BEFORE THE
DIVISION OF SECURITIES
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

In the Matter of PACIFIC CORTEZ SECURITIES, INCORPORATED F/K/A LA JOLLA CAPITAL CORPORATION,	PETITION FOR ORDER
Respondent.	File No. S-99044(LX)

The staff of the Enforcement Unit, Registration & Enforcement Section, of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats. and as a result thereof alleges as follows:

1. Pacific Cortez Securities, Incorporated a/k/a La Jolla Capital Corporation (BD #24341) ("PCSI") is a broker-dealer firm with a last known business address of 4475 Mission Blvd., Ste. J, San Diego, CA 92109.

2. PCSI has been licensed as a securities broker-dealer pursuant to sec. 551.31(1), Wis. Stats., since April 23, 1993.

3. On July 9, 1998, the State of Delaware Securities Division filed a complaint requesting the revocation of the broker-dealer registration of PSCI on the basis of disciplinary action taken by other securities regulators and summarily suspended the registration of PSCI as a broker-dealer in Delaware, pending final determination of the administrative complaint.

4. On September 10, 1998, PCSI the Texas Securities Commissioner entered a disciplinary Order, Suspension & Reprimand against PCSI, alleging high pressure sales tactics, unauthorized purchases, and unregistered agent activity.

5. On January 14, 1999, a Preliminary Injunction was issued against PSCI and its past president by the San Diego Superior Court based on numerous allegations of securities law violations, including misrepresentations, unsuitability, failure to disclose shares restricted, failure to disclose conflicts of interest, unjust and inequitable principles of trade and unauthorized trading.

6. The actions against PCSI referred to in paragraphs 3 through 5 above provide a basis, pursuant to sec. 551.34(d), Wis. Stats., for the suspension or revocation of its broker-dealer license.

Therefore, the staff of the Enforcement Unit petitions the Administrator of the Division of Securities for the issuance of the attached Order pursuant to Ch. 551, Wis. Stats.

3/16/99

David A. Cohen — Date
Supervising Attorney
Enforcement Unit