

# PIONEER

TUESDAY, SEPTEMBER 18, 1990  
VOLUME 1, NUMBER 2

SERVING CALIFORNIA STATE UNIVERSITY, SAN MARCOS



Students launching  
literary journal **Page 2**

Exploring Mexico south  
of Ensenada **Page 10**

Spicing up life with  
Cajun food **Page 16**

## INSIDE

TUESDAY, SEPTEMBER 18, 1990

INTRODUCING THE  
FOUNDING FACULTY

CSUSM's founding faculty is a diverse group of individuals from Universities all over the country. Each member has extensive experience and is committed to forging new trails to CSUSM's future.

NEWS/PAGE 4

## ACADEMIC COMMUNITY TOO HASTY

The recent criticism of CSUSM by the academic community in regards to a geological chair endowment, was unwarranted. CSUSM President Bill Stacy should be commended on his level-headed response to the unwarranted criticism.

OPINION/PAGE 8

## CAMPING SOUTH OF ENSENADA

Many college students know Mexico only as far south as Ensenada, but the real magic of the U.S.'s friendly neighbor can be found from the awning of a tent away from the hustle and bustle of the cities. In this travel log, readers will traverse the length of Baja Norte, Baja California's northernmost Mexican state, to inexpensive and isolated locations.

EXPLORE/PAGE 10

## SKIPPING ON THE SEA OF CORTEZ

Jet skiing on the glassy sea of Cortez is a thrill-seeking adventure that amateurs and expert sportsmen will love. The special "Thrill Seekers" staff takes you on a skip-trip in San Felipe Bay.

EXPLORE/PAGE 11

## SPICING UP LIFE CAJUN STYLE

In this first installment of a new column called, "The Collegiate Gourmet," students can read about the unusual and unique cuisine served at The Cajun Connection. From fried alligator to crawfish, our anonymous taste-tester will bring you new insights into an unusual eating experience.

ACCENT/PAGE 16

NEWS	PAGE 2
NEWS SPECIAL	PAGE 4
OPINION	PAGE 8
EXPLORE	PAGE 10
THRILL SEEKERS	PAGE 11
ACCENT	PAGE 16
CALENDAR	PAGE 18

## Journal may become literal reality

To be or not to be? That is the question being asked by a group of Cal State San Marcos students and faculty wishing to create a literary journal for the university.

The project, spearheaded by English major Regina John, would create a magazine comprised of short stories, poems, photographs and artwork by CSUSM students. John said the thrill of having one's own original works published has inspired her to create a journal for CSUSM.

"I was first published in the journal *Tidepools* at MiraCosta College," John said. "I thought we needed to start things here."

Already, with the help of English Professors Pat Boni and James Mack, John has informally compiled a list of about a dozen students for the project. According to Mack and Boni, other students not on the list expressed interest in the publication.

Six members of the group, comprised principally of English majors, held their first meeting Wednesday at Boni's home to discuss plans on how to make the journal a reality.

"I had a feeling there was a lot of positive energy about this project," said Mack about the meeting. "It will definitely be a focal-point for English and Humanities majors."

English major Jennifer Eagle, who attended the meeting, said the informal gathering helped to affirm the goals of the journal.

"This is not just a mere fantasy. We're determined to make it a reality," Eagle said. Eagle indicated that she would like to submit a short story to the journal.

Other students who were not able to attend the meeting expressed enthusiasm for the project.

Elaine Whaley, who is majoring in English, said she hopes to submit

written works as well as participate in the editing process of the journal. Whaley helped to edit a journal published by Seattle's Shoreline Community College.

Submissions for the journal will be chosen by students in regards to content alone and will not be judged in regards to the contributor's name or previous publishing experience. Authors' names will be separated from the works during the selection process.

Even though student enthusiasm about the project has been high, John said she is still unsure of where funding for the journal will come. To help get advice for the funding of the project, John will meet with the CSUSM's President, Bill Stacy, tomorrow.

Professor Boni said they will not discount the option of selling the journal.

At the next meeting of the group, scheduled for Sept. 24, members of an editorial board are expected to be selected during the gathering.

"What we need is a board where integrity is maintained. We must keep our intellectual and moral integrity in regards to works chosen for the journal," said Boni.

Mack said the group decided at Wednesday's meeting to democratically make decisions regarding the publication. He said the journal should make an important external statement of what is occurring on the campus.

"All English instructors should want to get a finger in the pie," he said.

A name for the journal has not yet been decided, but participants want it to reflect the theme of 'a new beginning.'

Boni said the group has high expectations for the journal's quality.

"We would love our journal to be the best in the country," said Boni. "Nobody sets up by saying, 'We want a mediocre journal.'"

1990-91  
budget  
examined

A projected operating cost of \$10 million and an adjusted budget of \$8.8 million, has left CSUSM officials pondering how they are going to reduce the resulting \$1,231,783 shortfall in the 1990-91 general budget.

At the September 13 University Council meeting, a proposed spending reduction package was presented. \$454,681, being spent on part-time faculty salaries, library books and faculty work stations, will be transferred from the general budget to the Lottery account. Another \$372,086 in expenditures for computers, furniture, and library shelving and books will be transferred to a different fund.

The largest group of reductions will come from cuts in the public relations and institutional research directors' spring budgets, shrinking spring funding of part-time faculty positions, and absorbing cost associated with the science lab.

The net effect of the cost saving measure will leave the campus with a cushion of \$17,127.

## BUDGET SUMMARY

## GOVERNOR'S BUDGET

Estimated cost to run CSUSM  
for the 1990-91 year

Salaries .....	\$6,903,586
Salary Savings .....	(\$188,088)
Work Study .....	\$16,774
Provided	
for Allocation .....	\$32,764
Supplies .....	\$285,481
Travel .....	\$214,281
Furniture/	
Equipment .....	\$240,959
Other .....	\$2,212,110
<b>Total Budget Expenditures ...</b>	<b>\$9,717,867</b>

ADJUSTMENTS ..... -\$8,858,630

## COST PROJECTIONS

CSUSM's Estimated cost to run  
itself for the 1990-91 year

Continue/Recruit	
Faculty & Staff ...	\$4,698,656
Plans for funding ...	\$2,998,888
Proposed new	
faculty & Staff ...	\$1,348,331
Other .....	\$1,000,000
<b>Total Costs .....</b>	<b>-\$10,90,413</b>
<b>Balance .....</b>	<b>=\$1,231,783</b>
	<i>Projected Deficit</i>

## BUDGET BALANCING

PROJECTED DEFICIT ..... -\$1,231,783

## PROPOSED REDUCTIONS

1. Transfer Costs	
to Lottery .....	\$454,681
2. Transfer Costs	
to Group II .....	\$372,086
3. Delayed	
Payments (8) .....	\$443,910

**Total Reductions .....** +\$1,270,677**Budget Subtotal .....** = \$38,894

## NEW COST

0.5 Clerical (Academic	
Senate) .....	\$21,767
	-\$21,767

**AFTER REDUCTIONS .....** = \$17,127

JONATHAN YOUNG/PIONEER

SOURCE: CSUSM 1990/91 Budget Statement from Financial Services. Revised copy, Sept. 7.

## News Briefs

### LIBRARY FEATURES BOOKS, INDIAN INSTRUMENTS

Two displays featuring notable books and Indian musical instruments are currently on display in the Library.

A private collection of American Indian musical instruments, loaned by San Diego State Professor David Whitehorse, is currently airing in the library. Instruments include a Yuman Bird Song rattle, a sacred eagle wing bone whistle used in the Teton Sioux Sun Dance and Pueblo gourd rattles.

Ten books that have had the greatest influence on the life of CSUSM President Bill are also featured. The display provides unique insight into the man who is charged with the responsibility of building a university for the twenty-first century.

### SPEAKER SERIES SET

The Friends of SDSU North County Library and Northern Telecom present a Friday evening speakers series. On Oct. 26 at 7 p.m. SDSU Professor Ashley Phillips, from the Department of Women's Studies, will discuss, 'Feminist Frontiers: The Politics of Activism.'

The event will be free of charge and will be held in the Library. For information call 471-3515. Students from CSUSM are welcome to attend.

### MULTICULTURAL EXPERT TO SPEAK

Dr. Leonard Olguin, who is recognized for his expertise in multicultural issues in education, will address concerns centered on the cultural diversity of students in today's classrooms.

The presentation will be held at 4 p.m. on Sept. 26 in SDSU classroom 9.

Olguin has served as Special Assistant to the Director of the National Right to Read Program and has served as consultant with the California State Department of Mexican-American Education.

The event is free of charge.

### WORKSHOPS SCHEDULED

A series of workshops, designed to help students manage stress and prepare for the job market, are scheduled for late September. All workshops are free and located at the site of the CSUSM campus.

A workshop on job search strategies will be offered at 4 p.m. on Sept. 20 and again on Oct. 2 at 7 p.m.

• Effective interviewing will be explored at a workshop to be held Sept. 18 at 4 p.m.

A workshop designed to instill business etiquette will be held Sept. 20 at 7 p.m. and again Oct. 2 at 4 p.m.

All workshops will be held in the Multipurpose Room, Building 145 Room 1. CSUSM and SDSU North County students are welcome to attend these free workshops.

### SCHOLARSHIPS OFFERED

Two scholarships for CSUSM students are now available through the Financial Aid Office.

Jennifer Skoog, a new accountant in North County, has established a book scholarship of \$100. Half of the money will be given next fall with the other half being given the following spring. Any CSUSM student is eligible to apply. The application requires a brief statement.

Undergraduate, female students, who are enrolled in at least six semester units, are eligible to apply for the Ina Mae Atkinson Scholarship. Students must be 30 years of age or older and must have experienced a break in education. The application deadline for the \$600 award is Oct. 26. Applications are available in the Student Information Center in Building 800.

### JAZZ PIANIST TO PERFORM

World renowned pianist Mike Wofford will be the second performer in a series of free concerts sponsored by CSUSM and SDSU North County. The jazz musician, who played for Ella Fitzgerald, will tickle the ivories Oct. 21 in the Library.

Wofford is considered one of the top jazz pianists in the world and rarely performs in solo concerts.

## Student government forums scheduled; task force initiated

In an effort to build a student government at Cal State San Marcos, two open forums, providing information for government-interested students, are scheduled to air concepts and begin painting a picture of how student representation will look in the months to come.

"It's important to mold a student government to meet the needs of the CSUSM campus," said Sandra Kuchler, the assistant dean of student affairs who is helping to organize the forums.

Kuchler said that since rapid growth is scheduled for CSUSM, it is important to create a student government that can grow with the college.

To help facilitate the process of forming a body of student representation, CSUSM President Bill Stacy is organizing a Student Government Task Force to develop plans and review options for the fall term.

Dean of Student Services Ernest Zomalt was asked by Stacy to chair the task force. Zomalt and Sociology Professor Therese Baker will nominate two faculty members to serve on the task force.

The forums, scheduled Sept. 27 at noon and 7 p.m. in Room 9 Building 145, will provide students with additional information regarding the structure of the task force, its meeting times, calendar of activities and reporting deadlines.

"The forum will serve as a general explanation of what is going on," Kuchler said.

According to Kuchler, interested students can serve on committees to aid the task force in their mission.

In order to solicit student involvement, a survey for students has been sent through the mail. With this survey, students can indicate committees in which they are interested.

Student committees include:

- Associated student government
- Clubs and organizations
- Student regulations
- Student newspaper
- CSUSM yearbook
- Committee to develop a campus community statement
- Academic senate committees

A brief statement describing experience, attributes and interests is required with the survey.

According to Kuchler, student recommendations will be made from information gathered in the survey.

"We want to look at different kinds of governmental bodies," said Kuchler. "Perhaps we will have subcommittees to brainstorm ideas."

Kuchler said student initiative in forming a student government has been good. She said about 30 students responded to a student government survey distributed at orientation.

## Czech student checks out SM

### Pavilkova glad to be studying English in U.S.

MICHELLE POLLINO/PIONEER

Lenka Pavilkova considers herself very lucky to be studying English at Cal State University, San Marcos. She considers herself very lucky to be in America at all.

For Pavilkova America was an unattainable dream until this year.

Pavilkova's homeland is Czechoslovakia. There she attends Charles University (also known as Carlova University) in Prague. Founded in 1348, Charles University is the oldest college in Central Europe.

Pavilkova has been in America for about two months, and is studying English at CSUSM to gain a further grasp of the language.

Due to the country's previous economic and political conditions, Pavilkova's arrival in the U.S. was long in coming.

"The atmosphere last year during the revolution was hectic, everybody was involved, especially the young. When it happened it brought a lot of freedom, and many were not used to freedom," Pavilkova said.

According to Pavilkova the changes from communism to freedom also made it difficult to get a visa. "Too many people wanted to



LARRY BOISJOLIE/PIONEER

English student Lenka Pavilkova points to her native country of Czechoslovakia on a globe. Pavilkova will return to Prague next year.

leave the country to go make money elsewhere and then come back, further damaging an already weak economic situation.

"When I asked the American Embassy for a visa, they didn't believe I was going to study here, they were very rude," stressed Pavilkova.

But with the financial help of her

American friend Margaret Grosse and her family in Carlsbad, and a strong will, Pavilkova can now study English in America.

"I have always wanted to study in some English native country, after I graduate I want to become an inter-

SEE CZECH/PAGE 7

# NEWS SPECIAL



**THERESE BAKER/SOCIOLOGY**

DEGREE: Ph.D. in Sociology,  
University of Chicago  
LAST POST: Stanford University  
Assistant to the Vice Provost -  
Planning & Management office

# FOUNDING FACULTY

The twelve founding faculty members of Cal State San Marcos left their roots in colleges across the country to plant a new university.

Some of the faculty members came from the Midwest; others came from the South; two were born outside the U.S. All came because of the challenge of starting a college for the 21st century.

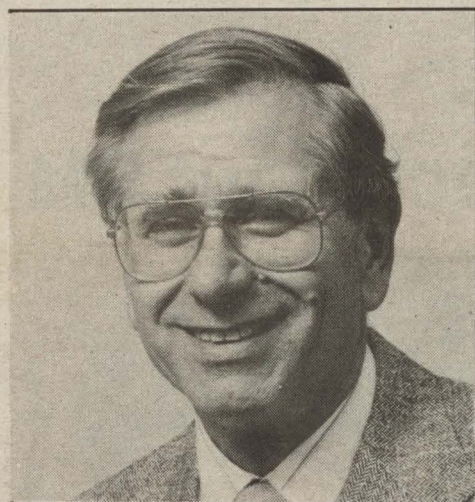
Selected from 1,328 applicants for the positions, the founding faculty's members were chosen because of their demonstrated records in teaching, research, scholarship and creative activities.

According to CSUSM's president Bill Stacy, the amazing opportunities presented at a new university brought many of the faculty mem-

bers here.

"We didn't hire any faculty member who was looking for a job," Stacy said. "They came because of the challenge of creating a new school. It's an entrepreneurial urge in each of us."

SEE **STAFF**/PAGE 5



**LARRY COHEN/BIOLOGY**

DEGREE: Ph.D. in Biology,  
University of California, Los Angeles  
LAST POST: Pomona College,  
Halstead Professor of Biology



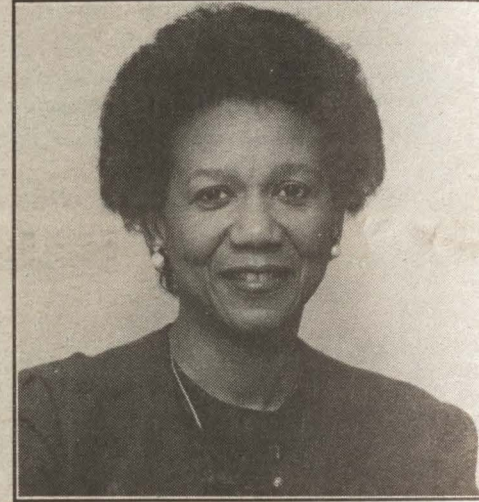
**JOAN GUNDERSON/HISTORY**

DEGREE: Ph.D. in History,  
University of Notre Dame  
LAST POST: St. Olaf College,  
History Professor  
& Director of Womens Studies



**BERNARD HINTON/MANAGEMENT**

DEGREE: Ph.D. in Organizational  
Behavior, Stanford University  
LAST POST: CSU, Chico,  
Professor of Organizational  
Behavior and Management



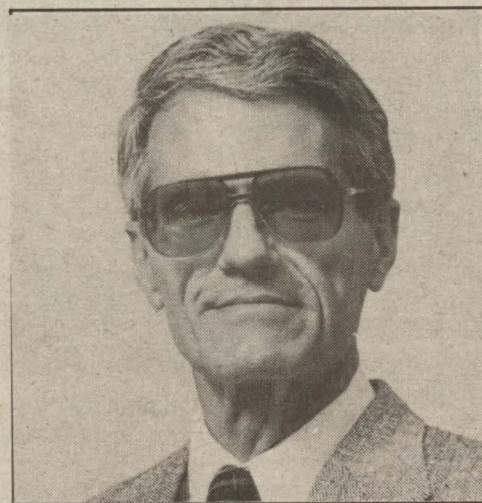
**CAROLYN MAHONEY/MATHEMATICS**

DEGREE: Ph.D. in Mathematics,  
Ohio State University  
LAST POST: Ohio State University,  
Mathematics Campus Coordinator



**TRINI MELCHER/ACCOUNTING**

DEGREE: Ph.D. in Accounting,  
Arizona State University  
LAST POST: CSU, Fullerton,  
Accounting Department Chair



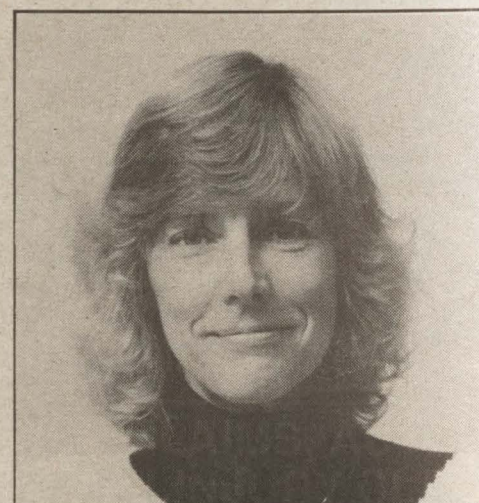
**K BROOKS REID/MATHEMATICS**

DEGREE: Ph.D. in Mathematics,  
University of Illinois  
LAST POST: Louisiana State University,  
Mathematics Department Chair



**ISABEL SCHON/EDUCATION**

DEGREE: Ph.D. in Education,  
University of Colorado  
LAST POST: Arizona State University,  
Professor of Reading & Library Science



**PATRICIA WORDEN/PSYCHOLOGY**

DEGREE: Ph.D. in Psychology,  
University of California, San Diego  
LAST POST: CSU, Fullerton,  
Psychology Department Chair

# READ THIS AD!

Now that we have your attention, Call 738-0666 and find out how PIONEER advertising can work for you.

## Follow your nose to bread baked right in the store.

Oven fresh bread is the freshest bread, your nose knows it. And we give you your choice of either Honey Wheat or Italian, each baked in our own ovens, at Subway. Where you can smell the freshness.

**SUBWAY**  
*My Way!*

# \$1.99

**ANY REGULAR 6" SUB**

Offer good at participating stores only. Not good in combination with any other offer. Offer expires 9/31/90. Limit one offer per coupon. Supers extra

**SUBWAY**

731 W. San Marcos Blvd.  
(just West of 78 Freeway)

**471-8820**

## STAFF

CONTINUED FROM PAGE 4

Part of the responsibilities of the founding faculty entails formulating and testing ideas for the creation of

academic programs. According to the fall 1990-91 General Catalog, "They meet as a committee of the whole to deliberate and to recommend to the President the courses of action pertinent to academic progress.

"In addition, they have established other committees to focus on ques-

tions which relate to the academic development of the University."

All founding faculty members were appointed at senior rank with a number of the members having held high-ranking positions at other universities.

## GRAND OPENING

### BUSINESS HOURS

MON-FRI  
7 AM-7PM  
SATURDAY  
8 AM-5PM

SUNSHINE  
CLEANERS

A PROFESSIONAL CLEANERS  
WITH VERY REASONABLE PRICES

YOUR  
**1**  
STOP  
DRY  
CLEANERS

WE ACCEPT ALL COMPETITOR'S COUPONS

WE ARE A FULL-SERVICE  
DRY CLEANING PLANT.

### PLAZA RIO

SHOPPING CENTER

NEXT TO HAIR DEPOT

844 SAN MARCOS BLVD.

(619) 744-0426

**\$3.00 OFF**

Any Dry Cleaning  
Order of \$10  
or more

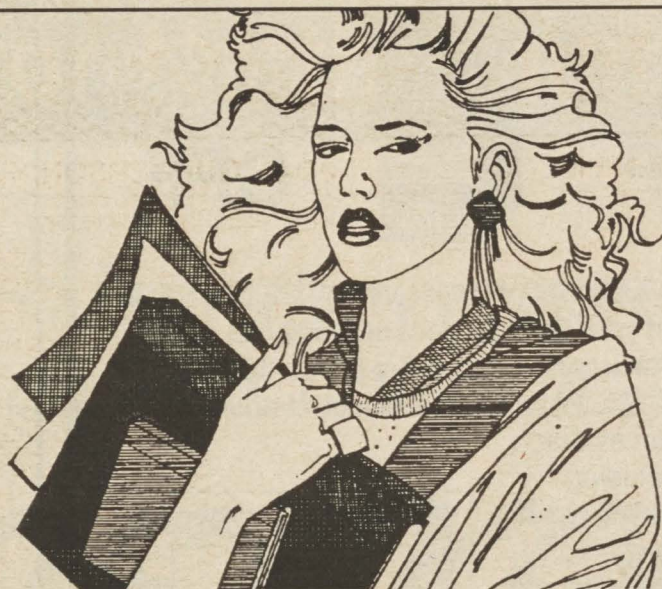
One Coupon per Order  
Present with incoming order.  
Not valid with any other offer.  
EXPIRES 10/31/90

**\$1.00**

ALL LAUNDERED  
SHIRTS OR PANTS

Regular Shirts -  
NO LIMITS

One Coupon per Order  
Present with incoming order.  
Not valid with any other offer.  
EXPIRES 10/31/90



## BEAUTY and the BOOKS

First impressions are the most important. That's why smart students are getting ready for class with a visit to our hair and tan specialists.

• Nail Care • Acrylics • Perms • Highlights  
• Sunlighting • Style Cuts • Shampoo Sets  
• Tanning • Coloring  
• Free Consultation

WE USE AND RECOMMEND  
**Matrix**  
HAIR ESSENTIALS

## HAIR DEPOT + TAN

FULL SERVICE CARE AND TANNING CENTER FOR THE ENTIRE FAMILY

Open seven days a week • 844 West San Marcos Blvd. 471-1600

## Erin's Print & Copy

730 NORDAHL RD. #108, SAN MARCOS  
(619) 480-2357

**3¢**  
**COPIES**  
(SELF-SERVE  
LETTER SIZE  
WHITE BOND)  
EXPIRES 9/30/90

RESUMES  
TYPING  
FAX  
TYPESETTING  
BUSINESS  
CARDS

**500**  
**FLYERS**  
ASTROBRIGHT  
**\$24<sup>99</sup>**  
EXPIRES 9/30/90

## FREE Pregnancy Test

- confidentiality
- support
- information

**BIRTHRIGHT**

245 N. Rancho Santa Fe Rd., San Marcos, CA 92069  
744-1313



## JOIN THE CLUB

10%  
OFF



10%  
OFF

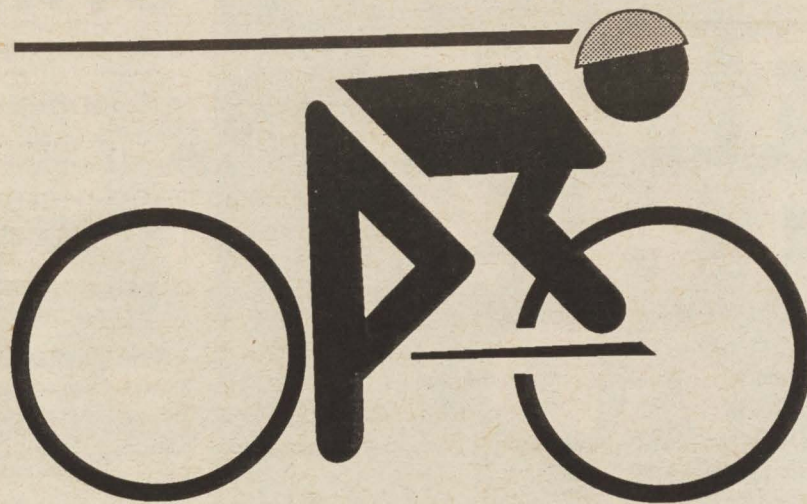
Become an AlphaGraphics University Club Member! Just present your valid student or faculty ID at our nearby AlphaGraphics to receive Student/Faculty Discount of 10%. Your special discount entitles you to 10% off on all our services, including copying, binding, printing and typesetting. Come on in and let us make a good impression.

Rancho Santa Fe	<b>alphaGraphics</b>	San Marcos Blvd.
	Los Vallecitos	
	Hwy. 78	

**alphagraphics®**

Printshops Of The Future

960 Los Vallecitos Blvd. • San Marcos, CA 92069  
(619) 744-7141 FAX (619) 744-7204



## BACK TO SCHOOL REMINDER: WEAR YOUR HELMET!

All Bicycling Helmets on Sale Now  
at San Marcos Bicycle.



**san marcos bicycle**

925 San Marcos Blvd., San Marcos  
744-6373

# BE A PILOT

Start your career in the aviation field today! Call 619-431-7712. Rhumb Line Aviation located at Palomar Airport on Carlsbad. We'll train you to be a professional pilot or a recreational pilot.

- Private/Recreational Pilot
- Instrument
- Commercial
- Multi-Engine
- ATP
- Aerobatics
- Aerial Photography
- FAA Written Exams
- FAA Flight Examiner on Staff
- Simulator

Give your friend or date a Sunset Coastal Flight  
for only \$55 per two passengers.

**619 431-7712**

# CZECH

CONTINUED FROM PAGE 3

prefer for a large corporation or for the media," Pavilkova adds.

Pavilkova can speak a number of languages besides her native Czech. "We begin to study Russian and English in Elementary school. Since they are the most dominant languages in Central Europe," says Pavilkova. She also speaks German French and some Latin.

Pavilkova had read and heard about American culture and had many expectations. "My expectations of America have been for the most part true. Everyone is very nice, but the way of living here is very materialis-

tic. It is something that really bothers me.

"In Europe this is not true, this feeling is much weaker. There is also a big difference in culture. In Prague people are much more interested in cultural events like concerts or exhibitions. It's a different attitude."

Not only was Pavilkova surprised at the indifference towards culture, but she was also surprised at the American attitude towards television. "People here are so much influenced by T.V., I don't like this as much," shrugs Pavilkova.

"When I realize these programs influence people, especially children, it is scary."

Pavilkova raises an issue which many Americans are acutely aware

of, that is, the debate on whether there is too much violence on T.V. and in films. According to Pavilkova films like 'Rambo' reflect a large amount

"The level of classes here is higher. There are much older people in college and they bring more experience."

## LENKA PAVILKOVA/ENGLISH MAJOR

of violence.

"I don't know why they like so much violence, and they watch it all the time. I think when you watch a film you want to relax," says Pavilkova.

But American society has many benefits as well. Pavilkova says, "The

economic situation here is much better than in Prague. There are so many services available to Americans that are unavailable to us.

"The handicapped services, are in much more abundance here. These are sometimes unavailable in Central Europe."

Not only does Pavilkova feel our services are better but she also feels we have a higher level of education.

"The level of classes here is higher.

There are much older people in college and they bring more experience."

But as far as political involvement goes, Pavilkova says she feels Americans are very indifferent. "In Prague many people go to the park, drink their beer and talk politics. Even though they are not working in the government, you know they are interested in it.

"The one thing that really surprised me was that I don't hear many people talk about the Middle East. In Prague many people talk about it, even though we are not as involved as America is," stresses Pavilkova.

Pavilkova returns to her country and Carlowa University next summer. There she will finish her five-year-term and graduate.

**Wholesale**  
**SUNGLASSES**  
OPEN TO THE PUBLIC • WHY PAY RETAIL?

**WE WILL MATCH ANY ADVERTISED PRICE!**

**Ray-Ban** **SERENGETI** **BOLLE**  
**CARRERA** **PORSCHÉ DESIGN** **Revo**  
**GATORZ** **SUNCLOUD**

**25% - 50% OFF EVERYDAY!**

**Coupon**  
**BONUS DISCOUNT**  
**10% OFF**  
Receive An Additional  
Our already super low prices. With this coupon. Offer Expires 10/4/90.  
**SUNDOWN Sunglasses**  
417 S. Las Posas Rd. **San Marcos**  
**471-1983**  
OPEN MON-FRI 9:30-5:00 (Corner Linda Vista Dr. & Las Posas behind Restaurant Row)

Move over Shirley MacLaine!

**NANCE KELLING**  
is in San Diego

**PROFESSIONAL PSYCHIC CONSULTANT**

Private Consultations - 720-1622

"I Knew I Had So Much More To Learn About Myself, I Just Needed The Teacher"

Watch for Nancy October 25 & 30 at Palomar Theatre

Nance Kelling  
B.A. Psychology • Author • Parapsychological research • Lecturer Radio Talkshow Host - WKIS & WTAI • KSDO's Michael Reagan Show, KFMB's Bill Ballance and Sun Up San Diego

## Multiple Choice Radio for North County

### Question:

1. For Great Music and More Fun, do you listen to ...

- The "Good Morning" Show with Scott Kenyon and Rick Rome. 5:30-10:00
- The no repeat workday with Clark Novak. 10:00-3:00
- Afternoon Drive with Ron Lane. 3:00-7:00
- Nights with Southern California's Barbara Ann. 7:00-12:00
- Overnights with "Unchained" Melody. 12:00-5:30
- All fo the above.

*Hear the correct answer daily on ...*

# 96KKOS

NORTH COUNTY AND PROUD OF IT!

# OPINION



## Academic community hasty in endowment fund criticism

One who criticizes just to criticize is a moron. An educated person who criticizes without reading up on the issue at hand is an oxymoron.

Recently, California State University, San Marcos received its first bit of academic criticism with the news of a quarter-million-dollar endowment which would have created a new chairperson for geology.

Criticism revolved around conditions for the endowment set forth by its donor Allan Kelly, of Carlsbad. The endowment carried the stipulation that any professor filling the chair must study and report upon the truth or falsity of Kelly's controversial theory of impact geology (a theory that claims many of earth's geological formations were created by large meteors).

The academic community protested, claiming the conditions violated academic freedom and would turn the newly-formed university into a laughing stock.

CSUSM's President Bill Stacy responded by putting an immediate end to the endowment offer. In the course of one short press conference the issue ceased to exist.

Some might assume that Stacy was being too protective of his infant university by cutting the generous endowment offer, but at this early stage of development, CSUSM needs all the common sense and care it can get. Stacy acted responsibly and with all the proper instincts of a wise parent.

By rejecting the endowment, Stacy prevented controversy, calmed academic uproar and preserved the college's initial image of squeaky-cleanliness.

Whereas Stacy's quick action is to be admired, the quick criticism by the academic community is to be deplored.

Few of the professors that came forward in the revealing *Los Angeles Times* article had actually read the conditions of the endowment. They assumed that CSUSM would become a research pawn for Kelly's unusual theory.



They, of course, did not realize that CSUSM was not obligated to produce evidence supporting Kelly's theory. CSUSM would have only been obliged to set aside a small portion of time to examine the probability of the theory and report upon its findings - positive or negative.

Kelly, who has committed much of his life to his theory of impact geology, simply wanted proper research performed on his ideas. Because he is not a "scientist" or a "scholar," getting a major university to research his theory has been next to impossible. Giving a new university funding to research his ideas was a great way to have his ideas scientifically explored and to help the community as well.

Stacy saw a wonderful opportunity to help his university to grow. With the geology chair that the Kelly endowment would have created, Stacy would have been one quick step closer to CSUSM's maturity. He saw the vision of a new department, more diversity in the university's educational offerings and a closer tie to the community through the donation.

In time faculty approval may not have been forthcoming and the whole endowment issue would have been ended anyway, but nobody will ever know.

All that is known is that members of San Diego's intellectual community struck a blow to education without knowing for what they were fighting. Such actions are expected of morons but not educated men.

## Vanguard class faces challenge of making mark

Constructive historical significance is the aspiration of anyone seeking greatness.

Today's world is so busy with important events, it may seem impossible to plot for relevance: communism and the Berlin Wall are falling; the superpowers are quasi-allies; and a contemporary Hitler is trapped in his desert hell.

What part of the big picture, then, is left for all of us to claim?

As members of the vanguard class at Cal State San Marcos, we are unwittingly on the path of greatness. Our participating in this entrepreneurial, first-in-twenty-years major university makes us leaders in America's last empire: education.

Additionally, there is a collector's passion for the first edition; inevitably, history will refer to us and where we've gone. More specifically, we face the rare capacity to prescribe the future and, indeed, there are many areas where we can make marks on the future of a major university.

Perhaps the most striking detail at CSUSM is the higher proportion of women, oftentimes referred to as "returning students." More accurately, they are the "current trend." Women pursuing degrees and credentials in higher numbers than ever is a microcosm of the progress they can seek in society.

In recognition of this mission, a campus-based center highlighting great women (and thereby providing role models) is not gratuitous. Leaders in art, science, medicine and business could comprise such a tribute, with a focus on recent and local subjects.

It's important to note that the Teacher Credential program at CSUSM hosts many of tomorrow's torches of learning.

Establishing the Department of Education as a prominent source of applied research will be of paramount importance to the university's profile, and may be seminal in stemming a deluge of societal ills.

On the flipside, Business Education continues to hold intense popularity and pragmatic payoffs. Furthermore, CSUSM is the only state subsidized alternative to SDSU's distant and impacted program.

There should be no hesitation to buttress the elements of today's best business education: writing and problem solving; behavioral management; and international citizenship.

The best balance to strong professional programs is a broad, liberal arts and science curriculum. All of the mandates of higher education get met: intellectual development, communication skills, cross-cultural exposure and appreciation for the human heritage.

Finally, there should be rapid development of a student-body political process. This will lend momentum to the school's collective soul and it will give a voice to the university's "owners." In order to be a real force in decisions, and not merely a seminar in parliamentary procedure, there must be built-in administrative and faculty interfaces.

All too frequently the disparagement of the past is a reflection of "what should have been done." We have been blessed with a pinch in the historical tide and our duty dictates throwing stones twenty years forward.

DAVID HAMMOND/PIONEER



## PIONEER

250-2 S. Orange #507  
Escondido, CA 92025  
(619) 738-0666

Editor-in-Chief  
Larry Boisjolie

Graphics Director  
Jonathan Young

Contributing Writers: Ken Carter, David Hammond, David Hatch, Mark Hopkins, Peggy Osterloh, Michelle Pollino, Wendy Williams, Tracy Wilson

Photography: Phil Garcia, Stacy Smith

Copyright © 1990, by PIONEER. All rights reserved.

PIONEER is published every two weeks for the students at California State University, San Marcos; it is distributed on Tuesdays. It is circulated on the CSUSM campus as well as Palomar College, MiraCosta College, and San Diego State University. PIONEER is a free publication.

PIONEER is an independent newspaper and is not funded, supported, or edited by CSUSM officials. Any opinion expressed in PIONEER does not necessarily coincide with the views of California State University officials or staff.

Unsigned editorials reflect the views of PIONEER. Signed editorials are the opinion and feelings of that writer and do not necessarily coincide with the views of the PIONEER editorial staff.

Display advertisement rate is \$5 per column inch. Deadline for space reservation is one week before publication and camera-ready art deadline is the Friday before publication. For more information, contact PIONEER's office for an advertising package outlining PIONEER's policy, discounts and deadlines.

## A THOUGHT:

"I mistrust all frank and simple people, especially when their stories hold together ...."

ERNEST HEMINGWAY/  
IN 'THE SUN ALSO RISES'

# Iraqi conflict and Hitler regime contain deep economic parallels

Call up the reserves. Tell grandpa to dust off his Civil Defense helmet. The reincarnation of old Adolph Hitler is searching for Lebensraum in the mideast. Journalists and politicians quickly point to the similarities between Saddam Hussein's Blitzkrieg into Kuwait and Hitler's takeover of Czechoslovakia in 1938.

But are these masters of the sound bite and pork barrel too selective in drawing parallels between the present stalemate and World War II? Are the leaders of opinion and industry purposely focusing on the obvious to avoid the revelation of far deeper and more significant parallels? You be the judge.

In March 1942, more than three months after the U.S. declared war on Germany and Japan, the senior Senator from Missouri, dedicated to "exposing treasonable arrangements," embarked on a series of hearings. The target of these hearings was Standard Oil. With the help of dirt dug up by Roosevelt's Secretary of Interior, Senator Harry S. Truman showed that Standard and Farben I.G. (The German industrial trust) had literally carved up the world markets far more efficiently than Hitler and Stalin had vivisectioned Poland. Oil and chemical monopolies had been established all over the map.

The hearings revealed that William S. Farish, then President of Standard Oil, had refused to send vital patent information to Canada because Canada and Germany were at war. Farish had also refused to supply the U.S. Navy with Standard's newly developed synthetic rubber. Truman even produced cables showing Standard's arrangements with Japan were to continue throughout any conflict or break in trade.

What Truman's hearings did not reveal was that the Chairman of Standard Oil, Walter C. Teagle helped organize the sale of tetraethyl lead, an essential aviation gasoline additive, to both Germany and Japan during the first two years of the war. He even "borrowed" 500 tons from Ethyl, the British Standard Subsidiary. Thanks to Teagle, London actually provided the material that made it possible for Hitler's air force to bomb England.

Not only that, through Teagle's creative book-

keeping, the British Royal Air Force "had to pay royalties to Nazi Germany through Ethyl-Standard for the gasoline used to fly Goring's bombers that were attacking London. The payments were held in Germany by Farben's private banks for Standard until the end of the war."

While gas lines and rationing were the rule in the U.S. during the war, the U.S. Ambassador to Spain further blew the whistle on Standard when he made the statement on Feb. 26, 1943, that "oil products available in the country of Spain are considerably higher than the present per-capita distribution to the people of the Atlantic Seaboard of the United States."

Culpable as they were of treason, Standard Oil was in no way an anomaly. They were joined in their wartime activities by Ford, ITT, the

Chase Bank and many others.

But again, the object is not to cast blame, but rather to discover whether the parallels between the present "crisis" in the Persian Gulf and World War II run any deeper than the psychological profiles of Saddam Hussein and Adolf Hitler.

The most important question to ask in times of national crisis may be: who's got the most to gain and the least to lose? A trip to the gas pump may provide a clue. Or how about the scarcity of Fortune 500 CEOs patrolling the Saudi-Kuwaiti frontier?

Perhaps they know there's an Iraqi nerve gas canister with their name on it.



KEN CARTER/PIONEER

## Letters to the Editor

It is a shame to see your paper following in the footsteps of The Telescope (the student publication for Palomar College). One could have hoped that California's newest university would have a fresh perspective to offer.

It is embarrassing to see a college paper devote itself to promoting right-wing propaganda. It is also embarrassing to see that you think students have nothing more on their minds than roller coasters and amusement parks.

If this is all you have to offer, why waste your time or ours?

ARCHIE LOGSDON/RAMONA

### Letters to the Editor policy

PIONEER welcomes letters from readers regarding campus issues, articles written, or world-related affairs. PIONEER reserves the right to not print submitted letters if the manuscript contains lewd or libelous comments or implications. Letters will not be printed if their sole purpose is for advertisement and not information.

Letters to the Editor and other correspondence should be sent to PIONEER, 250-2 South Orange Street, #507, Escondido, CA 92025. Letters should be no longer than 250 words and be signed by the author with his/her phone number.

# EXPLORE



## Camping south of Ensenada

LARRY BOISJOLIE/PIONEER

For most Southern Californians, Baja ends at Ensenada. Few people are adventurous enough to discover the real treasures found on the peninsula.

Below Ensenada, Baja's northernmost state does not only afford an inexpensive getaway from the hustle and bustle of Californian

suburbia, it also offers a paradise for sportsmen and campers.

Many Baja enthusiasts maintain that the only way to really experience this portion of Mexico is not from a hotel room, but from the awning of a tent. From there the untamed land can be witnessed first-hand, as it was meant to be witnessed.

Baja is rich in camping areas, with each possessing a magic all its own. Most can be reached via the Transpeninsular Highway. This thousand-mile ribbon, cutting down the length of the peninsula, has opened the wilderness to great numbers of surfers and RV campers eager for relaxation or sport.

Adventurers will find Baja to be safe, different and very friendly. Roving hordes of banditos and gringo-hating Mexican police are more easily found in Mexico mythology than in reality. If anything, the inhabitants of Baja Norte are friendlier than their northern neighbors.

Heading southeast from Ensenada on Highway 3, campers can find the fastest route to the Sea of Cortez and the little town of San Felipe.

The road heading to San Felipe is a lonely desert stretch passing endless auto graveyards and flat, uncompromising terrain. The three-hour trek ends with the highway at two giant cement arches marking the city of San Felipe.

At San Felipe the desert meets the crystal blue Sea of Cortez. Campsites with names like 'Campo Pee Wee' or 'Pop's Place' abound.

Virtually all these campos afford dynamic views of the ocean and are equipped with showers and bathrooms (referred to as W.C.s). Many have hookups for recreational vehicles.

Beaches at San Felipe are wide with fine, white sand. Water temperatures range in the 90s with little or no harsh currents.

In the entire San Felipe bay, the waters are waste deep for about a half a mile out. The water level on the Sea of Cortez drops a full 30 feet during low tide and shell collectors can stroll far out into the bay without getting wet.

This phenomenon affords a remarkable view. One gets the feeling of the landscape of an alien planet. Strolling into the bay at low tide can be dangerous, however. Stingrays work themselves under the moist sand and are apt to sting anyone stepping on or near them.

Nights are warm and breezy and are excellent for nature lovers who enjoy sleeping under an endless cloud of stars.

The food in San Felipe is

fantastic, with shrimp, clams and octopus in great abundance. For \$1 budget gourmets can feast on two shrimp or fish tacos at any of the small street stands.

Because San Felipe is a popular hangout among college students, nightlife is plentiful and exhilarating.

ATC and motorcycle riders will find some of the best sand dunes in Northern Baja just south of the city.

Doubling back on Highway 3 to Ensenada is the only way to reaccess the Transpeninsular Highway, the only paved route heading south.

Just below of Ensenada, near the town of Maneadera, sightseers can find La Bufadora; otherwise known as the blowhole. This sea geyser is considered by many Mexicans to be the eighth natural wonder of the world.

Here waves are compressed through a natural crevice in the cliffs. The compression forces the ocean water 150 feet into the air in a fine spray. With each wave, crowds of spectators cheer on the magnificent geyser.

Camping near the blowhole is also a wonder. Even though campsites are primitive and without running water, the cliffside camps possess magnificent views. For the camper who doesn't want to drive too far into Mexico to find a panoramic spot, La Bufadora is perfect.

A few hours south of La Bufadora is the small agricultural village of San Quintin. Her lush fields of every conceivable vegetable fill the eye. Some Mexicans claim that the valleys near San Quintin are as rich as California's San Joaquin Valley.

San Quintin also holds the finest beaches in Baja Norte.

At Playa de Oro, campers can find a recreational vehicle paradise in the white, dune-laden beaches. Motorcyclists and ATC pilots alike covet the sandy terrain.

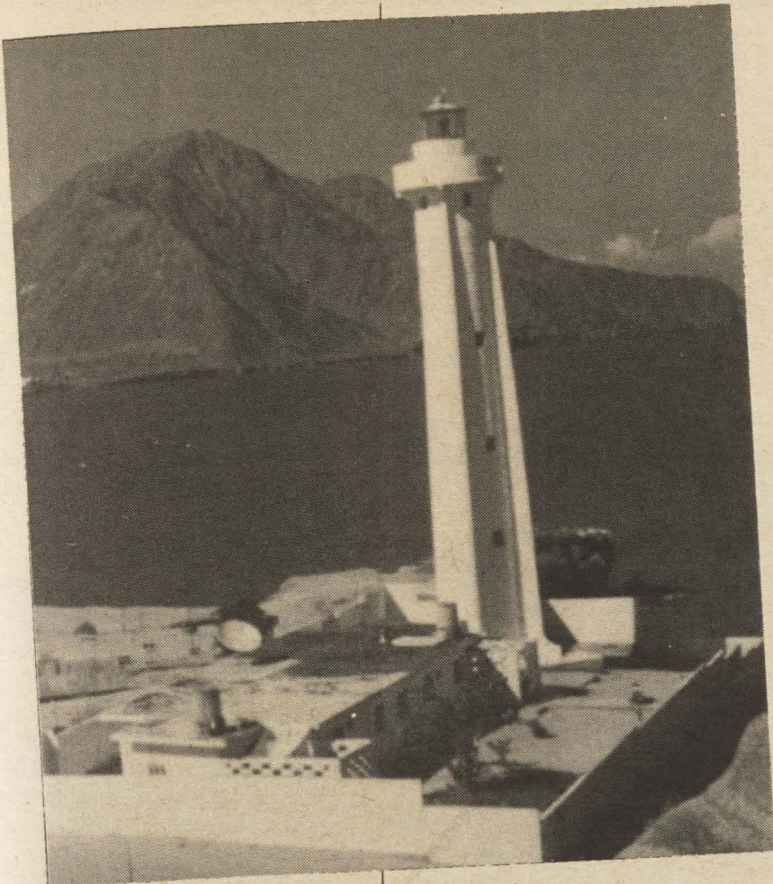
The beaches of San Quintin are also rich in sand dollars of every shape and size. The endless beach is literally littered with splendid specimens of sand dollars.

Playa de Oro has showers and outhouses, so campers can perch their tents in comfort. Nights are very breezy and cool so a strong tent is advised. If a fire is desired,

Beautiful rock formations abound in Baja California. At left, a crevice is formed in the cliffs of Bahia de Los Angeles. Exotic shells and stones can be found in these nooks and crannies.



photos by JONATHAN YOUNG & LARRY BOISJOLIE/PIONEER



A light house (top) stands as a beacon to travelers in San Felipe Bay. Old fishing boats (bottom) clutter the harbor.

**SOUTH**

CONTINUED FROM PAGE 10

take heed that firewood in Baja is very difficult to find.

At San Quintin the Transpeninsular Highway proceeds eastward toward the Sea of Cortez. The four-hour drive across the desert is the most beautiful and diverse stretch in all of Baja Norte.

Past the small town of El Rosario, the site of the first Dominican mission, a magnificent landscape of cactus unfolds. Of the 800 different species of cactus making up this cactus jungle, 150 are indigenous only to Baja California.

Among these spectacular desert plants are the giant cardon cacti and the bizarre boojum trees. The boojum is a comical relative of the

ocotillo with tall, tapered trunks and whiplike appendages. No two of these trees are alike.

Toward the center of the desert, travelers can revel in the sight of a beautiful, natural rock garden. Here boulders and cacti mingle to form a delicately landscaped environment. The panorama is worth an extra roll of film.

At the end of this stretch of desert, the Sea of Cortez unfolds with its electric blue waters and abundant sea life. Islands rise like mountains from the sea, creating an eastern horizon that yields spectacular sun rises.

The village of Bahia de Los Angeles sits nestled on a bay overlooking these islands.

L.A. Bay is a peaceful oasis of relaxation where travelers have little to do but soak up the blazing

SEE **SOUTH**/PAGE 12

# Skipping for excitement on Mexico's Sea of Cortez

Hot air rushes in your face and the spray of ocean mist covers your body as you skip across the glassy waters on your manmade stone.

Jet skiing on the Sea of Cortez offers just this kind of feeling to both amateur thrill seekers and die hard adventure mongers alike.

We found renting a jet ski in San Felipe to be not only an exhilarating skip with nature, but also safe and comparatively (to American prices) inexpensive.

In Mexico one of the greatest thrills anyone can experience is the thrill of a great bargain. The exhilaration found haggling for a better price is almost as great as the ride itself. We found the best bargain to be with Elvis, a San Felipe local who rents his machine out on a by-the-hour basis.

Elvis originally quoted a price of \$40 per hour, but through the collective bargaining process we were able to garner a \$30 per hour rate - about half the hourly cost of renting a jet ski in San Diego.

Our vehicle was a two-person Kawasaki TS jet ski. The TS

## Thrill SEEKERS

model is very wide and adds that extra stability ideal for the amateur adventurer.

Life vests are provided and are absolutely essential for anyone trying this high-speed sport.

The TS jet ski is especially easy to operate. Passengers merely climb aboard, start the engine and hold in the hand-operated accelerator. Other models of jet skis require some degree of skill and strength to get going.

Our first run was with two passengers. We found two-passenger jet skiing to be slow-going and less than exciting.

The slow speeds, however, allowed us to gain a unique view of San Felipe. Pelicans and other sea birds dove all around, fish leaped into the air near our

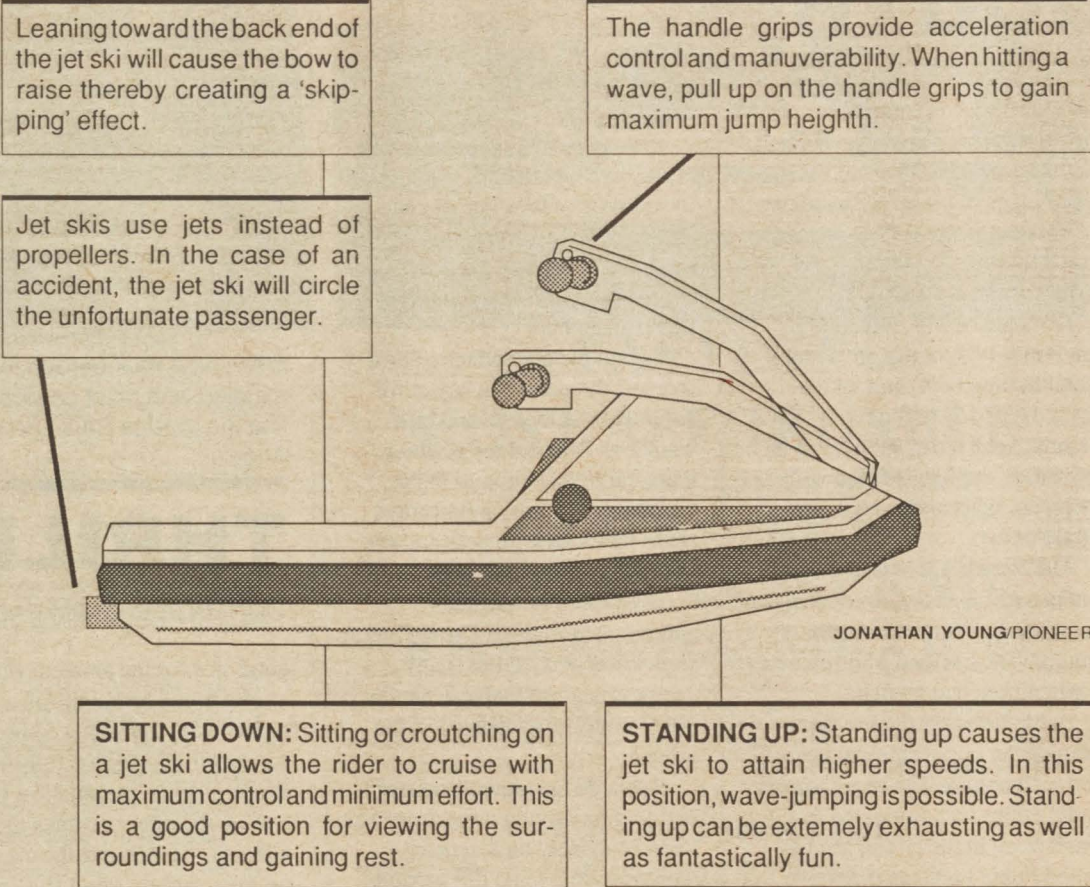
vehicle and the view of the wide, sandy beaches was magnificent.

We were able to gain enough speed at one point for both passengers to stand during the ride, but the joy derived from standing on a jet ski comes from the hot blasts of wind and ocean spray that only high speeds can bring.

With only one passenger the jet ski changed from a broken-down truck into a sleek racing machine. The rider truly becomes one with the machine as the vehicle becomes one with the water.

Another thrilling aspect of the jet ski was revealed with one person, the art of wave-jumping. Although waves are not large in the San Felipe bay, they are of

SEE **THRILLS**/PAGE 12





Spectators look on as La Bufadora, a natural geyser, streams water 150 feet into the air. Mexicans consider the spectacle to be the eighth natural wonder of the world.

## SOUTH

CONTINUED FROM PAGE 11  
sun and sip a cold drink.

The small village is so isolated that there are no electrical lines, water pipes or phones. Electricity is provided in some of the town's stores through a generator and water is trucked in daily.

For a fee of \$70, adventurers can rent a 14-foot panga (a small metal fishing boat) and take a day's excursion to the bay's islands. Such a trip should not be missed, as the bay is filled with dolphins, seals and even a gray whale or two.

The islands are unpopulated and possess isolated coves ideal for snorkeling or sun bathing au naturel. They offer a glimpse of a world untouched by man.

Bahia de Los Angeles gives campers an opportunity to be truly one with nature. The best campsite in the entire area is located at a small point at the end of the bay called Punta La Gringa.

Named after American women, who in the past frequented the area

to gather shells and rocks, Punta La Gringa is a veritable showcase of nature. Here campers can live off the fat of the land with little or no effort.

Fish are so abundant in the crystalline bay that all one need do to survive is cast a line out and reel in a bass. Butter clams are so plentiful in the bay that a bucket of the shellfish can be gathered in less than an hour.

Due to the abundance of bird species, the point is a haven for naturalists, scientists and bird watchers. Blue-footed boobies, identical to those found in the Galapagos Islands, and ospreys share the skies with pelicans and sea gulls.

Because of its isolation, camping at Punta La Gringa has no showers or W.C.s, but for \$2 campers can use facilities in the Villa Vitta Hotel, located in the village.

Bahia de Los Angeles is only eight hours driving away from San Diego and truly represents Northern Baja to its full capacity. It is a location that any traveler would love.

# Driving in Mexico made easy

"There's no way I'm taking my car down there." "Mexican drivers are crazy." "If your car breaks down in Mexico you die." "All Mexican roads are made of dirt." "Mexican gas will destroy your engine."

For the most part these concerns about driving in Baja California are based on common misconceptions. Driving in Mexico is actually as easy and as carefree as in the United States.

Travelers heading south down the peninsula will find nicely paved roads, plenty of mechanics and help in case of an automotive emergency.

The first item a gringo driver should take care of is automotive insurance. An American driver caught in an accident in Mexico will be held fully responsible for the incident if he/she does not have insurance.

Liability insurance can be purchased before crossing the border for as little as \$3 per day. For only a few dollars more, full insurance coverage can be bought.

Once over the border, it is best to avoid the traffic problems of the

larger cities. Streets in Tijuana and Ensenada can become as congested as Southern California's freeways at rush hour. If taking an automobile into the cities is necessary, use defensive driving techniques.

Drivers in Mexico are generally not in as much of a hurry as drivers in the U.S. Be patient if caught behind a slower driver and adapt to the slow pace rather than cursing it.

Highways in Baja are nicely paved and well kept, but at times can be narrow and winding. The Transpeninsular Highway, which spans the length of the peninsula is the finest Baja has to offer. Roads in small villages or drives leading to isolated hideaways may not necessarily be paved.

If car problems do occur on the highways, a federally-funded service called the Green Angels is provided. The Green Angels constantly roam the highways in green service trucks. This complimentary service helps stranded travelers with battery failures, fan belt breakages and whatever easily fixed problem might occur.

Travelers should keep extra fan belts, air filters, oil filters and water on hand for extended journeys into Mexico. Even though the country is filled with qualified mechanics, parts are not always easy to come by. Waiting for a fan belt for a Toyota, for instance, could take weeks.

Mexican gas is not as clean as the gasoline in the U.S. but a well-tuned car can function well on it nonetheless. Cars needing unleaded fuel should take the gasoline labeled 'extra.' Due to the high lead content in the gas, using other than 'extra' gasoline could result in serious damage to the catalytic converter.

Gas additives should be used after three tanks of Mexican gas. A quart of cane alcohol, available in Mexican drug or liquor stores should be added to free the gas tank of extra water.

The biggest safeguards for driving problems in Mexico is to have a well-maintained automobile before the onset of the journey. Double-check the tires, belts and filters before embarking and no minor problems should arise.



A splendid rock garden intermingled with giant cardón cacti line the road to Bahia de Los Angeles.

## THRILL

CONTINUED FROM PAGE 11

good size for the amateur rider.

We found a straight-on approach with the waves to be the most exciting. With a full-throttle attack on even the smallest of waves, the rider becomes literally airborne. To achieve the maximum air time, simply stand and pull up on the handle grips as the wave reaches the bow of the jet ski. We

witnessed some jet ski aficionados reaching heights of six feet and attaining a nearly vertical position while airborne.

The wide body of the TS model makes landing easier and safer, a detriment to those thrill seekers who love to live on the edge. For smoother, more comfortable landings, let your legs absorb the shock of impact.

The TS is an easy-to-maneuver machine with a lot of guts. Turning donuts in the water while standing is almost as easy as a

straight forward, full-throttle run.

For those less fortunate riders who fall off the machine, the jet ski has a built-in safety device. When a rider falls off, the vehicle slows to a crawl and circles the area where the passenger fell. Climbing back aboard is as easy as climbing onto a bicycle.

Thrill Seekers found one hour of skipping on placid waters to be both exhilarating and exhausting, but all in all great fun. Jet skiing is offered both in Mission Bay and Carlsbad's Agua Hedionda lagoon.



# BAJA MEXICO

## A guide to what activities await just over the border

With classes in full swing at Cal State San Marcos, collegians are hard-pressed to find a quick, affordable getaway. With only a weekend and a minimal bank account, students can find a paradise of relaxation only an hour away in Mexico.

Those wishing to dance and party all night can find good times waiting for them at Tijuana's **Avenida Revolución**. This main artery of the Mexican border town is filled with Discotheques and flashy bars.

Among the most popular and elaborate of TJ's discos is **OH!**. OH! is usually packed to the video-lit rafters with fun-seeking college students. Here dancers can boogie the night fantastic to top disco hits.

Just off Ave Revolución is the low key nightclub **La Bamba**. This hole-in-the-wall disco offers contemporary music and their famous tequila poppers.

**Tijuana Tilly's**, also on Ave. Revolución, has a less frenetic atmosphere indigenous to Carlos Anderson establishments. Unusual pictures and paraphernalia adorn the ceiling and walls in this popular gathering place. Tijuana Tilly's serves great food at reasonable prices and is famous for margaritas.

Shoppers can find great bargains and a wide variety of merchandise in the avenue's many curios shops. Items such as cigarettes and alcohol can be bought for much cheaper prices than across the border. Be advised, however, that United States customs allow only two liters of alcohol and two cartons of cigarettes to cross into American territory.

Sportsmen will find excitement in Tijuana's unusual spectator activities. Here sports not found in the U.S. are played in dynamic style.

The drama and courage of the **bullfights** is played every Sunday afternoon at 4 p.m. in the town's arena. Bullfighting is a Mexican tradition and should be seen at least once to get a real taste of culture south of the border. Bullfighting is as much a part of Mexican culture as Football is to the culture of the U.S. with matadors being national heroes.

**Jai Alai** is another offbeat sport not found in California. In this high-speed game, players fling a wooden ball at speeds in excess of 200 miles per hour at a cement wall. The game is filled with drama and paramutual betting adds to the excitement.

Gamblers will love **Agua Caliente**. Caliente is Tijuana's version of Del Mar and Hollywood Park. Here horses and dogs race year-round for the pleasure of betters.

South of Tijuana in the little hamlet of **Rosarito**, visitors can find more docile

forms of relaxation. The small town is filled with mom and pop taco stands that serve burritos and tortas at reasonable prices. Rosarito possesses wide, sandy beaches that are perfect for sunbathing and sometimes parasailing.

The old **Rosarito Beach Hotel** is probably the best known spot for sipping a cold, exotic drink and listening to mariachis. Years ago such greats as Lana Turner and Orsen Wells sipped coco locos or tequila sunrises on the old inn's patios.

Lodging at the hotel is reasonable by American prices with some rooms containing kitchenettes. All of the rooms are spacious with newer bungalows costing more money.

A few miles south of Rosarito is the lobster mecca of **Puerto Nuevo**. Here dozens of restaurants serving principally lobster can be found. For \$8 a good sized lobster is served Mexican-style with rice and beans. Anyone craving crustaceans will find Puerto Nuevo magnifico.

Between Puerto Nuevo and Ensenada lies the **dunes of Cantamar**. These beachside dunes resemble a scene from 'Lawrence of Arabia' and are wonderful fodder for ATC riders and motorcyclists.

One of the best restaurants in Northern Baja is the one found at the **La Fonda hotel**. The restaurant is perched on a cliff overlooking white, sandy beaches. Specialties include lemon pie and lobster.

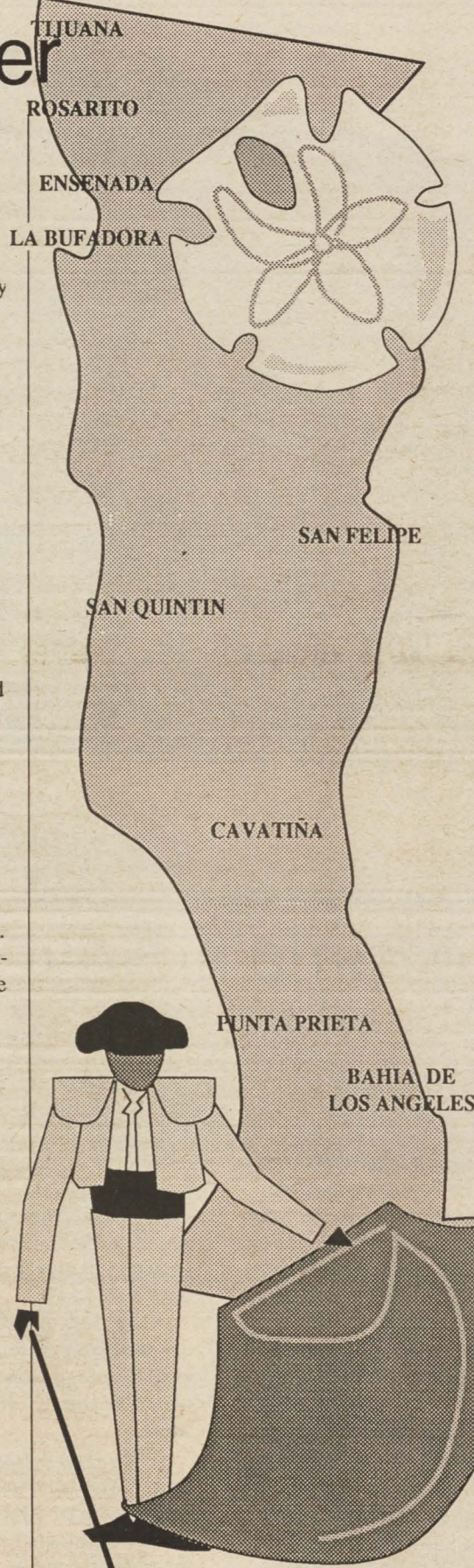
Lodging at the La Fonda hotel is unique and very romantic. Poems adorn the walls above the beds in some rooms, whereas other rooms resemble a cave. Prices at the hotel are moderate.

At the fishing city of **Ensenada**, travelers will find a thriving metropolis geared to the tastes of tourists. Ensenada is known for its fish taco stands which abound throughout the city. Ensenada is higher-paced than many towns but not nearly as chaotic as Tijuana.

By far the most well-known spot in town is **Hussong's Cantina**. This dive bar, reminiscent of the old west, has wooden tables and floors covered with sawdust. At night federales, or state police, are stationed outside the door to keep mayhem at a minimum.

**Carlos and Charlie's** bar and grill is another Carlos Anderson creation similar to Tijuana Tilly's. Even though food prices are rather high, Carlos and Charlie's is rich in atmosphere suitable for Americans.

Another hotspot in Ensenada is **Papas and**



JONATHAN YOUNG/PIONEER

**Beer.** Huge baskets of french fries, potato balls and potato skins are served with a great assortment of Mexican beer.

Ensenada is much less frantic for shoppers with curios shops in great supply.

Along with bullfights, Ensenada also has sports fishing and **charreadas**, or rodeos.

In **San Felipe**, visitors can feast on the town's specialty of clams and shrimp for pennies on the dollar.

One of Baja's most unusual restaurants is **Clam Man's**. Diners can munch on buckets of tasty butter clams and listen to the late clam man's patented spiel on the contributions of the clam to the sex drive. Whale bones and dried fish adorn the restaurants decor to create an unusual and rustic atmosphere.

**Rockdile's** is a video bar that reflects the fun of this small tourist town. One part of the cantina contains a volleyball net where tournaments are held on weekends.

San Felipe is a paradise for sportfishing, windsurfing and jet skiing. The calm, warm water of the bay is perfect for water sports.

Just north of San Felipe is a string of gringo-oriented campsites for the more rugged traveler. These campos, with names like 'Campo Pee Wee' or 'Pop's Place' have showers, toilets and great ocean views.

South of Ensenada near the town of Maneadero is the Mexican eighth wonder of the world, **La Bufadora**, otherwise known as the blowhole. La Bufadora is a natural sea geyser that sprays water 150 feet into the air with each lull of the tide. Watching the phenomenon is free of charge.

At **San Quintin** motorcyclists and ATC riders will find dunes and wide, white beaches with which to test their skills.

There are few eating establishments in San Quintin, but Americans can find a safe, hot meal at the **La Pinta** resort hotel. La Pinta rises like an oasis from the dune-covered beach, with reasonable nightly rates and comfortable lodgings.

From **Bahia de Los Angeles**, nature lovers can marvel in the full spectacle of the Sea of Cortez. From this tiny town visitors can rent boats for day-long excursions to the bay's many islands.

Renting a boat, or panga, is an essential activity for L.A. Bay visitors. The Bay is filled with dolphins, whales and seals. Fishing can yield such catches as dorado (otherwise known as Mahi Mahi or dolphin-fish), red snapper and bass.

The shores of the bay are rich in clam and oyster beds.

WIN TWO TICKETS TO:

# KNOTT'S BERRY FARM

"Win Two Tickets to Knott's Berry Farm" Drawing

**"WIN TWO TICKETS TO KNOTT'S BERRY FARM" DRAWING**

MAIL THIS COUPON TO: PIONEER, Knott's Drawing  
250-2 S. Orange #507, Escondido, CA 92025

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: (    ) \_\_\_\_\_ MAJOR: \_\_\_\_\_

No purchase necessary to enter. Drawings must be received by 5 p.m. on September 17, 1990. Tickets may be restricted to date used or expiration. The drawing is only open to Cal State San Marcos students. Staff and family members of PIONEER are not eligible. Winner will be notified by information given above. If the winner does not claim their prize within one week, a new winner will be drawn. PIONEER is not responsible for transportation to Knott's Berry Farm and hold no liability to actions taken by winner at the park.

**DEADLINE IS OCTOBER 1**

# PIONEER

**THE FUTURE STARTS TODAY**

# ACCENT

## Cajun Connection food as good as Orleans

In the expanding world of fish restaurants and steak houses, finding an original and exciting eatery can be a challenge.

The Cajun Connection, located at 740 Nordahl Rd. in San Marcos, is one fo'sure way to beat the bland blues. I guarontee it. Here is an island of Louisiana hospitality in an ocean of fast food joints.

Patrons can listen to the southern sounds of zydeco music and munch on Mississippi-area delicacies in a light atmosphere sprinkled with a touch of elegance.

### COLLEGIATE GOURMET

The food at Cajun Connection is as good as that found in New Orleans itself. From appetizers to desserts, the Collegiate Gourmet found all dishes irresistibly different and stimulating to the palate.

I started my meal with an appetizer of fried alligator. Gator is a tender meat with a very slight musky flavor. Fried with a light, crunchy cornmeal coating and served with a zesty horseradish sauce, the gator has just enough bite to wake up the salivary glands.

Another outstanding appetizer is the fried oysters. Once again the cornmeal brings out the best flavors of the dish. For added pleasure, I found that a touch of Louisiana hot sauce accents these tender morsels perfectly.

Chicken and sausage gumbo is also available for those who want a real taste of New Orleans.

Each dinner is served with a simple, green salad and garlic bread. I found the house dressing to be quite refreshing. With a liberal content of lemon, this dressing is quite zesty and very flavorful.

From blackened steak to crawfish fettuccini, the menu has



STACEY SMITH/PIONEER

Gator Beer, Tabasco sauce and crawfish are some of the delicacies found at The Cajun Connection in San Marcos. At this restaurant, diners can eat exotic New Orleans-style dishes in an atmosphere brimming with Southern charm.

enough diversity in selection to please any diner.

On my last trip I tried the frog legs as my main course selection. This delicacy is very tender and possesses a slightly fishy flavor. Served fried with alligator shaped french fries, the frog legs make for a pleasing and light main course that will make you jump for joy.

My personal favorite main dish is the catfish courtbouillon. This fresh-water fish has a mild

taste that is perfect with just a touch of tabasco. It is fried to a delicate crunch, served on a bed of rice and topped with seasonal vegetables. It is a definite must try!

When available, the Cajun Connection also serves a Louisiana-style plate of crawfish. Not only are these mini-crustaceans flavorful, they are also a great eating adventure.

Those diners who enjoy a new and exciting domestic beer will be pleased to find three uncommon brews on the menu. Of the three, Dixie Beer, from New Orleans, has the most pleasing flavor and is a great compliment to the cajun food fare.

At all costs avoid the Gator Beer. This Florida brew has a sour offensive bouquet that assaults the senses.

Wine lovers will find a pleasing variety of

California white and red varietals.

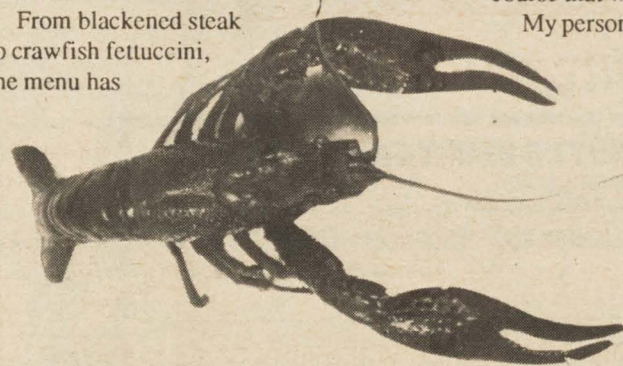
An absolute must-try dessert is the bread pudding. This rich delight is filled with pineapple and golden raisins and is smothered in a warm brown sugar syrup. It is undeniably the best bread pudding in North County.

The service is casual but amiable. At times the owner, and chef, makes personal visits to diners and is always in the mood to suggest a new and exciting taste creation.

Prices are moderate to expensive with dinner for two costing around \$45.

The Cajun Connection is open Tuesday through Friday from 11 a.m. to 9:30 p.m., Saturdays from 3-9:30 p.m. and Sundays from 3-9 p.m.

All in all, it's a great place to take an adventurous date. Y'all are gonna love it.



## Robert Smith radiates in 'Blue Sunshine' album

DAVID HATCH/PIONEER

Cure fans relax!

Just when you thought you would need to resort to old recordings, Robert Smith is back as strong and as vague as ever with newly released material

and a new band, called The Glove, in his album "Blue Sunshine."

This time he's got help from former "Siouxsie and the Banshees" lead singer Landray. A couple formed in Heaven?

It would seem so. Landray's dis-

tinctive and frantic-sounding vocals combined with Smith's dark and often-analyzed lyrics add up to form a very haunting couple. They could very well be the "Addams Family" of the music world.

To analyze lyrics or even point out

their symbolisms when dealing with Smith is redundant, redundant, redundant. Everywhere you turn, Smith's lyrics are subjected to intense analysis.

Smith has diverged on this recording and performed two instrumental

pieces.

The first is "Blues in Drag," which concludes the first side of the album. "Blues" is a song that conjures up images of a dream sequence, one where

SEE ALBUM/PAGE 17

# Fall season heats up with new video sales

PEGGY OSTERLOH/PIONEER

As the summer movies dwindle to a small flame, the video retail market prepares for a blazing hot fall season.

There is a wide variety of films coming with smash hits like 'The Hunt for Red October' and 'When Harry Met Sally,' and a wide range in prices.

Starting out the month of September is the hit movie 'When Harry Met Sally,' starring Billy Crystal and Meg Ryan. This movie grossed over \$91 million at the box office.

'Working Girl,' starring Harrison Ford and Melanie Griffith, will be released this month for sale as well. Both movies will sell for \$19.98 each.

Rounding out the end of the month are several boxed sets specially packaged for the holiday season. The 'Ghostbusters' pack will include the original and its sequel and will sell for \$13.95. 'The Karate Kid' trilogy will be available Sept. 26 with a price of \$54.95. 'Back to the Future III' is set for the end of November, and there are rumors of a trilogy set just before Christmas.

In October, the movie that started all the green mania, 'Teenage Mutant Ninja Turtles,' is also due out. 'Turtles' grossed \$130 million and started an onslaught of memorabilia and increased the popularity of these hard-shelled kicking amphibian.

On Oct. 10, the comedy-murder 'In the Spirit' will be selling for the high price of \$89.95. This movie teams up comedians Marlo Thomas and Elaine May. It includes Peter Falk of the 'Columbo' series, Olympia Dukakis and Melanie Griffith.

A disciple of Satan terrorizes victims in 'The First Power.' It stars Lou Diamond Phillips and Tracy Griffith with the sound track provided by ex-police member Stewart Copeland. It

## Releases

For the month of September

'When Harry Met Sally'	\$19.98
'Working Girl'	\$19.98
'Ghostbusters' two pack	\$13.95
'The Karate Kid' trilogy pack	\$54.95

will be released at \$89.98.

October is also the month for summer movie hits to come out on video. Disney's 'Pretty Woman' will sell for the low price of \$19.99 with a release date of Oct. 19.

'The Jetsons: The Movie' blasts into the video market for \$22.95.

The summer's first smash hit, 'Total Recall' will be coming out in November with a price tag of \$24.99. This action-adventure is Arnold Schwarzenegger's highest grossing film ever.

Oct. 25 is going to be a memorable day for Alec Baldwin; two of his hottest movies are going to be available on video. 'Hunt for Red October,' also starring Sean Connery, is ironically being released in this month. Baldwin's other show, 'Miami Blues,' comes out at the same time.

Finally, in October, comes Christopher Reeve and Madolyn Smith Osborne in a love story called 'The Rose and the Jackal.' This movie is available in a one or two pack, \$79.98 and \$139.96 respectively.

Other releases to look out for are: 'Q&A,' 'The Guardian,' 'Cadillac Man,' a Rob Reiner film pack including 'Princess Bride,' 'This is Spinal Tap,' and 'The Sure Thing,' and 'Liberty and Bash' will have a one or two tape pack.

Landray performs on six songs, the strongest being the first single, 'Like an Animal.'

Although "Punish me with Kisses" will probably be the next single, the appropriate radio station could pick any one of the songs to further support the recording.

All songs were written by Smith, but he only sings two, and those were done in very Cure-like fashion. Landray performs her six songs very strongly and both instrumental pieces are mesmerizing in their own right.

If you ever wondered what the Cure would sound like if they had a really great female vocalist, this is the choice recording for you.

## ALBUM

CONTINUED FROM PAGE 16

the dreamer can imagine a serene, surreal environment.

The second instrumental piece ends the recording and conjures the image of a much blacker dream; a dream of chaos and confusion. This darker instrumental is called "Relax," an ironic title for the feeling I got from the music. Toward the end the instrumentals in "Relax" fade in and out until finally exiting smoothly then bursting back in a flood of music, talking and noise, once again evoking that frantic feeling.

## More than Copies

- Collating/Binding
- Carbonless Forms
- Macintosh® Rental
- Laser Typesetting
- Office Supplies
- Fax Service
- Business Stationary
- Color Copies

**kinko's®**  
the copy center

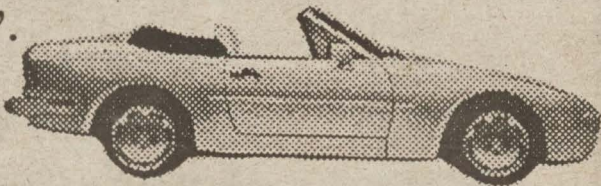
## 25% Off Copies

Bring this coupon into a participating Kinko's Copy Center and save on 8 1/2" x 11" 20# white bond or pastel orders. Regular priced full service only. Not valid with any other offer. One coupon per customer. Good through 10/30/90.

727 W. San Marcos Blvd.  
San Marcos Ca 92069  
744-2120

## Drive One Of These Cars Now At No Cost.

- ☆ Porsche 944 Convertible
- ☆ BMW 325i Conv.
- ☆ Mercedes 190 E
- ☆ Nissan 300ZX



Free luxury/sports car insurance replacement while your car is being repaired.

**INSURANCE CLAIMS, AUTOMOBILE DAMAGE  
AND BODILY INJURY CLAIMS/LITIGATION.**

Law Offices  
**IRWIN/DIBOS** (619) 236-8420

# CALENDAR

## CSUSM

**SPEAKERS SERIES:** CSUSM and SDSU North County faculty members will be featured in the Friday Evening Speaker Series sponsored by the Friends of the Library.

Dr. Jerry Griswold, Professor of English at SDSU, will start the series on Sept. 21. He will be discussing "Grim Truths: Sex and Violence in Fairy Tales." An author of books and essays on the subject, Griswold will present his topic at 7 p.m. in the Library.

**CONCERT SERIES:** CSUSM and SDSU North County continue their concert series on Oct. 21. One of the top jazz pianists in the world, Mike Wofford, will perform a rare solo concert at 7 p.m. in the Library. All concerts in the series are free. 471-3515

**CHAMBER MUSIC:** CSUSM sponsors the first concert of the Lake San Marcos Chamber Music Society's 1990-91 season. It will take place on Sept. 20 at 3 p.m. The program includes quartets by Mozart and Turina, plus the "Trout" Quintet of

Schubert.

The concert will be performed in the Palomar College Theatre, located at 1140 West Mission, San Marcos. For information or tickets, call Terry Ray at 744-3072.

**LIBRARY ORIENTATION:** So students can get better acquainted with the library services and librarians, there will be a Library orientation today at noon.

## Music

**TAMI THOMAS' BIG BAND SWING:** Every Wednesday at the Mission Inn, San Marcos. Show is from 7:30 p.m. to 11:30 p.m.

**METAPHORE COFFEE HOUSE:** This coffee shop has a variety of events on Wednesday through Saturday nights.

Wednesday at 7:30 is Folk Song Circle. Thursdays are Progressive Jazz Jam sessions with Friday and Saturday nights being the Showcase Jam sessions.

The Metaphore Coffee House is located at 258 E. 2nd Ave., Escondido. 489-8890



**JACK ALDRIDGE BIG BAND:** Plays 2 to 5 p.m. every Sunday at the San Diego Women's Club, 2557 3rd Street. Admission is \$7.50.

**U.S. GRANT HOTEL:** This hotel has a variety of events running throughout the week. Tuesday is the day to see Pieces

from 5:30 to 8:30 p.m. Earl Thomas and the Blues Ambassadors perform every Wednesdays from 5:30 to 9:30 p.m. Peggy Menafee performs 8 p.m.

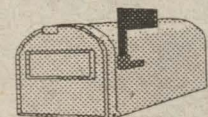
## Concert Series

CSUSM and SDSU North County continue their concert series on Oct. 21. One of the top jazz pianists in the world, Mike Wofford, will perform a rare solo concert at 7 p.m. in the Library. All concerts in the series are free. 471-3515

## Home Away From Home!



Need Money? We Offer You Full Western Union Services



Private Mailboxes, No Junk Mail, 24-hour Access



Packaging & Shipping Postal Services, Stamps



Passport Photos



Resumés, Term Papers, Etc. WordPerfect Tutoring

Postal, business and Communication

**MAIL BOXES ETC. USA®**

1318 E. Mission Rd. Phone: 740-9088  
San Marcos • Corner of Mission & Bennett  
In the Alpha Beta/Thrifty Shopping Center



**GREASE MONKEY®**

10 MINUTE LUBE & OIL PROS

WITH COUPON

**\$5 OFF**

\$18.95 PLUS TAX  
Reg. \$23.96

10-Minute  
**LUBE & OIL CHANGE**

- Change oil
- Replace oil filter
- Lubricate chassis
- Check/fill transmission fluid
- Check/fill brake fluid
- Check/fill battery fluid
- Check wiper blades
- Check tire pressure
- Vacuum interior
- Wash windows
- Check anti-freeze
- Check/fill windshield washer
- Check/fill differential
- Check/fill power steering
- Air filter check

EXPIRES 12/31/90

## 2 CONVENIENT LOCATIONS



Maximum Protection Against Viscosity and Thermal Breakdown

10W30 20W50  
10W40 30 Wt.

ESCONDIDO  
649 N. BROADWAY  
740-1311  
SAN MARCOS  
218 RANCHO SANTA FE  
727-9785

to midnight every Saturday.

The U.S. Grant Hotel is located at 326 Broadway, San Diego. 232-3121

**RUBY & THE REDHOTS:** Perform at the Full Moon Nightclub, 485 First Street, Encinitas, Sept. 16 and 30. 436-9022. Check the Comedy listing in this Calendar for the Full Moon's Comedy line-up.

# Theater

**CATS:** The National touring company stops for a one week engagement in San Diego. This 1980 Andrew Lloyd Webber musical has gained unmeasurable success and the music of these cats, like "Memories," have already become classics. 'Cats' will be performed at Symphony Hall in San Diego at 8 p.m. from Sept. 18-22 and end its run here on Sept. 22 and 23 with a 2 p.m. matinee. Tickets are \$22.50-\$37. 278-8497

**GUYS AND DOLLS:** Playing through Nov. 3, the Lawrence Welk Resort Theater presents 'Guys and Dolls.' Tickets range from \$25-\$34. For information on performance times and tickets, call 749-3448.

**HAMLET:** Shakespeare's best is being performed at the Old Globe Theater in San Diego's Balboa Park through Oct. 7. The show starts at 8 p.m. on Tuesday through Sunday and at 2 p.m. on Saturday and Sunday.

Tickets range from \$20-\$27. 239-2255

**HEARTBEATS:** The Old Globe Theater also presents 'Heartbeats' at the Cassius Carter Center Stage in Balboa Park through Oct. 21. Tickets range from \$19.50 for previews to \$22-\$30 for performances. 239-2255

**MYSTERY CAFE:** Presents 'Murder at the Cafe Noir' at the Imperial House, San Diego. Performances are Friday and Saturday at 8 p.m. through November. Tickets are \$30-\$32. 544-1600

**OUR GIRLS:** The Santee Community Theater presents 'Our Girls' through Sept. 30. Shows are 8 p.m. Friday and Saturday with a 2 p.m. matinee on Sunday. Tickets are \$8 with a discount for Seniors and youths. 278-8492

**SOME OF THESE DAYS:** Performed at the Coronado Playhouse, this show will run through Sept. 30. Tickets are \$12. 435-4856

**THE GLASS MENAGERIE:** Bowery Theater will be performing 'The Glass Menagerie' at the Kingston Playhouse, San Diego, through Sept. 30. Tickets range from the low price of \$12-\$16 with previews at \$7. 232-4088

**IMPROVIZADO PSYCHOTOT:** The Naked Theater Club presents "Improvizado Psychotto" at the Ruse Performance Gallery. The show runs indefinitely on Mondays at 7 p.m. 236-1347

**HERE'S A FREEBIE:** "A Midsummer Night's Dream" will play at the Zorro Gardens in Balboa Park at 5 p.m. on Saturdays and Sundays through Sept. 23. 236-1347

**OUR TOWN:** The Old Globe Theater presents "Our Town" at the Lowell Davies Festival Theater in Balboa Park. The show plays at 8 p.m. Tuesdays through Sundays through Sept. 30. Tickets are \$24-27.50. 239-2255

# Comedy

**FULL MOON NIGHTCLUB:** This Encinitas comedy spot has the following entertainers: Jimmy Still and Max and Don Hepner on Sept. 19, Steve Mittleman and Wendy Kamenoff on Sept. 26. The Full Moon Nightclub is located at 485 First Street in Encinitas. 436-7397

**COMEDY NIGHT:** Jack Coen, Leah Krinsky and David Hayes open Sept. 19 and will be performing through Sept. 23; Mark Eubanks, Gerry Swallow and Dick Worth perform Sept. 26-30. Shows are Tuesday through Sunday with Tuesdays being a non-smokers night. Call the club for times, reservations and dinner information. Comedy Night is located in Oceanside at 2216 El Camino Real. 757-2177

**THE IMPROVISATION:** Pa-

cific Beach's own hot spot offers comedians Evan Davis, Larry Brown and George Kanter from Sept. 18-23; Steve Mittleman performs solo on Sept. 24; Jack Gallagher, Jeff Mills and Rick Clay on Sept. 25-30. The Improvisation is located at 832 Garnet Ave, Pacific Beach. 483-4520

# Exhibits

**DIAMONDS ARE FOREVER:** The San Diego Museum of Contemporary Art presents "Diamonds are Forever: Artists and Writers on Baseball" at 700 prospect St., La Jolla through Oct. 21. Hours are 10 a.m. to 5 p.m. Tuesday through Sunday, and until 9 p.m. on Wednesdays. 454-3541

**HERITAGE -- PAST AND FUTURE:** On display through Oct. 5 at the Gallery Vista at 226 E. Broadway

Submit your information for PIONEER's Calendar section to:

PIONEER  
Attn: Calendar Editor  
250-2 S. Orange St  
#507  
Escondido, CA 92025

in Vista. Hours are 10 a.m. to 4 p.m. Monday through Saturday; 10 a.m. to 8 p.m. Thursday. 758-5258

**CAROUSEL ART GALLERY:** Presenting a show and sale of their artists Sue Beere, Olivia Walker Priller, Dorothe Reavell, Marjorie Morgan, and Elaine Morici at 1040 First St. in Encinitas. The show runs through September at 10 a.m. through 4 p.m. Tuesday through Saturday; and 11 a.m. to 4 p.m. Sunday. 753-8472

**TABOOART:** Sketches, models and photographs of the once taboo architectural ideas of "Frank Lloyd Wright in the Realm of Ideas" will be on display at the San Diego Museum of Art through Sept. 30. Hours are 10 a.m. to 4:30 p.m. Tuesday through Sunday; and 4:30 p.m. to 7:30 p.m. on Thursday. 232-7931

**CONTEXT & CONTROVERSY:** Architect Aaron G. Green's "Context & Controversy" will be on display from 11 a.m. to 9 p.m. through Sept. 30 at the ArtistSpace at Southfair at 2010 Jimmy Durante Blvd. in Del Mar.

**WORLD WAR I:** By the Heritage Walk Museum presents memorabilia from this fascinating period of history. The exhibit will be at Grape Day Park at 321 N. Broadway in Escondido through October 1. Hours are 1 p.m. to 4 p.m. Thursday through Saturday. 743-8207

# College Night

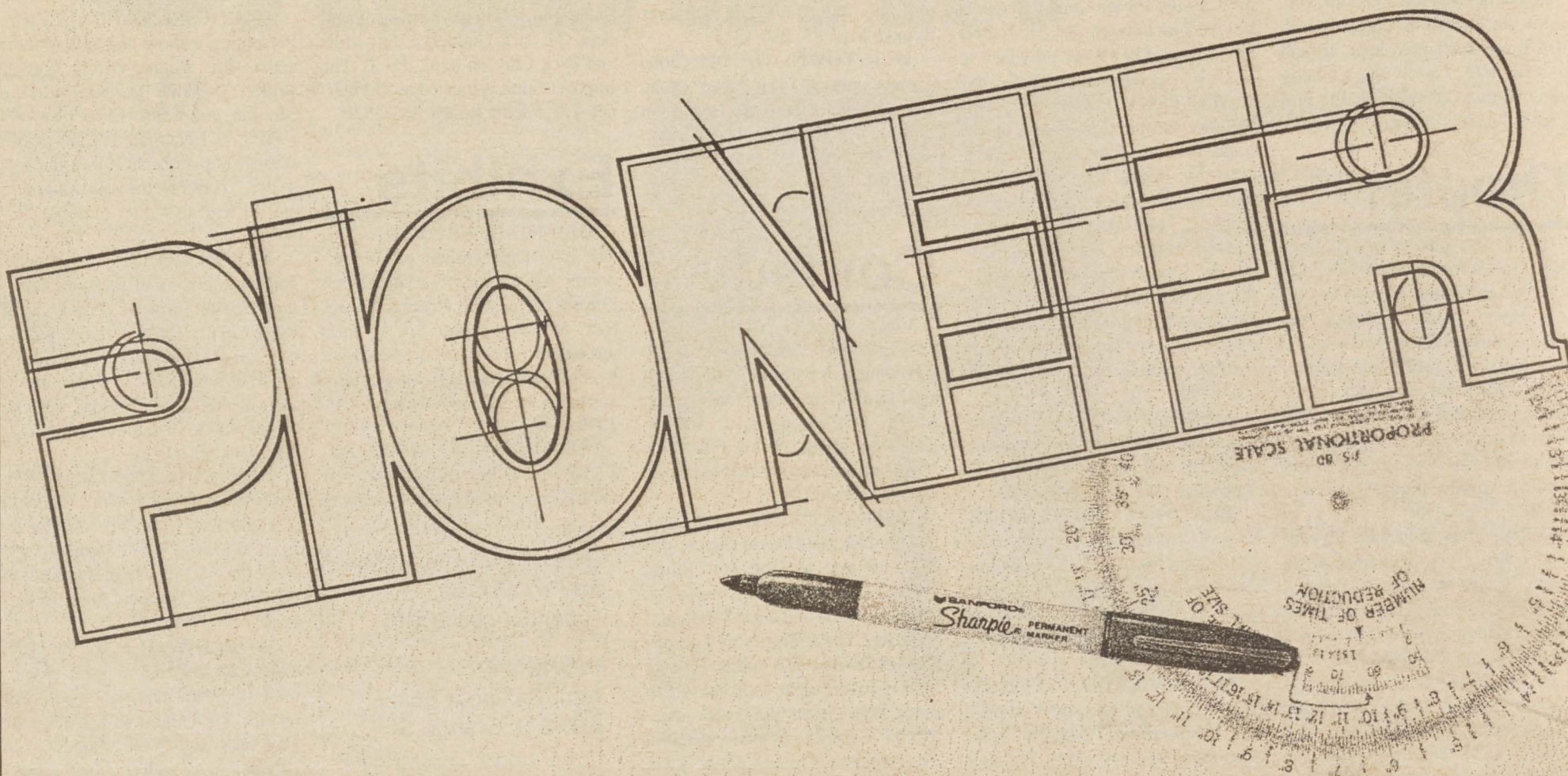
EVERY WEDNESDAY NIGHT - PLUS CASH GIVEAWAYS

\$1<sup>50</sup> DRINKS  
You Call It!



In Old Town Restaurant Row - 1020 West San Marcos Blvd. - 471-2150 - Must be 21-years-old





## "The Future Starts Today!"

San Marcos last week welcomed a new California State University, the twentieth in the state. At the same time, San Marcos witnessed another new addition to the North County area - PIONEER.

In the true spirit of pioneering, this publication for the students will serve the CSUSM community with new, innovative styles of news reporting and design as well as keeping the traditions and values of the first American pioneers.

PIONEER will cover the CSUSM campus like no other newspaper. It will give you up to date plans for

the new campus, interesting features of administrators and the founding faculty, time schedules for implementing new courses and departments - everything a student wants to know about a new university.

You can be part of PIONEER. If you are interested in starting new traditions and blazing a trail to the future, respond by filling out the card to the right.

This invitation is open to reporters, photographers, artists, and salespersons.

A special invitation goes out to those who wish to advertise in PIONEER. The market is perfect, the circulation is ideal, and the prices are right.

You can respond by completing the form to the right or by calling our offices at 738-0666.

Start your future today - respond now!

# PIONEER

250-2 So. Orange St., #507  
Escondido, CA 92025

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

I'm interested in:

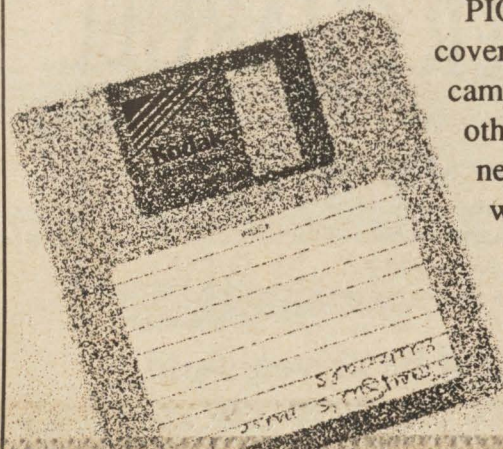
- ☐ Reporting ☐ Photography  
☐ Art ☐ Sales

Some positions are paid, depending on experience

☐ Placing an advertisement

BUSINESS: \_\_\_\_\_

An advertising package will be sent to you and PIONEER's business manager will contact you.



PIONEER is an independent newspaper and is not sponsored by the university.