

of using only what is available fresh in the market each day.

During the summer, "A Concha" breaks away from Portuguese cooking one day a week to serve a special curry dinner on Thursday evenings.

"A Concha" is open from noon until 4:00 p.m. and from 7:00 p.m. until midnight. Prices are moderate.

The "Oxford", John and Margot Pitchford's restaurant and bar on the Rua da Praia, offers something for almost everybody. It's popular with residents as well as tourists, and with people of all ages.

In addition to every imaginable kind of drink, including draught beer, the bar offers a wide range of snacks at lunchtime — some of them substantial enough to slide over the fine line from a snack to a meal.

The dining room is down a flight of stairs from the bar. There's a lot of wood around the room and



A LOOK AT LUZ FROM A HILLSIDE JUST OFF THE BURGAU ROAD. THE YOUNG MAN IS FERNANDO SILVA OF "BAR CALHETA".

it shows off well against the white walls. The tables are set with blue cloths overlaid with white. The lighting fixtures are of red glass. It's a pleasant place to eat in.

Among the most popular starters are tuna-fish mayonnaise and home-made soups. Main-course favourites are fresh fish, steaks, and liver braised in wine. The star dessert may well be home-made vanilla and strawberry ice-cream, made with full cream. There are lots of other choices, too. And there is always a special dish of the day.

For diners whose wallets have gone a bit flat, the "Oxford" still offers a three-course tourist menu at 145\$00. Children can choose from a special children's menu, with main-courses starting at 35\$00.

The bar at the "Oxford" is open from 10:00 a.m. until midnight. (Snacks served from 11:30 a.m. until 2:30 p.m.) The restaurant is open for lunch from noon until 2:00 p.m. and for dinner from 7:00 p.m. until 10:30. Closed Mondays.

In the late 1960's real estate developers John Garveigh and David Symington founded a company called Panalgarve and began to create a villa complex in Praia da Luz. They started with a small swimming pool, a "club-house", and 38 villas and they called the development "Luz Bay Club".

Today, Luz Bay Club and its

associated Panalgarve developments, Luz Parque and Luz Beach Club, have something close to 200 villas. These are all individually owned, but most are managed by the Club. They can accommodate over 900 people at a single time, over 7,500 during the course of a year.

The beach is a short walk from the villas of Luz Bay Club and Luz Beach Club and a short drive from Luz Parque. But many visitors prefer to swim in a pool. The Club has two. Luz Parque has another.

The amenities of Luz Bay Club are available to guests in all three developments without charge.

In addition to the pools, there are: mini-golf; giant draughts (played on a huge marble board); a children's playground with swings, see-saws, and climbing frames made by the Club's carpenters and plumbers.

All of these are surrounded by the Club gardens, which are beautiful at any time of the year.

Food and drink are available at the pool bar and at the "O Jardim" restaurant on the Club grounds.

The responsibility for running this highly successful operation is divided between the General Manager, João Palma Moreira, and the Marketing Director, Barry Sadler.

João Moreira has been in the hotel business all his working life. He has studied hotel organization and management in Lisbon in Switzerland, and at the famed Hotel School of Cornell University in the United States. He was part of the team which opened the Hotel Penina.

Barry Sadler is a one-man sales force for the Algarve in general and Praia da Luz in particular. He came to the hotel business from the wine trade. In the Club's earlier, smaller days he was its Manager.

Barry is a good salesman. There was a time when virtually all of Luz Bay Club's guests came from the U.K. Now they come, in increasing numbers, from Holland, Sweden, France, Belgium, Germany and the U.S.A. This is largely the result of Barry Sadler's famous "soft sell".


Luz Bay Club has come a long way in the last ten years.

There are, of course, any number of independent properties for rent in Praia da Luz and the Luz area in general. Most of these are in what might be called the "residential areas" — Parque da Praia, Rua da Boa Pesca, Matos Morenos, Herdade de Funchal. There are rooms, apartments, fishermen's cottages, villas with gardens and swimming pools. Several agencies specialize in these. But if you want to come in the summertime, you'll have to plan far in advance.

Last September isn't a day too soon!

Luz is a nice place to visit. You just might find it a nice place to live.

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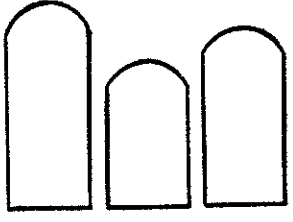
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