

# Life's Serene For Americans In Old Mexico

(Continued from F-1)  
 them, it is a second home, too, with 4,500 square feet designed for resort living. It has only three bedrooms, but seven bathrooms and servants' quarters.  
 Bustamante is a Tijuana businessman.

John D. Stocker, a native of Mexico, is responsible for the development. He purchased 750 acres with 1 1/2 miles of choice coast line in 1947 and built his own home one year later. Although his father was American, he is privileged to own the property because he was born in Mexico and his mother was Mexican.

Friends soon became interested in Stocker's way of living and his property. He arranged for a few of them to lease sites and build homes. Others became interested. The demand grew. So Stocker organized a corporation, Inmobiliario y Commercial Peninsular, which he owns, and subdivided the acreage for sale to Mexicans and for lease to Americans. He built his own water system, supplied by three wells.

At first, Stocker recalls, progress of the development consisted of only one or two new houses a year. Then the pace stepped up as others came, liked what they saw and arranged to build. Currently, says Stocker, La Mision is expanding at the rate of about 10 dwellings a year.

Stocker refers to La Mision as "the poor man's Malibu Beach." Leasing costs vary, ranging from \$1,500 to \$7,000 for 20 years, depending on the location and size of the site. The lease period is for 10 years, with option to renew for 10 years, in accordance with Mexican law.

At the end of 20 years, ownership of the lease must change, but a lessee can sell

to a member of his family. Of the proceeds on the lease resale, 95 per cent goes to the lessee and Stocker, as the owner, retains a 5 per cent fee.  
 The developer permits a wide range of choice in design, size and cost of homes built on the leased sites, but he allows no shacks, cabins roofed with tar paper, or trailers, and no houses under 1,000 square feet. The average, he guesses, runs 1,200 square feet with two bedrooms and one or two bathrooms.

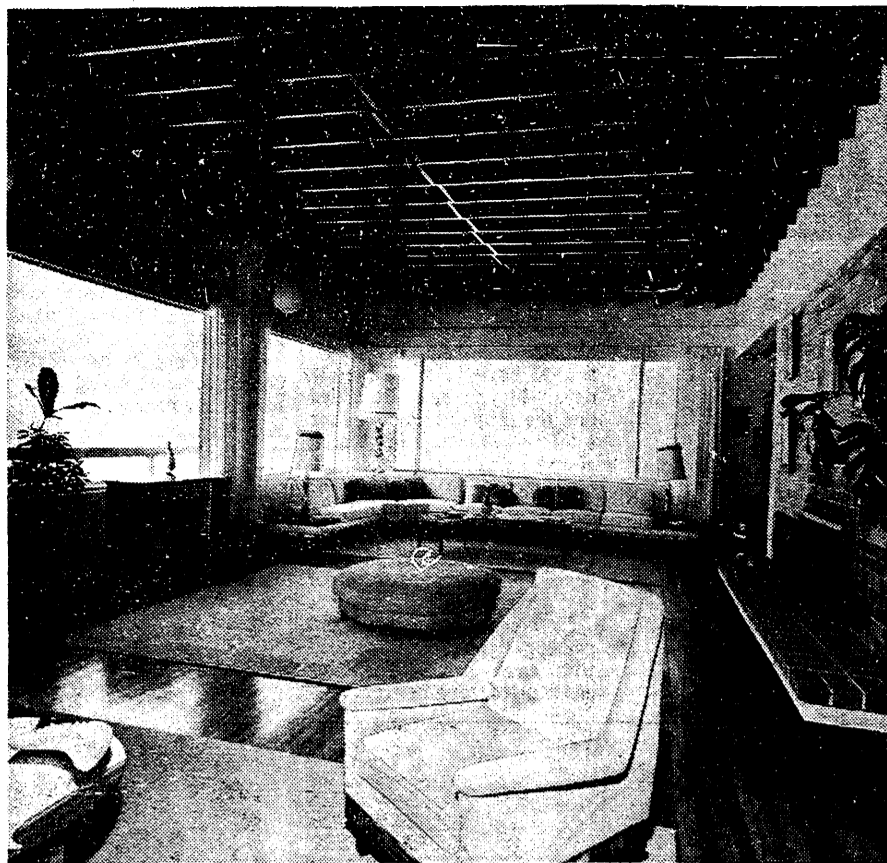
The cost of building averages \$8 to \$9 a square foot for homes with cement tile floors and tile roofs. Stocker acts as the contractor for most of the construction because he has assembled Mexican building crews and is on hand to supervise.

The houses are of masonry construction, either native mission brick, actually a fired adobe, or concrete block made in Mexico, because, says Stocker, Mexican craftsmen know how to build better with masonry. There are no wood frame houses there.  
 A few are fashioned from American brick or concrete block, and used brick imported from the states, but strangely, these are the homes of Mexican families and not the Americans.

Stocker's property extends up the slopes of mountains that rim La Mision, and a few homes have been built there on elevated sites with panoramic views of the picturesque coast line. However, most of those who build want to be right on the beach.

There is only one swimming pool among the 75 or so homes so far completed. "We have a big pool, right out there," notes Stocker, pointing to the ocean.

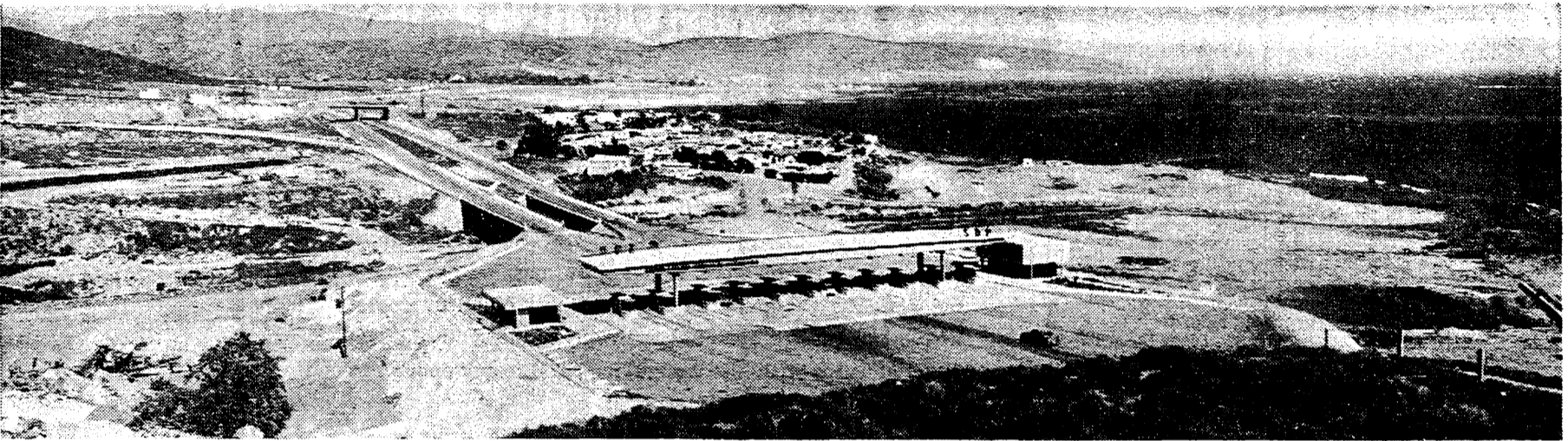
The average hillside lot is



ELEGANCE SHOWS in some of the beach homes. An example is the living room in \$85,000 dwelling, belonging to another Mexican family, Mr. and Mrs. Alfonso Bustamante. He is Tijuana businessman. House is air conditioned.



THE PACE CHANGES in the Bustamante recreation room, directly below living room in the family's La Mision house. Directly accessible to beach, it is much more rustic, maintenance-free. Floor is made from native ledge stone.



THIRD TOLL GATE on way to Ensenada is at San Miguel, and this is the view from hillside homes of many Americans. Trailer park is below, on waterfront.

about 6,000 square feet. Lots are smaller along the water, averaging about 4,000 square feet, with a 40-foot beach front.

All houses are wired for electricity during construction for eventual connection with power. A high line runs by the property, but a substation is needed to tap the source of power. It is promised — mañana.

Some of the larger, more

elaborate homes, including Stocker's, have their own generator power systems. The Bustamante beach palace is even air conditioned.

Strangely — or perhaps not so strange — many if not most of the home owners in La Mision welcome the absence of electricity. It blends with the primitive atmosphere, the pioneering spirit. The other night something happened to the generator at

the Stocker home and his guests, including his grandchildren, were delighted.

After dark, most of the home owners prefer to live by candle-light or by kerosene lamp. Some use the brighter gas lamp in kitchens when there are meals to prepare. Cooking is done on gas stoves, fueled with butane. Practically all of the homes have refrigerators, also operated by butane.

The fact there are no telephones? — "That's what brought me down here," many colony members say.

The beach community attracts families from many walks of life. Status symbols or rank seem unimportant. Among the owners of second homes are doctors, attorneys, college professors, scientists and executives. Some are in the entertainment field. There are sound engineers and film

editors from Hollywood television studios.  
 San Diego is represented among the owners, but the majority come from the sprawling Los Angeles area.

These are people who enjoy isolation and are attracted by the quiet, primitive life. There are no stores, not even a service station, in the community. The closest commercial gas pump is five miles distant. Yet it is a short drive to

San Diego in case of emergency or the need to replenish supplies, or just to fulfill a desire to see the city for contrast.

The new four-lane highway is a toll thoroughfare, with three toll gates between Tijuana and Ensenada. But the La Mision commuter need pass through only the first two of these gates at a cost of \$1.40, one way, or he

(Continued on F-9, Col. 1)

## 100 Expected Is There A Move In Your Future?

### At Seminar Of Builders

A four-hour seminar on "Profit Planning and Budgeting," sponsored by the San Diego Building Contractors Association (BCA), is expected to attract more than 100 builders, accountants and purchasing agents Wednesday at Hanalei Hotel.

John B. Clark Jr., BCA president, said the educational presentation is open to all members of the profession, whether members of the San Diego BCA or not.

Walter Turner Jr., member of Touche, Ross, Bailey and Smart, national accounting firm, is conducting the seminar from 1 to 5 p.m. The program, one of a series being presented throughout the country, is jointly produced by the National Association of Home Builders and the accounting firm.

The presentation, to be followed by a workshop session, consists of five parts: introduction to the management information system; accounting system for all builders; cash flow financial planning and budgeting; integrated statements of financial reporting, and return on investment, cost ratios and growth.  
 Reservations may be made at the San Diego BCA office, 3517 Camino del Rio.

If you are young and married, the chances are good that there will be a move in your future.

A University of Michigan study found that 40 per cent of the families where the breadwinner is between 18 and 24 have moved during the last five years.

For young people who may be thinking of pulling up stakes soon, some advice on making the move easier is offered by moving specialists:

1. Learn all you can about the community you plan moving to. Writing away to relatives and friends in the new area is one way. The customer service department of your moving company also may provide such aids as chamber of commerce literature, highway maps and telephone numbers of firms and organi-

### Treatment Helps

Posts supporting garden fences and arbors should be pressure-treated, regardless of the wood species. For other parts of the structure, brush on a clear or pigmented water-repellent preservative to prevent water absorption.

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zations you may want to contact before you move.

2. Make a room-by-room inventory of your household goods. Even if you have been married a short time, you may be amazed at the items you have accumulated.

3. Make a series of lists and keep them handy for moving time. One list would be of service companies that will prepare your appliances for the move. This would include, washing machine, dryer, freezer, TV set and so on.

Another list would be of

utility companies, water and telephone services. Then there are the insurance agencies, the draft board, post office, delivery services and magazines. Put the bank on your list to discontinue or transfer accounts.

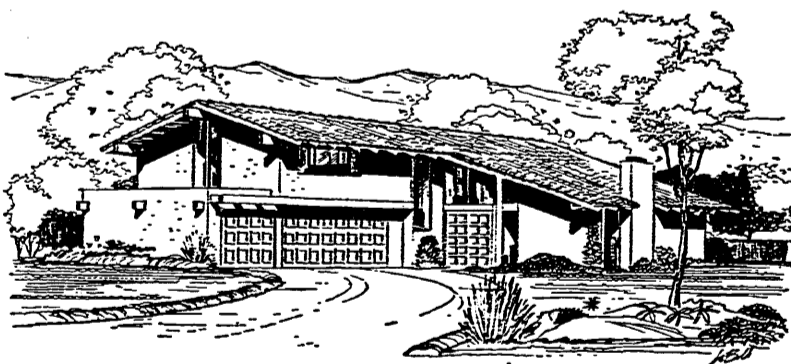
4. Gather necessary records together in a safe box or folder. These include medical and dental records, prescriptions for eyeglasses and medications and children's school records, birth certificates as well as your marriage license and army discharge papers.

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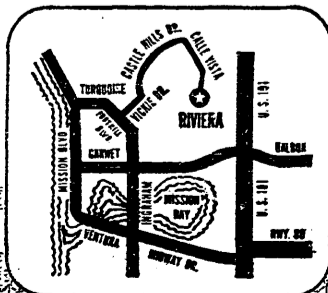
## PREVIEW

### Twenty View Lots in RIVIERA

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