Mission Viejo Sets ‘Sites’ for ’71

Aliso Villas Townhomes Concept Offers View Lots, Unique Design

The "quadruplex concept" comes to Mission Viejo. Plans for the community’s first townhome neighborhood — Aliso Villas — are now complete, according to John Martin, vice president of marketing for Mission Viejo Company. These 424 townhomes will be designed in four-unit buildings on a 46-acre site in the northern portion of the community bordering on Los Alisos Boulevard and Jeronimo Road.

Both single and two-story floor plans will be available. The homes will be priced from $16,995 to $19,995.

"Some of their views will be the finest ever offered in Mission Viejo," said Martin, "as they will be situated on terraced hillsides overlooking the Trabuco Canyon terrain."

The new neighborhood will include private recreational facilities with a swimming pool and cabana as well as neighboring picnic area and park. Landscaped areas, home exteriors and common facilities will be maintained through a moderate maintenance fee.

Architects for Aliso Villas are Red Moltz and Associates of Anaheim. Model interiors, for the model complex to be completed in early April, will be designed by Nanja Williams.

An information trailer is now open on El Toro Road daily from 9:30 a.m. to 5 p.m.
MARKETING’S MARTIN HONORED — In recognition of the “capa-
bilities and contributions toward the marketing industry throughout
the year,” John Martin, vice president of marketing for the Mission
Viejo Company, was presented with a trophy by Bill Mitchell, presi-
dent of the Sales and Marketing Council of the Building Industries
Association of California.

John Martin Receives
BIA Marketing Award

The first annual Max C. Tipton Memorial Award for Market-
ing Excellence was presented recently to John Martin, vice presi-
dent of sales and marketing of the Mission Viejo Company.

According to Bill Mitchell, president of the Sales and Mar-
keting Council of the Building Industry Council of California
who presented the award, “John Martin has dem-
strated that he has one of the finest marketing minds in
the country, and has proven his capabilities with unrivaled
sales success.

“He has made a continuing contribution to the marketing
and shelter industries through his efforts for the association
and the council.

Martin, who joined Mission Viejo Company in 1968, has
been a member of the Sales and Marketing Council since
1967. He was also guest speaker at the National Association
of Home Builders during their
Post Office Branch
Announced for
Southern MV Area

The construction of a new post office branch in the south-
ern portion of Mission Viejo was recently announced by the
district office of Congressman John Schmitz.

The proposed branch build-
ing will be situated on a site
in excess of 169 thousand
square feet on the southwest
corner of Marguerite and
Avery Parkways.

Interior building area will
cover 39,814 square feet with
parking area.

Design of the new facility
is now underway. Grading will
begin early in the year.

Planned Unit Development
Seminar in November of this
year.

In addition, Martin has been lecturer on real estate and
marketing at both University of California at Irvine, and
UCLA. He also participated in the Society of Real Estate
Appraisers Conference, the Pacific Coast Builders Confer-
ence and the BIA Congress.

Martin lives with his wife,
Helen, and four children in
Mission Viejo.

MV Branch Library
Opens, Friends to
Form New Chapter

Mission Viejo will be form-
ing a community chapter of the Friends of the Library, as the
new Orange County Mis-

sion Viejo branch library
opens.

The new 8½-million library
building is in the La Paz neigh-
borhood, adjacent to the re-
cently completed Edwards’
Cinema Viejo Theatre.

In addition to the adult
and children’s sections—with more
than 30,000 volumes available
at the present time and plans
for more than 54,000 volumes
in the future—the library will
provide a community room for
meetings of Saddleback Valley
groups.

According to a spokesman
for the Orange County library
system, two or three branches
will be built throughout the
area in the next five years.

For information on member-
ship in the Friends of the Li-
brary, call Mrs. George Rags-
dale, 830-7618.

Seville Salesman
Sets Pace as Month’s
Number One in Sales

Mike Craig is Mission Viejo
Company’s Salesman of the
Month for his outstanding
sales record in the new Seville
homes neigh-
borhood.

His net sales
totalled $283,660.

Craig

Craig joined Mission Viejo
Company in May, 1960. Formerly in sales
for the La Paz and Eldorado
everhoods, he started
with Seville Homes when they
opened in May, 1970.

The Lakes Development
Underway

(Continued from page 1)

View and Lake Village Gar-
den homes were Daniel Brod-
sky, Phoenix; while the town-
houses were designed by Ralph Haver of Haver, Nunn
and Jensen, of Phoenix.

Developers of The Lakes
project—a joint venture—are
Diversified Properties of
Scottsdale, and El Paso Na-
tural Gas of Texas.

The Lake Village Garden
Home model complex is now
under construction in the
southern portion of the proj-
et, with completion due in
mid-February. An Information
Center is now open at the en-
trance of Lakeshore Drive and
Baseline Road at The Lakes.

For information on The
Lakes within the California
area, contact the Mission Vie-
jo Company, 837-6090. Bro-
chures and plans are now
available.

ALISO VILLAS — Rendering of one of the designs of Mission Viejo’s new “townhomes” now under
construction. See story on page 1.

MISSION VIEJO REPORTER
JANUARY, 1971
It was a very good year...

1970—a year marked by exciting events for the more than 3700 families in the community...

There was the first St. Patrick's Day parade and party on March 17, which was a spectacular success.

Then, Cinco de Mayo in early May—a two-day fête celebrating Mexico's independence—was filled with games, contests and a variety of entertainment.

The Fourth of July provided another day of fun and festivities with lawn picnics and square dancing climaxed with a fireworks display that lighted the skies over Mission Viejo.
On the first weekend of October, the community marked its third annual Mission Viejo Days with a return to the gaslight era. Softball tournaments, horseshoe competition, and a bathing beauty contest a la bloomer girl were a few of the special events. There were greased pig contests for the youngsters and daring adults; marathon races, antique cars in a Great Race; and an all-day barbecue on the green. A hot air balloon was even launched to mark the skies above all the activities of the "days."

Christmas and the holiday season conveyed the total spirit of goodwill and sharing in the community with the "Nights of Christmas" events. Candlelight parades, carolling, the annual tree lighting and Santa Claus' arrival heralded the end of another year and the happiness that is Christmas for children and adults, alike.
M ISSION Viejo's recreation centers expanded and added in size and number, while planned programs and events also continued to increase. Montanoso Center, designed as the social and cultural hub of the community, was remodeled to accommodate the growing number of members. The new Sierra Center, atop the hillside of Granada neighborhood, was opened in the summer and features an outstanding Olympic-sized, AAU-sanctioned swimming pool. And the expected addition of the Marguerite Center is scheduled for early this year, with handball courts, physical exercise equipment and facilities.

A special "family fun" bus for the convenience of residents made community commuting a breeze and served to "carry the load" to special events and programs planned by the Centers.

T HERE were interesting club meetings, new organizations — The Saddleback Mothers of Twins Club, for one — youth groups, sports events, too. The Nadadores Swim Club of Mission Viejo had an almost flawless record of wins throughout its competitive season. And the Junior All-American football teams, in their second year in the community, were represented in Orange County with boys from eight years to 14 turning out to practice and play under the volunteer coaching efforts of community residents. Adult basketball, as well as for the youth, found sportsmen on the courts by day, and evenings, too. And, in the spring, there was the wholesome sign of a youngster with Little League uniform heading to the practice fields as more than 350 boys turned out for the 26 teams in Mission Viejo.
THERE were a number of additions to the community, too. Not just with the more than 700 families that moved into the community during the year, but with the facilities that were added to make their lives easier, busier, more entertaining.

The new La Paz Medical-Dental Center opened in March; and an additional service station, garden shop and decorator service joined the merchants in the La Paz Plaza area. Mission Viejo’s fire station had a real Western dedication. There were two new schools opened in the Fall — Viejo Elementary in the southern portion of the community and Cordillera Elementary in the northern area. And there were parks, plus, to enhance the neighborhoods, also. The big “plus” being the spacious 28-acre Wilderness Glen, with its picnic and camping areas and hiking trails preserved in their natural state for Mission Viejo residents.

The new Seville Homes became a part of the community, providing a garden-concept neighborhood at the very top of Mission Viejo. Casa Loma Apartments opened, too. And Aliso Villas are now under construction. These quadplex country townhomes are in keeping with the trends of the times while holding to the tradition of Mission Viejo’s proud precedent.

Now, too, the Cinema Viejo Theatre will be an added attraction to the area. An Orange County branch library will be adjacent to it. Both will provide additional entertainment and educational means for all the family.

Industry grows, too, as an Auto Center is being built to the south and a progressive industrial park will provide additional business firms within the area.

MISSION Viejo Golf Course is making changes in its physical stature, while it continues to provide a proving ground for social and competitive golfers from the immediate area and distant points. The Hollywood Hackers and members of the California press; celebrities and pro-status golfers; businessmen and club members—all have met on the fairways of Mission Viejo in the number of tournaments that have been held throughout the year.

IT’S been a year, rich with things that make life fulfilling and more complete. Every resident of Mission Viejo can look back on these events, while remembering their own personal experiences, too. Be it baby’s first step...a son’s winning hit, or touchdown catch...a family reunion...it was a very good year.

And may 1971 be an even better one in a community with its plans being for you, and its purpose: its people.
Brims with Santa Letters

Mission Viejo's Mailbox—Brims with Santa Letters

Santa Claus' incoming mail from the little people of Mission Viejo exceeded all records for past North Pole deliveries.

In spite of talk on the economy and "hard times," the optimism of the newest generation is apparent as their wants and needs haven't been lessened by outside influences.

Santa asked that we share a few of his letters again this year—some for the original artwork, and some for the nature of the requests. We reprint a select number of these, with thanks to the jolly gent and to all the children who were filled with hope and expressed their wishes.

For the original artwork, and some for the nature of the requests. We reprint a select number of these, with thanks to the jolly gent and to all the children who were filled with hope and expressed their wishes.

Kimberly Clayton of Avenue Deseo, wrote:

"Dear Santa, I was trying to be as good as I could if you think I was good please Send me as listed below... a bike" long dress chrisy doll money money money."

Dolores F. who wrote: "If you come down our chimney I will make a surprise for you. I know you will love her."

One family, with sons John, 4, and Jimmy, 3, asked for gifts for other members of the family.

"For Mommy—just some special things that you can pick out to tell her how much I really "love her."

For Daddy—I guess I want the same thing for Daddy that you are going to give Mommy."

Joe vividly expressed his wish with an illustration and the following hand-written letter:

"Dear Santa Claus,

I want a new Cassette play recorder for Christmas and thats all I want if you get me it. I've been a pretty good boy. P.S. try to get it.

"I will leave food for you and your reindeer and cheese for Santa Mouse. My house is white."

Another considerate host is Allan F., who wrote: "If you come down our chimney I will make a surprise for you. I know you will be hungry so I will make some cookies and a peanut butter sandwhich and water for you, is there anything else you like."

Santa Claus liked everything he saw in Mission Viejo, Allan, as he was very happy and promised to visit all the children in the community.

And he wants us to pass this word on... he'll be back again in December, 1971, to see all the children of Mission Viejo should be as good as "can be."
Mission Viejo's 3rd Annual 'Nights'

On the first night of Christmas...
Mission Viejo's holiday season opens with the tree lighting at La Paz and Chrisanta and carols sung by school and church choirs.

On the second night of Christmas...
Dinner at Mission Viejo Inn was followed by dancing at the Montanoso Recreation Center to the "big band" sounds of a 16-piece group at the annual "Snow Ball."

On the third night of Christmas...
The children waited for Santa's arrival — with the help of the Mission Viejo fire department — and a chance to tell him their Christmas wishes.
On the fourth night of Christmas...
While Santa kept an open ear at his workshop, homes in the community were putting their finishing touches to their decorations for the Home Decoration Contest.

On the fifth night of Christmas...
More than 1,000 children gathered to join in the Candlelight Parade and sing carols. Santa surprised the assembled group by bursting from a Christmas package and with the help of his elves, awarded prizes to lucky youngsters and trophies to the winning homeowners.
Thar' She Blows! As Boats Begin Whale Watching Trips

Winter whale watching is underway. And the community is invited to share in this adventure at sea as San Clemente High School's Parent-Teacher-Student Association sponsors a series of whale watching trips. On Saturdays, January 9 and 23, at 10 a.m., and February 2, at 1:30 p.m., for the 2½-hour cruise. Additional trips are scheduled for Friday, February 12, and Saturday, February 20, at 10 a.m., and Sunday, February 21, at 1:30 p.m., for the 2½-hour cruise.

The annual migration of California gray whales from their summer grounds in the Bering Sea to their breeding area in the lagoons of Baja, California, brings them close to the shores of the California coast.

Location of the whales is pinpointed by radio communications with boats in the area so that passengers on these cruises will be assured of viewing the mammals. Other inhabitants of the marine world — fish, birds, sea lions, plants — will also be seen.

Price for adults is $3, and for children under 12 years old — $1.50. Reservations may be made by calling 495-5219, or by mail to Whale Watch, 34973 Calle Fortunas, Capistrano Beach, California 92625. Checks should be made to San Clemente High School PTA.

From the whale trips will go toward the school's activities and equipment.

SCHOOLS

Schools Hold Parent, Teacher Conferences

Elementary and junior high schools in the Capistrano Unified School District were closed to students recently for parent-teacher conferences. Although parents are always invited to conferences throughout the year, the schools have encouraged to utilize these special programs which are planned by the schools.

All phases of a child's achievement and behavior patterns are discussed, and the program is considered advantageous for both student and parent.

For information on the next conference period, contact 496-1215.

High School Needs Aids

A volunteer instructional aide program for adults was recently inaugurated at Mission Viejo High School. These volunteer assistants will work with teachers, counselors, clerical staff and administrators. They will set up teaching aids and classroom demonstrations, work with students on assignments and operate language lab and listening center equipment.

Interested adults are asked to call Mrs. Ruth Mader, coordinator of student work experience at the high school — 837-7722.

Student Placement Office Relocates

The Mission Viejo Youth Employment Service, sponsored and staffed by members of the Bancheo Viejo Women's Club, has announced its new location in the Shepherd of the Hills Methodist Church. Serving as a placement bureau for student employment throughout the Saddleback Valley area, students — 14 years of age and older — are asked to sign up at the office and arrange for interviews between 2 and 4 p.m. weekdays.

Prospective employers may call 830-8500 to arrange for student help.

School District Utilizes Ideas of Advisory Committee

Capistrano Unified School District, which encompasses Crown Valley and Viejo elementary and junior high schools, recently announced the formation of an advisory committee.

The committee consists of suggestions made by a citizen's advisory committee. Recommendations include expanding the schools' reading program. Five remedial reading teachers have been added to the staff and materials developed to aid in solving individual student reading problems.

Maintenance and purchasing methods will also be improved, as suggested by the district's residents.

SADDLEBACK OFFERS NEW WINTER COURSE

Winter quarter at Saddleback College started January 4, with new classes in several fields of study. A "Narcotics Control" class will be added to the police science program, while three new fields of study will be available in Real Estate. The "Jazz Singers," which was formerly available only in day classes in the Music Division, will also be scheduled Monday evenings from 7 to 10 p.m. for complete information on day and extended-day schedules, contact the college — 837-0700 or 465-4690.

High School Offers New Winter Course

A volunteer instructional aide program for adults was recently inaugurated at Mission Viejo High School. These volunteer assistants will work with teachers, counselors, clerical staff and administrators. They will set up teaching aids and classroom demonstrations, work with students on assignments and operate language lab and listening center equipment.

Interested adults are asked to call Mrs. Ruth Mader, coordinator of student work experience at the high school — 837-7722.

SCHOOLS

LA PAZ PORTRAITS POWS — Students at La Paz Intermediate express their interest in the Vietnam Prisoners of War with a one-day re-enactment of life in a POW camp, aimed at the prisoners in varied situations of the prisoner camp treatment.

STUDENTS STAGE POW REMEMBRANCE

A dramatic portrayal of American prisoners of war in North Vietnam by seventh grade students at La Paz Intermediate School was staged during a POW-MIA Remembrance Day recently. As part of the school's "I Am Proud to Be an American" week, the students of Gary Carlson's social science class showed their vital interest in efforts to aid in the prisoner of war program.

For ticket information, contact Mr. Simms, 837-7722.

HIGH NOTE

The "Perils of Percivil P. Penniless," an original seven-act playlet by Sid Notter, a senior at Mission Viejo High School, will be presented to the community January 20 and 21, at 8 p.m. at the high school auditorium.

The play was first presented at Christmas to the students of the high school, and was so well received that it will be shown again to the public.

For ticket information, contact Mr. Simms, 837-7722.

The high school is inaugurating Kiddle Movies, tentatively scheduled for 10 a.m. on Saturday, January 16, as a western feature with cartoons and shorts to be shown at the auditorium.

Semester final exams are scheduled for the end of the month, on January 27, 28 and 29.
Rec Centers Score Again With Calendar of Events

A heavy line up of classes is scheduled by the Mission Viejo Recreation Centers for January.

**Slim 'n Trim for the ladies of the community begins Tuesday, January 19, at 7 p.m. at Montanoso Center.** The first break will be at 7:30 p.m. Information on league registration is available from the Centers.

**Tennis lessons will begin Monday, January 11. Six-week sessions in beginning, advanced beginners and intermediate will be held from 7 p.m. The hour-long classes cost $7.50 for members and $15 per session for non-members.**

**Spring Session**

- **Themes Unlimited**
- **Duplicate Bridge Tournament**
- **Model Car Craft Contest**
- **Snow Country Trip**
- **Lakers Basketball**
- **Topics Unlimited**

Events planned for the month are:

**Tues., Jan. 12**
7:30 p.m. Duplicate Bridge Tournament

**Wed., Jan. 13**
7:30 p.m. Ice Show, Fights

**Sat., Jan. 16**
7 p.m. Snow Country Trip

**Sat., Jan. 23**
9 a.m. Model Car Craft Contest

**Sun., Jan. 24**
6 p.m. Lakers Basketball

**Tues., Jan. 26**
7:30 p.m. Duplicate Bridge Tournament

**WEDNESDAY**

- **Cue and felt-top-table fans will enjoy the men's Pool tournament,** which will be held Thursday, January 14, at Montanoso Center. The first break will be at 7:30 p.m. Information on league registration is available from the Centers.

**FRIDAYS**

- **The 10-week training session costs $20. Registration is now open, and interested dog owners who want disciplined pets should sign up now at the Centers. Class time will be announced dependent upon the number of animals registered.**

**MEN'S BASKETBALL LEAGUE**

- **The 8-week session is planned for January 2 to 7 p.m. Registration is now open, and interested dog owners who want disciplined pets should sign up now at the Centers. Class time will be announced dependent upon the number of animals registered.**

**MEN'S BASKETBALL LEAGUE**

- **The handball courts at the Marguerite Center, the third recreation center within Mission Viejo, have been named Coach of the Gauchos.**

**HANDBALL TO MAKE BIG HIT IN COMMUNITY**

- **Handball, one of the fastest growing sports in the nation, will be coming to Mission Viejo in February.**

- **For the canines in the community, Dog Obedience classes are a must for manners.**

**FOOTBALL**

- **The arrival of golf pro Roger Belanger's expected offspring is due any time.**

- **The Gauchos, who went 13-4-1 in conference play games.**

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**SPORTS**

TRIP TO SNOW COUNTRY — Young members of Mission Viejo Recreation Centers spend a day in the mountains, complete with snowball fights and people pyramids. Another day in this winter wonderland is planned for the pre-teens in the community this month.

**MISSION VIEJO REPORTER JANUARY, 1971
Arreola Family Selected For Christmas Good Fortune

Christmas came a few days early for the Rudolpho Arreola family of San Juan Capistrano.

Rudolpho, his wife, Teresa, and their nine children were guests of honor at Tiny Naylor's Restaurant in San Juan Capistrano. The family members are (left to right): Jose, 10; Teresa, 8; Rudy, 11; May, 13; George, 14; Mrs. Arreola; Patricia, 4; Rudolpho, ledicia, 6; Erna, 19 and Elsa, 25. Richard O'Neill, director of Rancho Mission Viejo, and Edward Austin, manager of Tiny Naylor's, were present to give the family boxes of groceries and gift items.

Stocks Workshop Open to Women

An insight into investments and a better understanding of the stock market are offered in a Wall Street Workshop which is offered to the women of the community and neighboring areas.

According to Charlene Vano, who has organized and coordinates its meetings, the workshop is designed to educate and research the background and trends of investment stocks.

The next session will be Monday, January 18, at the home of Mrs. Virginia Bogdan, 23571 Duryea, El Toro. It will begin at noon.

For information, call Mrs. Bogdan 850-6019 or Mrs. Vano 741-5462.

Classic Flicks To Show for Fans

A film classics series will be held Wednesday evenings on the grounds of the Laguna Beach Festival of Arts.

Presented by the South Coast Cinema Society, a non-profit organization recently formed to provide motion picture buffs with the opportunity of viewing the classics, the series of foreign films will open January 6.

An historical insight into Russia during the 18th Century will be followed by "Alexander Nevsky," the first film. On the following Wednesday, January 13, Fritz Lang's "M," which launched the career of Peter Lorre in 1930, will be featured.

"Gate of Hell," the first color film made in Japan in 1954, will be shown January 20, followed by "Los Olvidados," filmed in 1951 in Mexico.

Also to be shown the same evening will be the award-winning "An Occurrence at Owl Creek Bridge" directed in France in 1963 by Robert Enrico.

Subscription tickets will be available for the series, and interested persons are invited to call the Forum Theatre, Laguna Beach.

Shepherd of the Hills Methodist Church holds weekly meetings for Methodist Youth Foundation groups. The senior high school students get together Sundays from 12:30 to 3 p.m. Junior high school age group meets Thursday evenings from 6:30 to 8:30 p.m.

Operation "Helpline," which is sponsored by the Saddleback Valley Ministerial Association, is in need of volunteers for their telephone answering service.

For a holiday season a happier one, Operation "Helpline" is planned to answer the needs of the young people primarily, who need assistance, guidance, and someone to talk to at critical times. If you are able to give the time for service and training, call 830-2522.

For the second year, Mr. and Mrs. Charles Reader on Christmas Eve were named Grand Prize winners in the Christmas home decoration contest.

Tryouts will be held for Laguna Moulton Playhouse's revival of Cole Porter's musical comedy, "Anything Goes."

With the return of photos which were lost, the women of the community, will hold an informal coffee meeting Thursday, January 14, at 8 p.m.

For information, call Mrs. Bogdan 850-6019 or Mrs. Vano 741-5462.

The booklet was created by Thomas Reeve, II, an instructor of California history at Cypress College and board member of the Orange County Historical Society, and his wife Christiana.

The art of cake decorating will be this month's presentation by the Mission Viejo Women's Club as Ellen Woolf demonstrates this homemaking art at the Deane Swim and Racquet Club, Tuesday, January 12, at 8 p.m.

All women residents in the Deane Homes neighborhood are invited to attend.

"An Evening with a Composer," featuring Elmer Bernstein, Academy Award and Emmy Award winning composer, will be offered as a community service by Saddleback College, Thursday, January 14, at 8 p.m.

The program will be held at San Clemente High School Auditorium. There will be no admission charge.

The Philharmonic Association, which is organizing in the community, will hold an informal coffee meeting Thursday, January 14 at 10:30 a.m. This initial get together for women in Mission Viejo and neighboring communities will be at the home of Mrs. Russ Patton, 25795 Santa Drive. Phone 837-0541 for information.

For information, call Mrs. Gertrude Baker, nursing director of the college. Conference and counseling appointments can be made by calling Mrs. Gertrude Baker, nursing director of the college.

The combined efforts of neighbors Richard Fellmer and Philip Angelides, of Christanta Drive, also merited a trophy awed by the Mission Viejo Activities Committee.