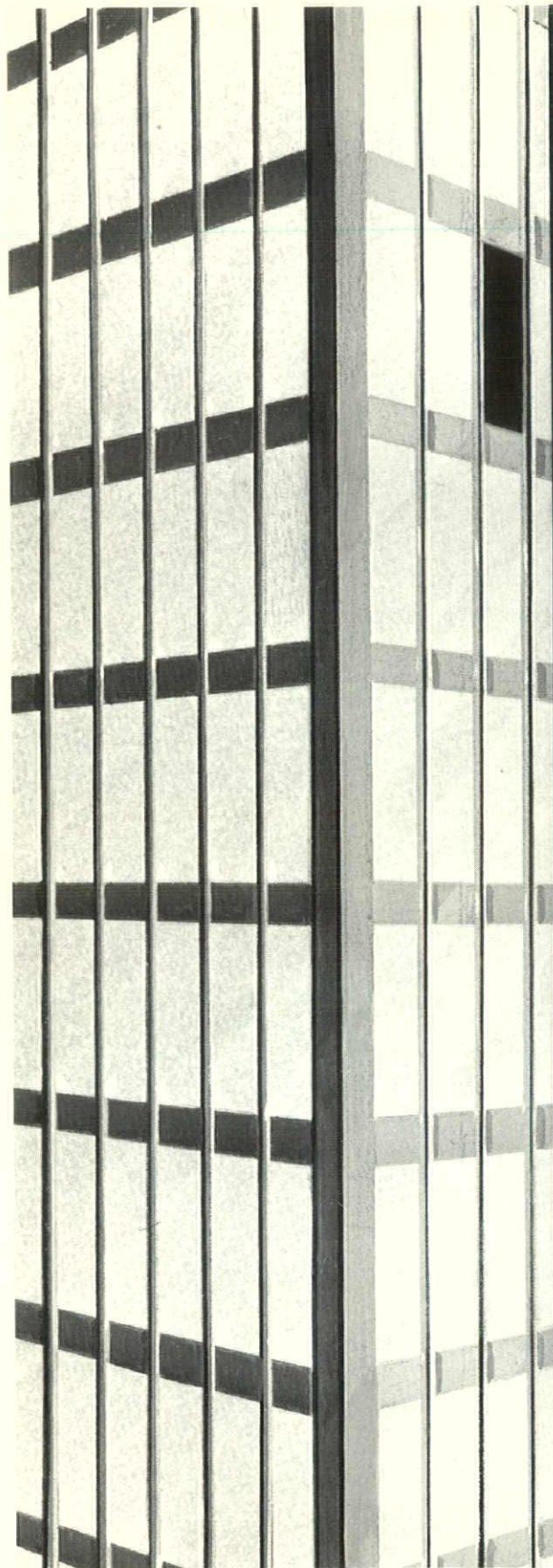


"A CIVILIZATION BEGINS to manifest itself when men and women have begun to take thought about what it is they construct, and why and to what end. It begins to be a living whole when the idea of beauty has found its place alongside the pressure of utility and the spur of Need"

AUGUST HECKSCHER,
President Kennedy's consultant
on the arts.

SAN DIEGO . . . *City in Motion*, I





The Light That Fails

Its glow may be beautiful at night. The fixtures may appear attractively integrated with the decor during the day. It probably meets the aesthetic mood the designer intended. But if it doesn't meet the needs of the eyes that use it, the light fails its important purpose. A good lighting installation combines function and beauty. Feel free to call upon our lighting staff for counsel on the functional use of light.

Commercial Lighting Department

*SAN DIEGO GAS &
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INTRODUCTION

This special issue of OMNIART is an attempt to investigate planning in San Diego, discover some of the existing paradoxes and some of the great achievements, and expose them to view. Where problems exist, or are readily apparent—thoughts of solution are suggested. We will also investigate the inter-related molding forces of the city.

The current challenges to Urban America and those which are applicable locally, are enormous. The general public seems to be locked in unbelievable unconcern over obvious ugliness. The government apparatus at times is a brilliant exemplar of sound planning principles. Still again it exhibits itself as a confused mass, wavering here and there to demands of the organized special-pressure groups.

There are the pressure groups—some acting for the public's apparent well-being—some demonstrating needed leadership, others exhibiting anti-civilization tendencies. But it is always the group who speaks—the government who listens, acts or reacts; the press who reports; and the people who suffer.

To understand the importance of comprehensive planning and dreaming, let us ask ourselves what the potentialities are for the city. What could it become if we had the will and organization to create it?

JOHN R. MOCK, AIA, ASPO



NATURE OF THE CITY

SAN DIEGO is a paradox. It is a beautiful vacationland with year-long sunny beaches and bays, fresh water lakes and scenic mountains. It is also a center of research, manufacturing, agriculture, trading, retirement, and soon higher education.

This area's growth rate has been four-and-one-half times the national average and greater than that of Southern California and the State as a whole. In spite of the swelling population, the City has plenty of room for expansion since its area is 290.4 square miles, much of it still undeveloped.

The City of San Diego is the third largest in the State, fourth largest in the Far West, and seventeenth largest in the nation.

Agricultural production has exceeded \$100 million annually in each of the past five years, placing San Diego County among the national leaders.

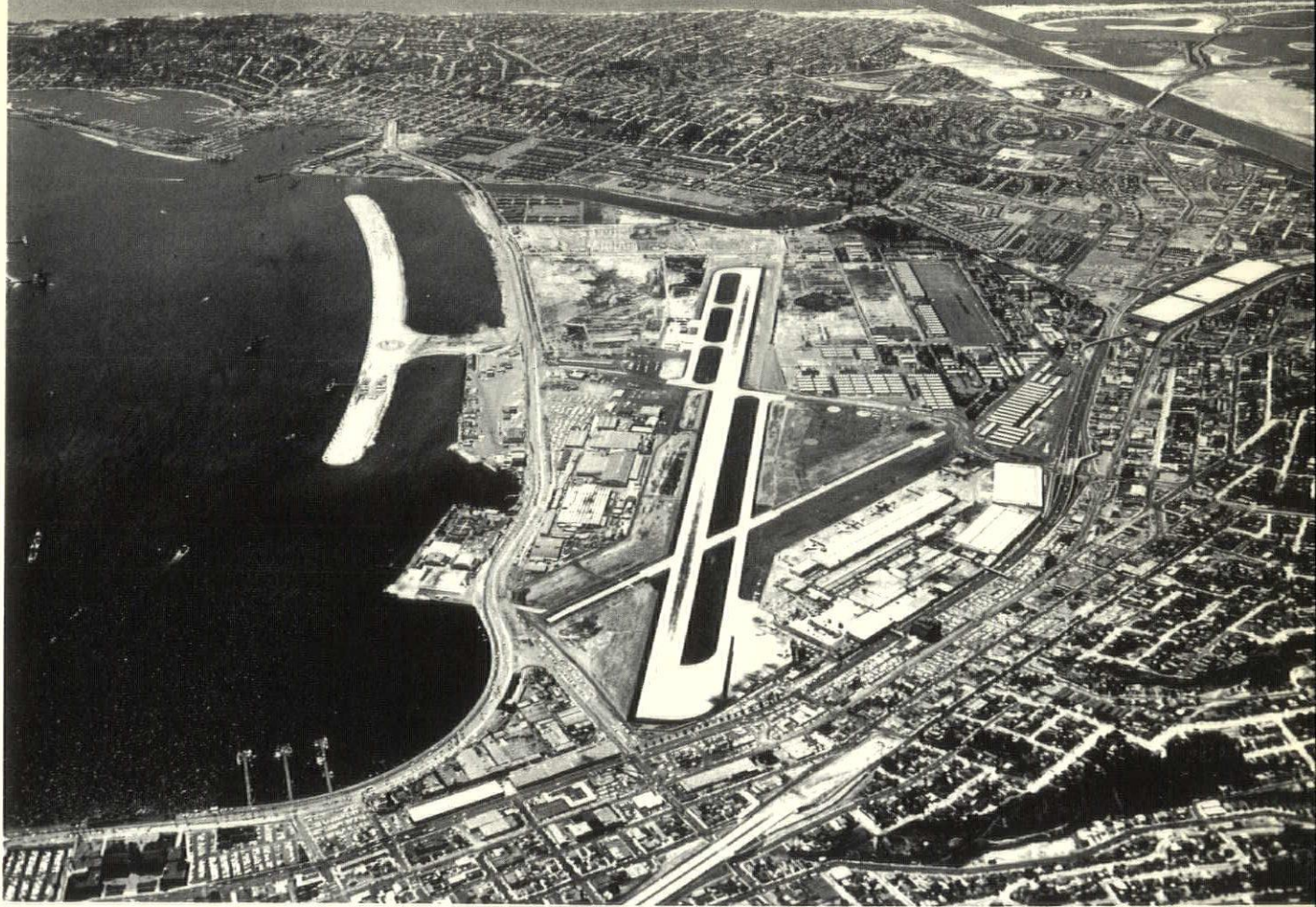
San Diego is headquarters for the 11th Naval District and its natural harbor is a base of operations for many Pacific fleet activities. Expansion and improvements to port facilities and the recently created Unified Port District will aid the metropolitan area's economic development.

Employment growth in trade and service establishments, the various government units and other manufacturing industries has offset reductions in the aircraft-missile industry and have thus increased economic diversification (more from local sources than through relocated firms). Development of convention and tourist facilities have received increased emphasis. Debt and tax burdens are relatively moderate in relation to population, assessed at full value despite substantial borrowing for water and tax purposes.

Median family income in 1959 was \$6,614.00, median age in 1960 was 27 years. In 1960 the average size of household was 2.9 persons and average value of one dwelling unit structure was \$17,600.00.

Right:
Lindberg
Field
and
Harbor
Island

Below:
Mission
Bay





Right:
La Jolla

Below:
*Mission
Valley*



MOLDING FORCES OF THE CITY

GOVERNMENT AND POLITICAL FORCES . . .

"PRACTICALLY all the problems facing the American Urban Community take us sooner or later into the American City Hall. For it is at the City Hall and its related governmental offices, like the Urban County Court House, where the questions of the city's physical plan, of its population and industry, its business and transportation, its health, education, crime, and recreation are ultimately translated into social and administrative action."¹

"The City-Manager plan has worked well in many communities, but it is notable that in our big cities most progress has usually been made where the mayor has been a strong political figure as well."²

The significant flaw of the council-manager form of government is that it fails to produce political leadership on which responsibility of the city government, including planning action, can be pinned. Yet when Fortune rated the twenty-three biggest cities in 1957 according to how they were run, Cincinnati with a strong management type government was a clear winner. Cities were rated on various municipal services, such as fire protection, police, public health, traffic engineering, air-pollution control, credit rating, traffic-accident death rates, recreation, noise abatement, housing, rebuilding of commercial areas, slum prevention and planning.

Time and time again eight cities all with strong mayors, but with Cincinnati a clear winner, stood out: Cincinnati Philadelphia New York Baltimore Milwaukee San Francisco Pittsburgh Detroit

Under this plan in Cincinnati, the Council elects the mayor, who, with the Council's approval, appoints the city manager and the city's boards and commissions. The manager, in turn picks his department's heads and is responsible for administration.

Experts also believe that Cincinnati has one of the most professional planning departments, uses its planners most effectively and has excellent regional planning.

We will enter a new era of government in 1964—with a new and stronger mayor (with powers to appoint all members of the Planning Commission among others), new faces on the council and changes to the City Charter. The new mayor could best serve as an active supporter in furthering the progress of planning toward execution.

1. Urban Government, Vol. 1, Supplementary Report.

2. The Exploding Metropolis, by the editors of Fortune.

CITY PLANNING COMMISSION . . .

"SUBMIT information and recommendations to mayor and city council on all matters relative to city planning and capital improvements; adopt general plan showing the city's future development; appoint planning director."¹

Other functions of the various metropolitan area commissioners are to act on applications for zoning variances, property rezoning and conditional use permits.

Who comprises these commissions? Responsible and noted citizens of the local communities.

We surveyed various cities to determine the occupational backgrounds of commission members to see if they were representative of the community in relation to understanding the effects of planning on the community. A variety of occupations were indicated; engineers, dentists, retired navy, service station owners, insurance men, attorneys, contractors, real estate men, appraisers, doctors, teachers, mortgage company owners, businessmen, interior decorators, and land developers.

There was a notable lack of architects (master planners?) on each of the ten commissions except for three of the nine suburban areas, Del Mar, Escondido and El Cajon. Perhaps no architects live in the City of San Diego?

PLANNING DEPARTMENT . . .

"PLAN and direct the work of the department including the preparation and maintenance of a General Plan; study and advise on all phases of the planning program; represent the Commission before public officials and the public; serve on the Long Range Review and Coordinating Committee."¹

One unheralded act (except in House and Home Magazine) was pre-planning in the Camp Elliott area before G.S.A. disposed of certain lands to private developers. "In this area the City, largely through its Planning Department, was able to secure, without cost, 183 acres of land for major streets and 46 acres of land for the Mission Dam site. The combined value of these properties, estimated at \$750,000, exceeded the total Planning Department budget for the past fiscal year."²

1. Planning Organization, City of San Diego

2. Harry Haelsig, Planning Director

PLANNING DEPARTMENT . . . continued

For an enlightening view of the Planning Department's services, let's investigate their Work Program by priority: Fiscal Year 1963-64. First priority is given to programs which are continuing functions. Within this category, mandatory continuing projects, such as those required by state or local planning laws, were ranked above non-mandatory projects such as the conduct of referral studies, research programs or support activities.

Continuing Departmental Functions

- Rezoning Administration
- Zoning Administration
- Subdivision Administration
- Capital Improvements Program
- Research Program
- Coordinated Planning Program
- Precise Planning Studies
- Community Improvement Studies
- Referral Studies
- Misc. Site Location Studies
- Mission Bay Development Studies
- Graphics Program

Second priority is given programs which affect the entire City or Metro-Area.

Programs of City-wide Impact

- General Plan Program
- Economic Base Study
- Zoning Ordinance Revision

Third priority is given to programs which affect only a portion of the City. These include community and area plans for various sections.

Area Programs

- Centre City Program
- South San Diego Border Area Program
- Mid-City Development Plan
- San Pasqual Valley Study
- University Community Plan Revision
- Mira Mesa Community Plan
- North San Diego Study
- Frontier-Midway Development Plan
- Peninsula Development Plan
- Encanto Community Plan
- Clairemont Community Plan
- Serra Mesa Community Plan
- Golden Hill Community Improvement Study

PORT OF SAN DIEGO . . .

*"THE Unified Port District was formed to give needed outlet to the burgeoning growth of the Port of San Diego and develop the entire 20 square miles of San Diego Bay."*¹

As a natural harbor, San Diego Bay is equal in size to the inner and outer harbors of Los Angeles and Long Beach combined. The harbor is one of the ten natural deep water harbors of the world.

The Port of San Diego is only 46% developed. Its future potentials as a trade outlet for the lower Southwest are unlimited as is the building of tidelands into usable business, industrial, recreational, airport and maritime properties. The economic effects of payroll dollars alone to the San Diego metropolitan area of port expansion are staggering.

The Port also represents the only area wide planning unit. Cities of the district are San Diego, National City, Chula Vista, Imperial Beach and Coronado. In all other fiscal, building or land planning matters, these same cities pursue different courses, disregarding the fact that solutions to their individual problems have area wide effects. In the case of San Diego, every attempt should be made by the City and the Port to relate the Border Area Planning Study to developing the potentials of the South Bay of San Diego Harbor.

A few of the future projects which will have lasting effects on San Diego's economic growth and its physical beauty are:

Development of Harbor Island

Airport Expansion

Second Harbor entrance, either through the Silver

Strand or a deep water channel or maybe both.

Bridge or Tunnel to Coronado

Revitalizing the Embarcadero

Deepening parts of the Harbor to develop added industrial and recreational areas.

According to Booz, Allen and Hamilton in their study of the Port: "Diversified industrial development for San Diego metropolitan area can (only) be made a reality more quickly with an expanded port."

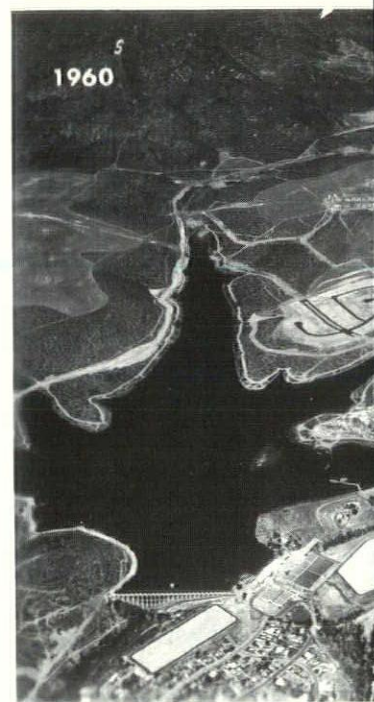
In the future, the Port will probably prove itself the most important single administrative body in San Diego County—regarding economic, planning and industrial development, as well as its current trade and recreational functions.

1. Embarcadero, *Port of San Diego*, Annual Report Issue 1962-1963.



Above: South Bay Below: Shelter Island Harbor





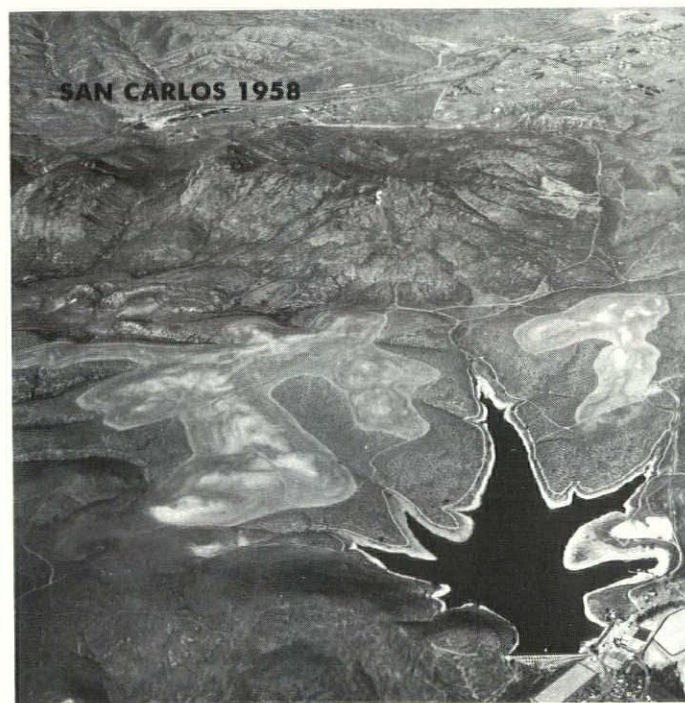
THE DEVELOPER . . .

"THE main objectives to be sought in neighborhood design is the elimination of the restraints imposed upon imagination by the practices of lending institutions, the FHA, zoning ordinances, sub-division regulations, the propensity to segregate rental properties from owner-occupied homes and our tendency to segregate by socio-economic status. This is not to argue that these restraints always result in undesirable developments, it is only to say that they needlessly limit the choices which are available."

Webb S. Fisher, *Mastery of The Metropolis*

"PEOPLE swarming in, cities doubling and trebling in numbers of inhabitants, while the fiscal guardians groan over the increasing weight of improvements and the need to care for a large new spate of indigents. . . . The tops of hills are shaved off to make level warrens for the rabbits of the present. The highways eight lanes wide cut like glaciers through the uneasy land. . . . The traffic rushed with murderous intensity. On the outskirts of this place I once knew well I could not find my way. Along what had been country lanes rich with berries, high wire fences and mile-long factories stretched, and the yellow smoke of progress hung over all, fighting the sea wind's efforts to drive them off."

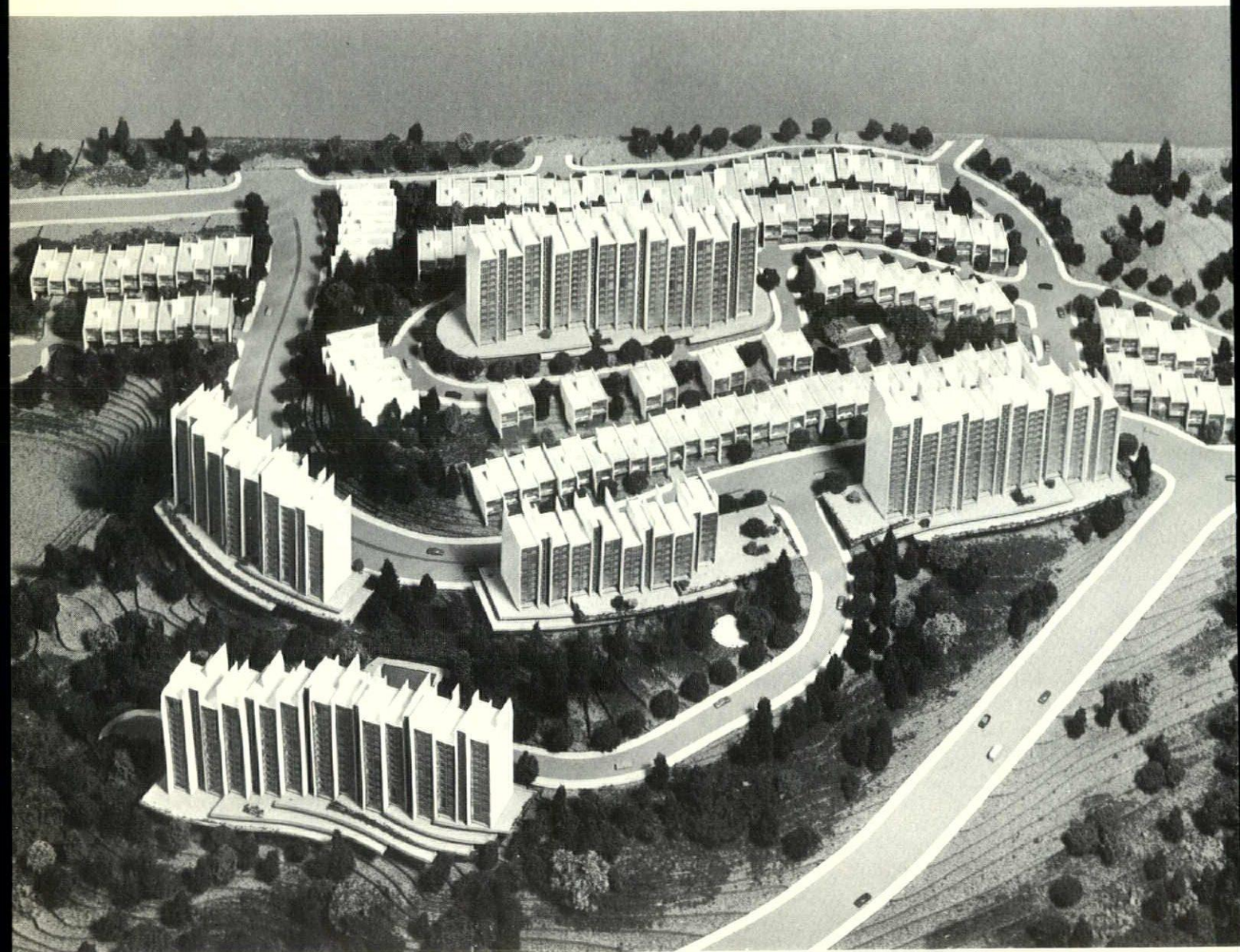
John Steinbeck, *Travels With Charley In Search of America*



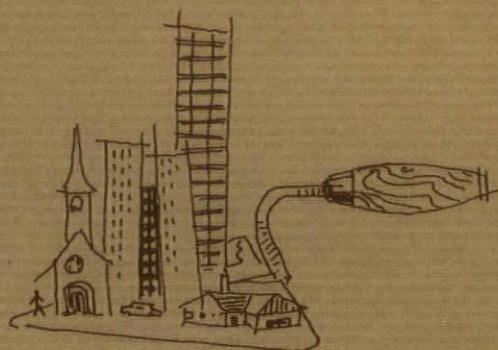
"THE shift of our focus from the individual building to a cohesive urban unit means that we can now design environments as well as buildings. . . . While the specialized units of the city give it much of its character, the quality of the city as an environment for living will be determined largely by the residential units."

Webb S. Fisher, *Mastery of The Metropolis*





Red Rock Hill, San Francisco



THE DEVELOPER . . . *continued*

THE KEY MOLDER of the City is the developer—most often with a background of general contracting but quite often even accounting, market research, real estate or in the case of one, law.

More and more houses are being produced by fewer and fewer builders. The lone builder is replaced by a corporate structure which buys, plans, sub-divides and develops large tracts of land i.e., University City (25,500 dwelling units planned), Clairemont (50,000 persons today), Del Cerro, Mission Village, San Carlos, Rancho Bernardo and De Los Penasquitos Rancho (population in 20 years to be 350,000). These communities include not only residential development but commercial and business as well. Hopefully, the end result of these communities will be something more than "just a place to hang a hat."

As close-in land is built-up, the developer will likely turn his attention to redeveloping older areas of the City. In fact the Kahn Organization is doing this right now at Red Rock Hill in San Francisco. This planned community was the result of a design competition conducted by the San Francisco Redevelopment Agency. Selections were made on the basis of environmental and architectural excellence, land use, suitability for site and other considerations. The developer bid on the land and had the choice to build any one of the top four designs.

Locally there have been no mixed density projects (especially apartment projects) that even approach the excellence of this concept.

Will the Centre City areas north of the Community Concourse zoned for high density contain such excellence or only more apartment houses created for economic return?

THE PRESS . . .

"THE American Press has not kept pace with one of the biggest home-front stories in American History, breaking right at the doorstep of almost every newspaper . . . This is a serious charge, but the record is in the back files. The press, by and large, has covered the bare facts but not the social, economic, civic and design implications of Urban building. It has duly reported the bricks-and-mortar developments of blight, demolition and reconstruction, but has dealt in a perfunctory and often uncomprehending way with the deeper issues in the physical reconstruction of this nation's cities."¹

The local press—that molder and arbiter of taste and opinion is rarely heard in matters pertaining to architecture or planning except to possible report "How-the-new-Centre-City-will-look" or to recreate in story form the latest sales reports and publicity releases for their developer-advertisers in the real estate section.

The press to some extent, could do well to get away from "That's-what-the-man-said" type of reporting to the "That's-what-I-saw" technique.

Local concern with adequately covering the building of San Diego County, evaluating the progress, helping the public to know what's going on, and commenting on the end results has only been exhibited by *San Diego Magazine*. Without this magazine and its strong editorial guidance the people would be lost in the maze of sporadic, materialistic reporting exhibited in the typical realty section.

Wouldn't a Sunday supplement such as the LA Times' "Home" be a fresh addition to the Sunday paper?

1. George McCue, St. Louis Post-Dispatch
"The Press and The Building of Cities"

OMNIART

monthly

*the meeting place for
minds devoted to
the healthy growth of
the urban environment
published by the*

SAN DIEGO CHAPTER

of the

AMERICAN INSTITUTE OF ARCHITECTS

Studio 5, House of Hospitality, Balboa Park

San Diego 1, California

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CITIZEN ACTION . . .

ACTION GROUPS have achieved varied measures of success in their local endeavors of saving the city; from blight: *the League of Women Voters*; from change: *Balboa Park Protective Association*; from sign boards: *Citizen's Coordinate*. They have found ways to start rebuilding Centre City: *San Diegans Inc.*; means to promote its economic life blood: *Downtown Association, Chamber of Commerce and the Vacation and Tourist Bureau*; they have also visually indicated mall planning: *The American Institute of Architects*.

These voices we hear seldom ask the citizen to think about the total city, to dream about the full potentialities of his urban existence. The focus is on the need for less parking meters, more parking garages, the annexation of an area, the need to encourage new industry, getting Feather River water quicker, or any other special issue dear to the hearts of some group.

Our expansion needs in any of these fields should be related to our educational planning; so far they seldom meet. The locating of a new industry is related to the planning of recreation and residential areas, yet they are never discussed together.

Since we live in an age of specialization we find that no one is responsible for the whole. Few even think about it.

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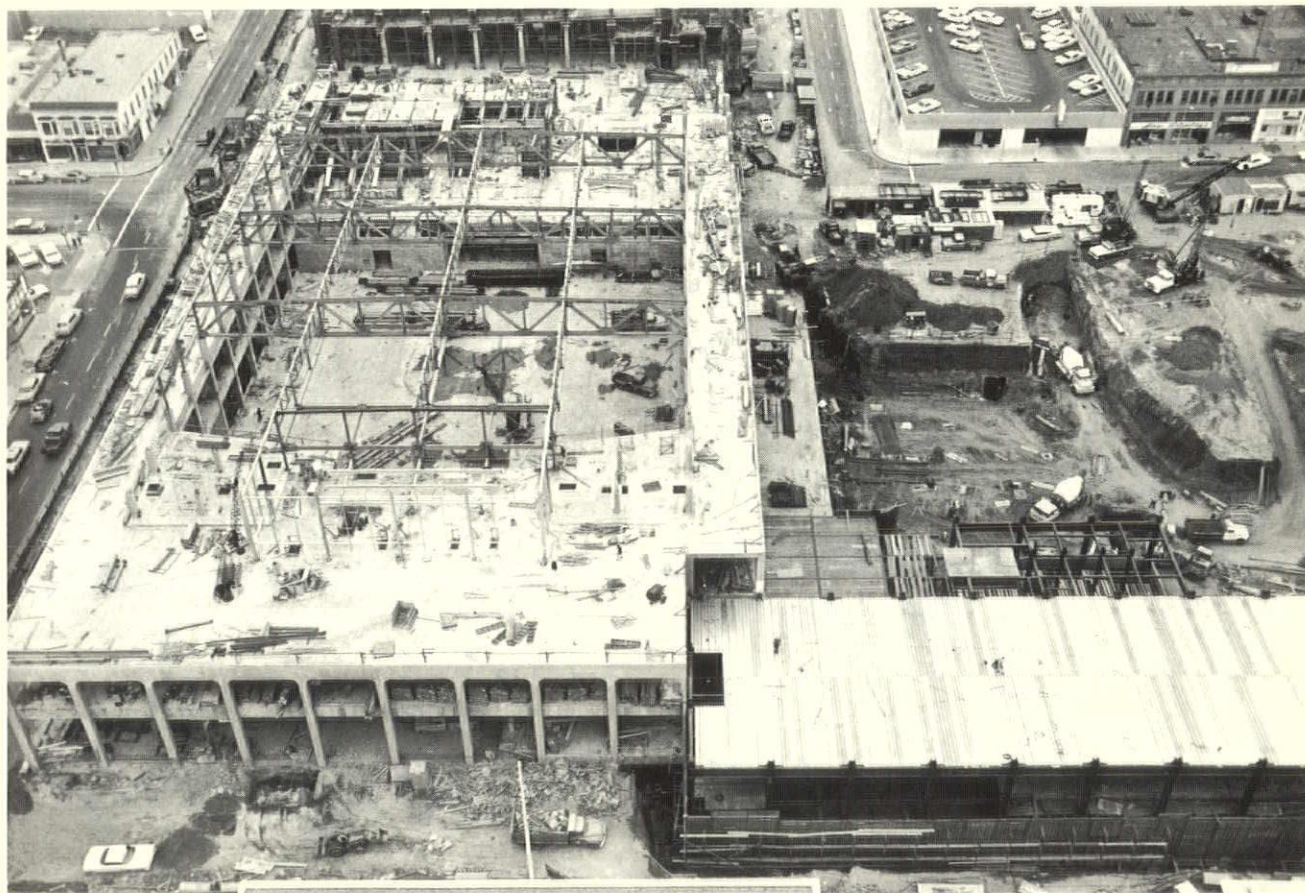


1001 BROADWAY • 297-4242

"Specify San Diego . . . Buy San Diego"

"AND HERE A GENERALITY concerning the growth of American cities, seemingly true of all of them I know. When a city begins to grow and spread outward, from the edges, the center which was once its glory is in a sense abandoned to time. Then the buildings grow dark and a kind of decay sets in; poorer people move in as the rents fall, and small fringe businesses take the place of once flowering establishments. The district is still too good to tear down and too outmoded to be desirable. Besides, all the energy has flowed out to the new developments, to the semi-rural supermarkets, the outdoor movies, new houses with wide lawns and stucco schools where children are confirmed in their illiteracy. The old port with narrow streets and cobbled surfaces, smoke-grimed, goes into a period of desolation inhabited at night by the vague ruins of men, the lotus eaters who struggle daily toward unconsciousness by way of raw alcohol. Nearly every city I know has such a dying mother of violence and despair where at night the brightness of street lamps is sucked away and policemen walk in pairs. AND THEN ONE DAY PERHAPS THE CITY RETURNS AND RIPS OUT THE SORE AND BUILDS A MONUMENT TO ITS PAST."

John Steinbeck, *Travels With Charley In Search of America*



Centre City, Community Concourse



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OF PITTSBURGH

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WHINING IN SAN DIEGO

by SALI ANN RIBAKOVE

SALI ANN RIBAKOVE attended Queens College in New York City as a music major and then joined the staff of the Ford Foundation. With music critic husband Alan Kriegsman she came to San Diego in 1960. Her busy schedule at Scripps Clinic in La Jolla plus her husband's frequent night concert reviews necessitate "eating out at least two or three nights a week" although she confesses that on both coasts she always looked for the "unusual and special in culinary arts."

RETURNING HOME from San Francisco recently (with visions of succulent dinners and after-theater snacks still in my head), I was brought back to earth with a dreadful thud when a San Diego waitress innocently asked, "Is everything all right?"

Everything was far from all right. Sometimes, when feeling a little paranoid, I am convinced that San Diego restaurant owners are joined in a conspiracy to foist mediocrity upon an unprotesting public. Twentieth Century living may be unstable, but there are certain things you can always count on in our city's restaurants.

Your waitress will smile, "My name is Myrtle and I am going to be your waitress," and add in her best supermarketese, "And how are you today?" Then, like a computer freshly programmed, she demands, "French, roquefort or thousand island?" for the standard salad (is it just a rumor that there are three vats of dressing in National City which pipe in their contents to San Diego restaurants?) . . . And again, when serving up the ever-present baked potato in its traditional aluminum foil jacket, "sour cream and chives, or cheese?" I once had a waitress confidently ask whether I wanted sour cream and chives on my salad, and French, roquefort or thousand Island on my potato—even computers break down, it seems. Bread or rolls (almost invariably stale) never accompany the soup or salad but only the entree. You are expected to order coffee with your dinner and then be subjected to the mixed blessing of the ever-filled coffee cup. If you like your coffee at a certain temperature and balanced just so with cream and/or sugar, you had best have your wits about you in the split second between, "Can I warm your coffee?" and the fateful moment when your cup is refilled.

As for the food itself, there are woefully few places where you can partake of imaginative cooking (and there is still not one really fine gourmet restaurant in all of San Diego, despite assertions to the contrary). In all fairness, however, there are a few (I can think of two) good, reasonably priced Italian spaghetti parlors (d'Filippi's on India Street has real charm, combining a well-stocked, aromatic Italian delicatessen

up front with a restaurant in the back; Giulio's in Pacific Beach has the best spaghetti in town, and the added attraction of operatic entertainment several nights during the week). There is an excellent inexpensive Middle Eastern restaurant (Old Damascus, which incidentally has more "atmosphere" in its little rooms than any other place in town), a couple of good Mexican restaurants—not in Old Town as you might expect—but in La Jolla (La Rancherita, which varies from superb to just fair, with service ranging from poor to dreadful) and the College area (Don José); one really fine steakhouse (Grant Grill, expensive but the best "New York" steak in the city and a fine Caesar salad to boot); a small but excellent sandwich counter-delicatessen for Italian lunches in La Jolla (C&M Market on Girard); and Carnation on El Cajon Boulevard—the only good ice cream parlor in town. (Why hasn't Wil Wright or Blum's opened a branch here???)

Mission Valley has perhaps the model collection of overrated restaurants in San Diego, offering fair to poor food at relatively high prices.

As for the much-touted Honker in La Jolla, I can only say that I had the misfortune to have a waiter blissfully pour coffee into my half-drained teacup (to warm it up, no doubt) as a fitting end to an expensive, miserably prepared and served repast.

I've found Lubach's (which many people seem to regard as the "only good place in town") occasionally good, never excellent and always expensive.

If you think the mysterious East exerts an exotic influence on eating habits in San Diego, you have only to try the Polynesian-Cantonese restaurants in the area. Bali Hai, with its magnificent location and breathtaking view, is unquestionably overpriced and erratic. I once found the cuisine at George Joe's so corn-starchy and greasy as to be uneatable, and I've never summoned up the courage to try again.

As for seafood—and after all San Diego should be famous for this if nothing else—I was astonished to read in our local magazine awhile back (in a letter from the owner of our most famous local seafoodery) that "gourmets from Los Angeles and San Francisco

... make special trips to San Diego County for our food."

So much has been written about the pioneering spirit of the West that it's hard to understand why some adventurous businessman has not used the mild climate and lovely harbor views to his advantage by opening an outdoor cafe-restaurant (modeled perhaps after Enrico's in San Francisco, which does a thriving business in a city so seldom blessed by the sun). The tearoomish Cafe del Rey Moro, in an ideal location, hardly fills the bill.

In Carmel recently I had the good luck to eat at l'Escargot—a small, unpretentious but colorful place owned and operated by a French family. Once inside, you are transported to another world. The menu is limited only by the select number of entrees offered; the soup is extraordinary (as are the snails), the wine superb, the sauces something you usually only read about, the service fine, and the price surprisingly low. This experience left me feeling more than ever that San Diego ought to be courting first-rate chefs with the same energy and determination it devotes to attracting tourists and scientific minds.

Restaurateurs have been quoted as feeling that San Diegans don't know the difference between pickle relish and sauce béarnaise, but there are other factors which give the lie to this. How is it that, in the last year or so, San Diego supermarkets (and even such discount houses as Save-Co) have been carrying more and more of a selection of delicacies from all over the world—apparently with great success? Where do the gourmets who patronize such specialty markets go on Saturday night? International Pancake House?

To those of us who have found dining out in other cities one of the prime pleasures of life, San Diego restaurants remain a puzzle. How can it be, for example, that in La Jolla (many of whose residents spend several months of the year in the famous eateries of Paris, San Francisco, New York or Vienna) there is not one really fine—nay even good—restaurant? Or that in downtown San Diego, where sky-scraper office buildings are going up overnight, there isn't a decent luncheon counter or hamburger palace?

When the Civic Theater opens and San Diego hopefully begins to build tradition into its theater and concert-going life, where will we meet afterwards for "something to eat?" When I close my eyes, I conjure up a cafe overlooking the harbor or the ocean, or in the park or a theater plaza, with a selection of fabulous pastries (nowhere to be found in San Diego) and coffees from all over the world, as well as a substantial after-theater snack menu, all at moderate prices.

Is some bright entrepreneur planning an unusual, cosmopolitan setting for after-theater crowds and pre-

theater dinners? Or are we doomed to have to content ourselves with a glittering exterior and the same old food and service inside? Imagine, if you will, how much more exciting it would be to have a real evening out, attend a gala theatrical event, followed or preceded by a glamorous dinner in unique surroundings—a place for traditions to take hold in San Diego.

In the meantime, I'll settle for a hamburger that is treated with respect, and a hot-dog served up with the reverence it deserves.

Anyone know a good place to eat?

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November 3

The Decorator's Dilemma ... with
James Erdman, president of San Diego District
Chapter of the American Institute of Interior
Designers

Fran Branstetter, AID, owner of Fran Branstetter
Interiors, La Jolla

November 10

*Blackboard Bargaining; Who Represents
Teachers?* ... with

John Orcutt, coordinator of the Southern Sec-
tion of the California Teacher's Association.

Fred J. Horn, vice-president of the State Federa-
tion of Teachers

November 17

The Lost Generation and the Jazz Age ... with
Doctor Theodore J. Bardacke, San Diego City
College and lecturer with University of Cali-
fornia Extension.

Mrs. Frances Bardacke, poet and lecturer with
the University of California Extension

November 24

A Quaker View of Sex ... with
Olivia Davis, a Quaker

Doctor Walter Stevens, associate professor of
clinical psychology, San Diego State College

Brought to San Diego by AIA San Diego Chapter
Sponsored by The Portland Cement Association

Casino Cruise

Portends More to Come . . .

GUNSHOTS, PIRATES, KIDNAPPINGS, scheduled (and unscheduled) moonlight swims and other fancies were all part of the Architect-sponsored "Casino Cruise" on the waters of beautiful Mission Bay September 20th. A total of 164 lavishly costumed people were aboard when Captain Hank Rogers eased the 3-level Bahia Belle from the straw-laden dock with paddle-wheel flashing and confetti flying. It is assumed that approximately the same number were still aboard when, *Four Hours Later*, he limped back to the same dock and the party was over.

A sumptuous buffet supper, continuous music of both "professional" and "spontaneous" nature, several raids by boarding parties, an auction, and other unique "party games" provided continuous entertainment for the delight of the participants.

As one Architect stated, "you didn't have time to worry about what to do next, it just sort of happened to you."

Planned as a "fund-raising" venture for AIA projects, co-chairmen Architects Bill Lewis and Seldon Kennedy, aided by Architects Eugene Weston III, James Bird, Donn Smith and Associate members Paul McKim and Don Goertz provided "... the greatest party the Architects ever threw" and, fortunately, still showed a substantial profit.

With this year's version costumed in Gay-90's atmosphere, similar affairs are anticipated to be an annual function of the San Diego Chapter, AIA with reflections of the Beaux Arts Balls of the past . . . as soon as we rest up.



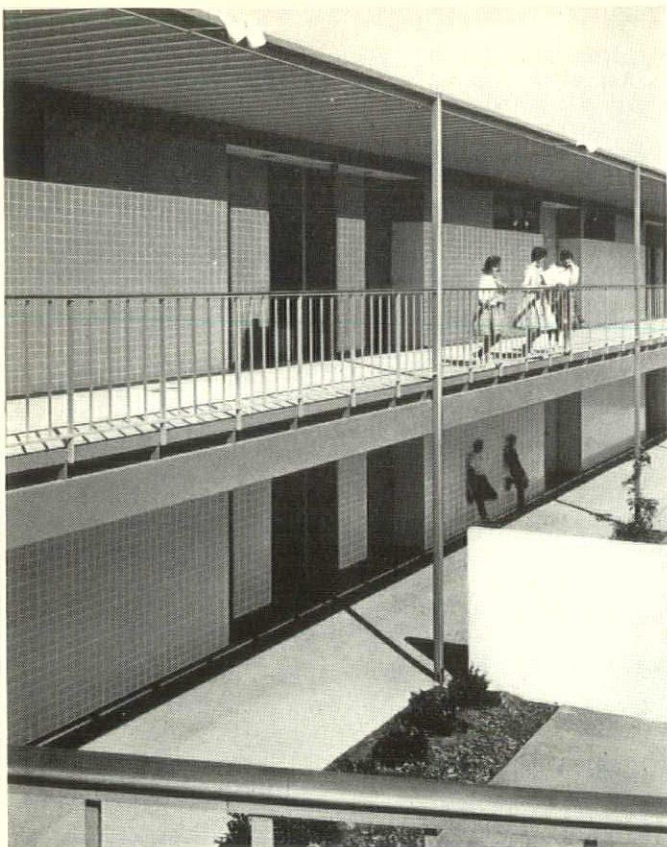
Top to bottom:

Program-chairman, Architect Donn Smith "sings" about attractive wife Rosi while Architect Roy Drew contributes moral support and the musicians try to recognize the tune. Society note: Baby born three days later.

Co-Chairman Architects Bill Lewis and Seldon Kennedy hustle art objects and other delicacies at the grand auction which signaled the finale and which allowed only "luckier" party members to participate. Anybody recognize a certain executive secretary?

Architect Frank Hope, Jr. tries to assemble more "power" during the auction while spirited bidding goes on at the right.





New school saves with use of ceramic tile

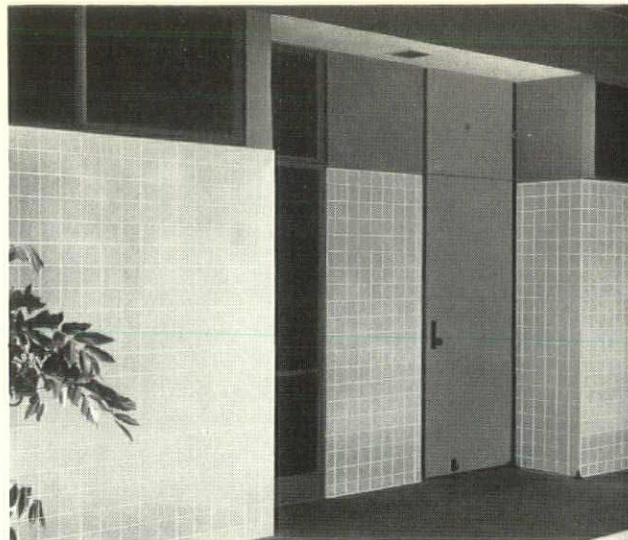
Ceramic tile is the most economical material to use for surfacing school corridor walls, as well as shower and restroom areas. This now has been proved beyond doubt at the new Alondra Junior High School, Paramount, Calif.

No Extra Initial Cost Bids revealed that surfacing with Franciscan Hermosa Tile, on lath and plaster, would be comparable in cost to a third coat of plaster and paint. So architects Killingsworth, Brady & Smith, AIA, and a perceptive school board, promptly selected Franciscan Hermosa Tile.

Maintenance Costs Cut According to James Hiestand, maintenance manager of the Paramount Unified School District, plaster corridor walls at other schools must be spot painted annually, and completely painted every three years. "The tile corridors at Alondra," he says, "will never need painting. This saves us an estimated \$10,000 every thirty years." In addition, he points out, many pounds of patching material and man-hours of labor are saved.

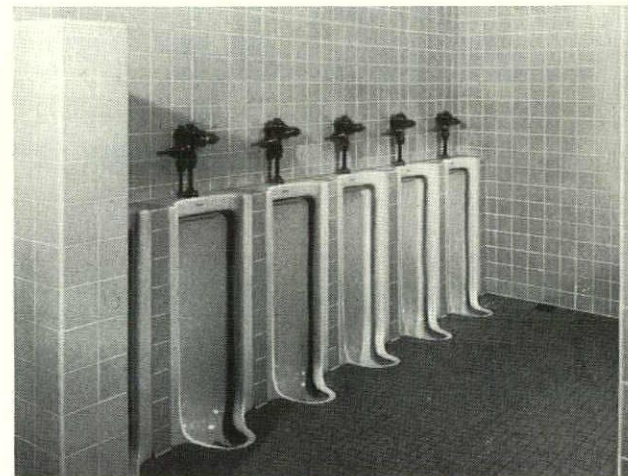
Daily maintenance costs also are decreased, according to Earl Appleton, head custodian at Alondra. "Dirt and writing easily wipe off with a damp rag," he says. "So we spot the walls every night. This would be impossible with plaster. It takes an hour to clean pencil marks or ball-point ink off plaster, then another hour painting.

"Repair costs also are less. When a truck ran into a wall and damaged four tile, we replaced them in a few minutes. Patching and painting plaster would have required several man-hours." Narrow, flush joints with Square-Edge Franciscan Hermosa help cut cleaning time.



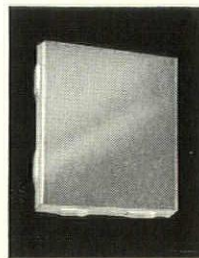
Virtually No Vandalism Paul Butler, the school district's assistant superintendent, points to a psychological factor. Students, he reports, seem to take pride in the new school. There has been virtually no vandalism.

Additional Savings Use of genuine ceramic tile also has cut maintenance costs in toilet areas, locker rooms and shower rooms. "There is none of the pocking and pitting due to alkali working down through aggregate that creates germ-breeding places," Mr. Hiestand reports. "Nor is there damage from urine or detergents."



General contractor for the Alondra Junior High School was Flowers, Shirley and R. C. Allen Construction Co. Tile contractor, Continental Tile & Marble Co. Construction cost per square foot was about average for schools built under the State of California program.

For further data that conclusively disproves the "costs more" myth, talk to your Franciscan Hermosa Tile representative. Or write International Pipe and Ceramics Corporation.



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Chapter Notes



THE ROOTS OF THE COMMUNITY

THE PROGRAM of the September Chapter meeting of the San Diego Chapter, AIA, was aimed at the philosophy of preserving architecture in our cities representing tradition and history, and touched briefly also on the value of creating architecture of today worthy of such preservation in the future. Some eighty members and guests attended the meeting at the Point Loma Inn in San Diego on September 11th, viewing the film, *Form, Design and The City*, the Philadelphia Redevelopment Story, prior to the meeting.

Colored slides of the project of moving and restoring the Whaley home as a San Diego landmark were presented by James Reading, president of the San Diego Historical Society. Mr. Reading urged his audience to support the preservation of other landmarks of historical value in keeping alive the traditions of the area. The sage and erudite editor of the Southern

California Bulletin, Architect Allen G. Siple, AIA, enlivened the program with his proposal of a new organization, "The American Society for the Preservation of Historical Atrocities"—with members thereof paying no dues, having no meetings, holding no offices. Underlying the humor of this introduction was the serious and thought-provoking point of preserving for posterity not just the old buildings because they are old, but rather even those which perhaps are "atrocities," but reflect the culture, mores, fads and even the gingerbread flamboyancy of an era. He further challenged the architects of today to provide architecture symbolic of today's culture worth preserving for the future, to reflect the philosophy of the 1963 era.

Special guest of the Chapter was Carl C. McElvey, AIA, newly appointed California State Architect. Mr. McElvey spoke briefly on the objects and aims of his new position, especially in relationship to private architectural firms.

President Ward Deems announced the newly elected officers and directors for 1964, who will be installed at the annual Christmas Ball on December 14th:

President—Robert J. Platt

Vice President—Roy M. Drew

Secretary—Harold G. Sadler

Treasurer—Homer T. Delawie

Two-year Director—Robert D. Ferris

(Frank L. Hope, Jr., will serve his second year as director; elected to two-year term in 1963)

CCAIA Delegates—Robert J. Platt, Roy M. Drew, Ward W. Deems

Alternates—Homer T. Delawie and Harold G. Sadler

THE UNITED WAY . . .

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Courage

Community Pride

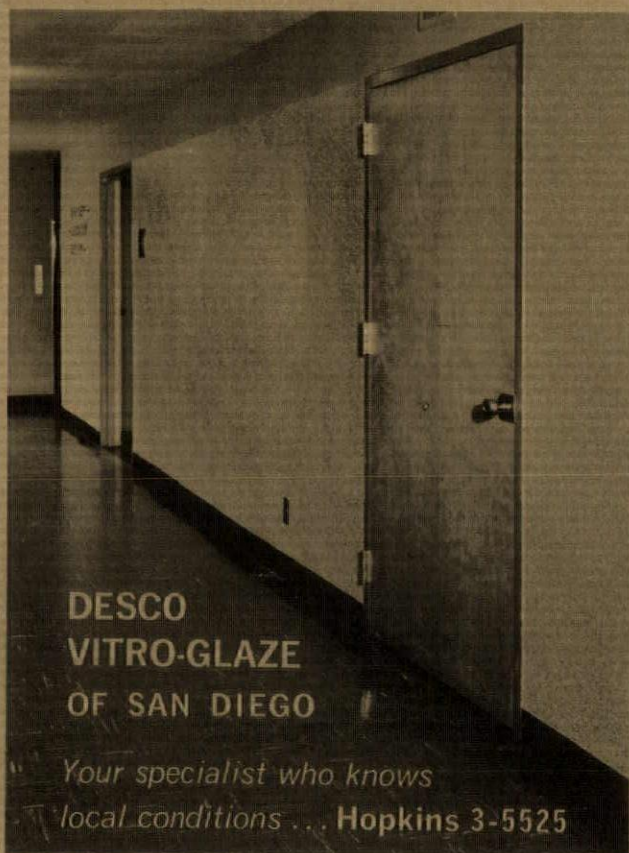
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Common Sense

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The 1963 campaign goal assigned the architects is \$6,000.00. This is a small sum for some 160 men to raise, but don't figure it out on an equal share basis. Look about you and make your own *evaluation of your own stature and your own proper share.*



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