# Running Craze Caught Up in Dollar Chase

# **Businesses**, Charities Cashing In on Racers

BY MARK FORSTER

The sight is a familiar one; thousands of thinly clad run-ners with numbers pinned to their chests pounding along city streets in small groups strung out for several miles. Once practiced during the early morning hours on de-serted streets, the long-distance running phenomenon has spawned a booming and lucrative industry of mass-partici-pation events.

serted streets, the long-distance running phenomenon has spawned a booming and lucrative industry of mass-participation events.

Charities and businesses have capitalized on a nation-wide market of 25 million joggers who have proved more than willing to pay a small entry fee to pursue their hobby in an organized setting. For about \$\$5\$, runners can race around a marked course for time and distance and receive from the sponsoring charity or business T-shirts documenting their participation. For their roles in sponsoring a long-distance run, charities can pull in several thousand dollars and commercial enterprises can reap rich dividends in advertising among a specific audience that tends to be both active and afflient. The long-distance run concept has attracted hundreds of sponsors who entered the field for money or recognition, or both.

Upcoming races in the Valley include a 10-kilometer run

sponsors who entered the field for money or recognition, or both.

Upcoming races in the Valley include a 10-kilometer run March 25 beginning at Bonelli Swim Park and continuing around Puddingstone Reservoir to benefit the American Cancer Society.

There will be prizes to men and women in five age divisions: 18 and under; 19-29, 30-39, 40-49, and 50 and older. T-shirts will be given if the \$6 entry fee is paid. Fee without the T-shirt is \$3.

Applications must be sent to the track club, PO Box 654, San Dimas, 91773, by March 17.

In Pasadena, a 10-kilometer Art Run, to raise money for Please Turn to Page 7



GIVING IT THEIR ALL—Participants in the 10-ki-lometer Run for Health cross the finish line at

Zuma Beach. A hobby that means sweat, toil for runners has turned into dollar signs for others.

Times photos by Ken Lubas











# **Ousted Councilman Loses** Despite 11th Hour Jarvis Aid

MONROVIA—Political newcomer Edward Zoolalian, who narrowly defeated former City Councilman Ron Decker in Tuesday's special election, said Wednesday that while he felt conflident of victory throughout the campaign, as of Monday he would have bet against himself.

Zoolalian's belated pessimism was caused by a letter sent to the city's 12,645 voters signed by Howard Jarvise endorsing Decker. The letter reached most voters Monday. "If all the statements (in the mailing) had been true, it would have been a brilliant maneuver," said Zoolalian, a 44-year-old electronics manufacturing manager. Twe got to hand it to Ron. He really knows how to ra campaign.

a campaign."
Zoolalian beat Decker, who was

ousted by fellow council members Nov. 7 because he allegedly violated the state government code by missing all scheduled council meetings in a 60-day period without excused absences. The margin was 125 votes, 1.417 to 1.292.

Decker said he had missed the meetings because he became ill while vocationing in Utah. He filed a law-ton to the control of the council of

"My attorney had been instructed to file for a trial date," Decker said. "I Please Turn to Page 5

## **POLICE SWEEP** STREET CLEAN OF PROSTITUTES

POMONA—The prostitutes who normally could be found milling around on W. Holt Ave., day or night, have virtually disappeared in the last two weeks.

have virtually disappeared in the last two weeks.

Their customers, the "Johns," who flock to Pomona to buy sex, are discovering that when they can find a woman on the sidewalk in front of the many motels along Holt, she is likely to be an undercover police officer, selling only a trip to jail.

A police drive against prostitution that began about two weeks ago has forced the street walkers off Holt Ave., where they routinely stationed themselves in front of motels, or gathered in groups in parking lots.

Within a week, police arrested 15 persons, seven of them prostitutes, and eight of them men accused of soliciting prostitution.

Please Turn to Page 3

# Close Vote Creates New Pomona Council Majority

BY MARK LANDSBAUM

POMONA—A 74-year-old retired plastering contractor narrowly defeated Councilwoman Georgia M. Grove this week, apparently creating a new majority on the City Council. Frank R. Geyer, a newcomer to city politics, squeaked by the incumbent by 1.847 votes to 1.741 in what is believed to be the poorest turnout in city election history.

An uncontested mayoral race, another first in Fomona's 91-year history, was credited by some for the dismal showing at the polls in which only 1.29% of the city's 28.878 registered voters cast bailots.

Mayor Charles W. Bader, who was returned to office for another two-year term with 3,036 votes, said the low turnout also indicated "alek of deep issues that confront the city."

But Geyer, elected to a four-year term in the 1st (northwest) Council District, had stressed that "crime is a major problem" in Pomona; that the police force needed additional offi-cers; and that city streets badly need-

cers; and that city streets badly necued repairs.

Mrs. Grove claimed that crime was
declining, and that "Pomona is a
much better city in which to live and
do business than it was just a few
years ago."

Geyer also clashed with Mrs. Grove
over the need to convert the vacant
Fox Theatre to a civic auditorium.
Mrs. Grove cast the deciding vote
when the council declined to purchase the ornate theater for such a
conversion.

Bader, who often voted with Mrs.

Please Turn to Page 3

# Conservatives Lose Grip on School Board

Two New Pasadena Trustees Expected to **Quit Busing Battle** 

BY LEE AUSTIN

BY LEE A USTIN
Times Staff write:

The two winners Wednesday hailed their election victory over the two Board of Education incumbents designed from the people on men beat dealer in the Passaders Shoot District.

The victory in Tuesday's election by Mrs. Katie Nack, who defeated Jerry Meier, and Elbie Hickambottom, who unseated John Hardy, broke the six-year conservative reign of the board majority, which rode to power on the tag of "Stop Forced Busing" in the district's compulsory integration system.

Since Mrs. Nack and Hickambottom will tend to team with Trustee Marge Wyatt because of compatible educational philosophies, this will leave Trustees Dr. Richard Vetterli and Dr. Henry Myers in the minority after being the majority since 1973. detailed the board majority, decated aboard majority, member in 1977.

Both Mrs. Nack and Michambates.

Both Mrs. Nack and Hickambottom said the margin of victory showed that the people want stability in the community and more attention to the education of their children. "The people said they want the board to quit fighting in the courts (over integration) and get busy with the education of children," said Elbie Hickambottom, director of Pasadena Redevelopment Agency's relocation division.

Redevelopment Agency's relocation division.
"The vote means that a large number of people are dissatisfied with the board's policies and want a change," said Mrs. Nack, financial manager for an engineering firm. "Education has not been the first priority of the present board. Parents view stability as the best of the present board. Parents view stability as the best proposed to the present board, parents view stability as the present board, parents view stability as the proposed of the present board of the p

return of the election results perplexed Hardy. "It was an upset," he said. "I was a favorite going in."

Meier was unavailable for com-

Mrs. Wyatt, who supported Mrs. Nack and Hickambottom, said she was "very pleased," adding, "this election shows that integration was not an issue but rather it was the leadership of the boart. The firing of (Ray) Cortines (as superintendent) and the closing of the junior high schools disturbed people."

Myers and Vetterli, who supported Meier and Hardy, said they were not surprised by the outcome.

"I predicted it some time ago," said Myers. "Being a minority on the board doesn't bother me. I will fight for what is righter me. I will fight for what is righter me. I will fight for what is right. It is the duty of a minority person on the board to keep the wear of the wea

The unofficial count showed Mrs. Nack winning 60.4% of the vote to defeat Meier, 16,359 to 10,694. Hickambottom garnered 56, of the vote to

# Two Pasadena **Directors Win:** Two Runoffs Set

BY BERT MANN

BY BERT MANN
Times Steff writer

PASADENA—While two incumbents won easily in Tuesday's district—only primary elections to the Board of City Directors here, runoffs have been forced in two races that promise hard-fought campaigns in next month's citywide general election.
Director William J. Bogaard, by a nearly 5 to 1 margin easily defeated challenger William H. Seavey in the District of ace. And incumbent Director Jo Heckman won by nearly 4 to 1 over Joe Pilicer in District 4.
But in District 2, Director Morris Pisher who was appointed more than 1 over Joe Pilicer in District 4.
But in District 2, Director Morris Pisher who was appointed more than 1 over Joe Pilicer in District 4.
But in District 2, Director Morris Health of the Morris Health of the Morris of the Morris Health of the Morris Heal

# CALENDAR OF EVENTS

Continued from Second Page

and international competition at Buffalo, in August. Delhaven Community Center is sponsoring the training pro-

## Violinists' Competition Set

## Talk on Bilingual Education

PASADENA—"Bilingual, Bicultural Education" will be the topic of a talk by Rudy Aguilar at 7:30 p.m. Monday, March 12 at Pacific Oaks College. Mrs. Aguilar is president

## Rummage Sale Set at Church

PASADENA—St. James United Methodist Church will sponsor its annual rummage sale and snack bar from 9 a.m. to 4 p.m. Friday and Saturday, March 9 and 10, at the church, 2033 E. Washington Blvd.

# Art School Auction for Nursery

DIAMOND BAR—An art show and auction will be helt aturday, March 10, at 7 p.m. at 1010 Overlook Ridge. Do-ations are \$1 and proceeds will go to the Diamond Bai community Nursery School.

## 'Inside KCET' Will Be Topic

PASADENA—Maggie Foskett, public relations consul-int for KCET Channel 28, will discuss "Inside KCET" at the noon luncheon meeting of the Council of Women's Please Turn to Page 4

## POMONA

inued from First Page e and Councilman Ben Ochoa, Geyer's election could forge a majority block on the City Coun-

District Seat.

Geyer said one of his first projects will be to get the city to hire senior citizens at \$2.50 or \$3 an hour, equip them with walky-talkies and assign them to foot patrols on the downtown.

# PROSTITUTION DRIVE

Continued from First Page

Word spread fast among prostitutes on Holt once the crackdown began, police said.

Now police are "concentrating on the Johns because we can't hardly find any prostitutues," said Pomona Police Sgt. Ed Staudenmayer.

"They're not going to quit the business. But were forcing them to go somewhere else."

The prostitutues along Holt, openly soliciting business from passing motorists, have been a source of embarrassment for Pomona.

Neither rain, nor bitter cold eve-

coats and hats, huddled under umbrellas in pouring rain while they negotiated with men in cars in one Holt Ave, parking least six months, there within the last six months, there within the last six months, there within the last six months, there with the control of the contro



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1300 South Golden West, Arcad 2725 N. Bristol, Santa Ana 2251 N. Harbor Blvd., Fullerton



# 19 - Year - Old Man Faces Trial in Rape of Prostitute

BY MARK LANDSBAUM

POMONA—A 19-year-old former security guard has been arraigned in Pomona Superior Court, charged with raping Gwendolyn B.

Ms. B is a prostitute who normally charges \$20 to \$25 before she consents to sexual intercourse with men she meets on the street, her court testimony showed.

Authorities believe this may be the first case filed in the Pomona court in

first case filed in the Pomona court in which a purported rape victim admits being a prostitute. Similar cases have been tried and resulted in convictions in courts else-where in Los Angeles County. But the Thomas E. Durocher case

# **PROSTITUTES**

Continued from Third Page forcement of red light abatement laws against motel operators who were believed working in conjunction with prostitutes

with prostitutes.

Though no arrests were made of motole operators, "they're quite fearful" of their businesses being shut down, police said.

down, police stud, who said she has sold sexual favors on Holt for 10 sold sexual favors on Holt for 10 that she has "built a rapport" with the merchants who run restaurants, shops and stores along the street. "We respect their business, and they respect ours," she said. "They are glad to see us, considering how much coffee and food we buy in there," said another admitted prostitute, who indentified herself only as Claudia.

Claudia.

Neither Claudia nor her colleague are seen these days at their favorite haunt, next to one of the city's larger

-MARK LANDSBAUM

wwiter
may not have been filed at all if the
alleged rape of Ms. B had been an isolated incident, and she and other victims had not also been physically assaulted, authorities said.
Durocher faces 10 felony and misdemeanor charges ranging from randemeanor charges ranging from ranand sodomy to kidnaping and impersonating a peace officer. Three of his
four alleged victims are admitted
prostitutes.
"Normally, a person wouldn't be

four alleged victims are admitted prostitutes.

"Normally, a person wouldn't be prosecuted." said Det Ernie Allsep. But, he said, the violent acts in addition to sexual assaults in these cases made the difference.

Durocher is accused of physically assaulting two prostitutes, and discussing with a fourth victim (who is not a prostitute) whether he should kill her, court testimony showed.

"There should be no exceptions to the rape law for prostitutes," said Gloria Alfred, attorney and president of the Woman's Equal Rights Legal Defense and Education Fund. "Rape is a violent act, not sex."

But Ms. Allred conceded that had the Durocher case not involved additional acts of violence, "as a practical matter," it probably would not have been continued the property of the probably would be allowed the probably would not have been continued to probably would not have been continued to the p

matter," it probably would not have been filed. About three years ago, California law was changed to prohibit the introduction of a rape victim's prior sexual history as evidence in court. A woman's history of sexual prosculty no longer can be used to dissipated to the court of the court of

According to authorities, the Juricher case crossed that fine line.

When Ms. B met Durocher on Holt Ave, then accompanied him to the Chalet Motel at 2030 W. Holt, she had not agreed to have intercourse, she testified.

Durocher had agreed to pay Ms. B \$15 in return for which she would perform oral copulation, she testified.

But Durocher became violent, grabbed and tossed her, demanded she "do what I want" and forced Ms. B to submit to intercourse and sodomy, she testified.

ny, she testified.

Ms. B bolted nude from the motel oom when Durocher stepped into the

restroom, she said in court.
A day later, Durocher was arrested as he walked along Holt Ave. talking to another of the prostitutes who, unit recently, have been numerous and prominent on the sidewalks of this citu's major east-west thoroughfare, police said.

him, between Jan. 17 and Feb. 4 Durocher raped one prostitute, passed
himself off as a police officer to two
other prostitutes, one of whom he
tried to coerce into providing him
"free" sex, then choked her when she
refused; and raped an out-of-town
woman whom he kidnapped as she
drove through Pomona late at night.
It was the last incident that led to
Durocher's arrest.

It was the last incident that led to Durocher's arrest. The victim. Jamie D, who is not a prostitute, testified that Durocher entered her car when she stopped for a traffic signal at Holt and Garey Aves. shortly after midnight FeA. Pressing an object to her side, Durocher said he had a gun and forced Ms. D to drive into a hilly area north of town, where he raped her, she testified. "He said he didn't know whether he should kill me or not," Ms. D. testified.

Later he left her in her car on the San Bernardino Freeway, where she used an emergency call box to telephone police, Ms. D. said.

# CALENDAR OF EVENTS

### Continued from 4th Page

## Muscular Dystrophy Dance

# 'Teahouse of August Moon'

ROSEMEAD—The comedy "Teahouse of the August Moon" will be presented by the Rosemead High School performing arts departments in the school auditorium at 8

p.m. Friday and Saturday, March 9 and 10. Admission prices will be \$2.50 reserved or \$2 at the door.

## Quota Club Cocktail Party

TEMPLE CITY—Quota Club will hold a cocktail party Saturday, March 10, at 7 p.m. at the home of Betty John-son, 601 N. Findlay Ave., Montebello.

# Golf Lessons at YMCA

PASADENA—A 10-week series of golf classes for adults will begin at 10 a.m. Friday, March 9 at the Pasadena Foothill Family YMCA, 2750 New York Drive. The series is free for YMCA members and \$20 for non-members.

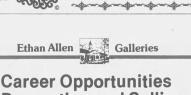
## Science and Technology'

PASADENA"Science and Technology for Development" is the topic of a talk by George Marotta at 7:30 p.m today at the UNA-USA International Center, 456 E. Colorado Blvd.

Please Turn to Page 8







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