

# ASSOCIATION BULLETIN

PUBLISHED BY THE RANCHO SANTA FE ASSOCIATION FOR THE BENEFIT OF ITS MEMBERS

Volume 5, Number 4

Rancho Santa Fe

May, 1958



Fast action like this will provide fun and excitement at the Second Annual Polo Tournament of the Country Friends to be held May 10 and 11 in Rancho Santa Fe.

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## Five Nominees for Board Of Directors Announced

The nominating committee named by the Association board of directors on April 4 reported last week their selection of five nominees for three board vacancies.

Named were J. Widman Bertch, David B. Dewey Jr., Ben F. Fletcher, William Weddell and Roger S. Woolley.

Three new directors are to be elected on June 9 to replace the following outgoing directors of the Association: Ward A. Miller, president; Arthur G. Thorne and Ray Grisct. The newly-elected directors will serve three-year terms.

J. Widman Bertch, age 57, has been a member of the Association since 1954. Born in Portland, Maine, he spent 34 years in advertising, and served as vice president of N. W. Ayer & Son, Inc., in charge of their Detroit office.

Bertch is a Dartmouth graduate with Army service in World War I. He was deputy director, Salvage Division, War Production Board, during World War II. He also directed a recruiting campaign for the U. S. Air Force as vice president and Washington manager of Geyer, Cornell & Newell, Inc.

David B. Dewey Jr., age 37, has been an Association mem-

ber since 1949. Born in Pasadena, he is a graduate of Pasadena City College and served in the Air Force as a fighter pilot during World War II.

Dewey was an aerodynamics engineer at Convair for six years and is now a member of the engineering firm of Dewey-Brooke & Fefferman of Rancho Santa Fe. He is local fire commissioner. He has six children.

Ben F. Fletcher, age 54, has been an Association member since 1953. Born in Kansas, he was resident manager of Paine Webber Jackson Curtis in Long Beach until his retirement in 1954. In the investment business since 1926, he served during World War II with U. S. Naval Drydocks, BuShips, in Wilmington, Calif.

William Weddell, age 52, has been an Association member since 1952. Born in Chicago, he was educated at the University of Chicago, earning a Ph.D. degree in 1929. Now retired, he is a former vice president of Leo Burnett Co., Inc., national advertising and public relations firm in Chicago.

Roger S. Woolley, age 33, has been a member of the Association since 1952. Born in Chicago, he is an attorney and an associate in the firm of John Gerald



**ON THE SLATE** — Posing together are the five candidates for office on the Association's board of directors who were named last week by the nominating committee. From left, they are Roger S. Woolley, J. Widman Bertch, William Weddell, David B. Dewey and Ben F. Fletcher (inset).

Driscoll Jr.

Woolley served in World War II in the U. S. Navy as lieutenant (jg). He was graduated from the College of William and Mary in

1947, attended the graduate school of economics, University of London and the Columbia University Law School, receiving his LLB in 1952.

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### Information Bulletin

of the

**Rancho Santa Fe Association**  
**Rancho Santa Fe, California**

Board of Directors—Ward A. Miller, president; Dr. Neil J. Randol, vice president; Raymond Grisct, Edwin H. Frazer, Harry Booth Jr., Stanford J. Tompkins, Arthur G. Thorne; W. A. Smart, manager; Thomas B. Robertson, editor.

## Honoring The Memory of George A. Richardson

### Civic Leadership Commemorated In Park Project

The memory of George Adams Richardson will be honored by his friends and associates both here and in the east through two major projects to carry on the work closest to his heart—the landscaping and beautification of Rancho Santa Fe.

As chairman of the Citizens' Committee for Mangore studies, Mr. Richardson has given Rancho Santa Fe strong civic leadership in community planning and beautification of the area. Just a week before his death he presided over a general meeting of this group at the Garden Club.

The George A. Richardson Memorial Park, situated between Los Morros and Rambla de las Flores at their intersection with La Granada, will be established as a landscaped recreation center.

In addition, donations are being received for the George A. Richardson Memorial Fund which will have as its purpose the beautification of school playgrounds and other areas. Donations are arriving both from his many friends at the Ranch and from friends and business associates in Chicago.

**Associated with Marshall Field**

Mr. Richardson, who passed away in his sleep of a heart attack on April 15, was associated for many years in the management of the Marshall Field estate and Field Enterprises, Inc., of Chicago.

Since 1941, Mr. Richardson has owned and operated The Inn at Rancho Santa Fe, one of the country's finest and best known resort hotels.

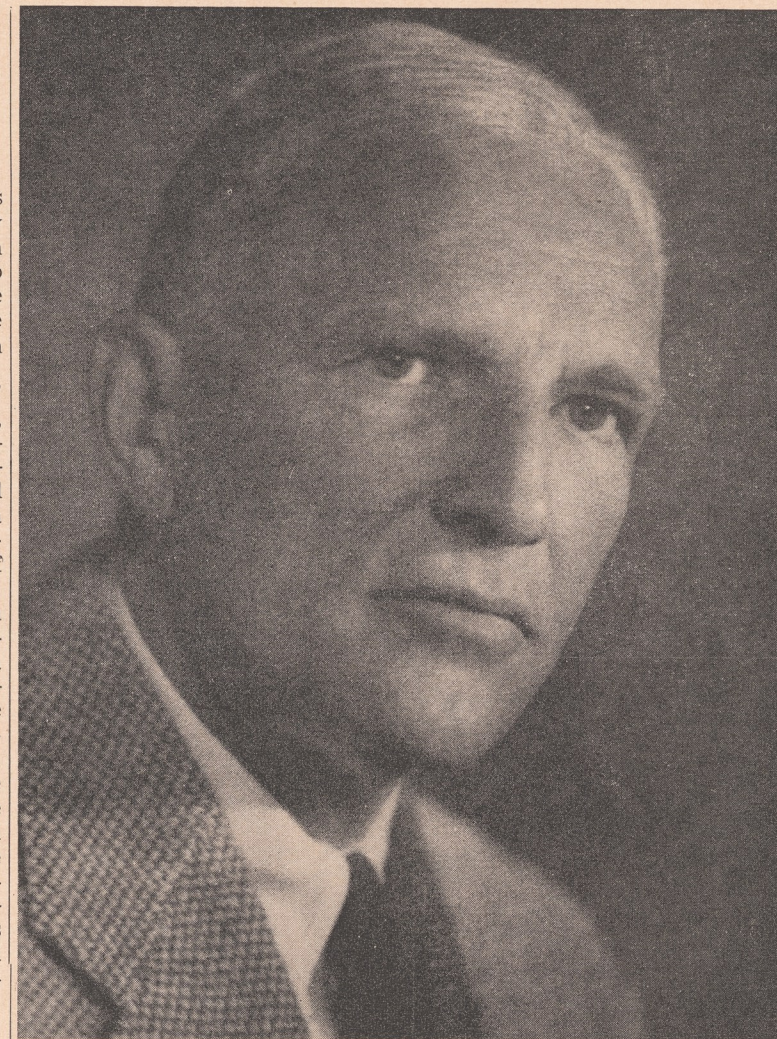
Born in Auburn, N. Y., on Nov. 23, 1887, the son of Mr. and Mrs. Frank Wood Richardson, he was graduated from Groton in 1906 and received his B. A. degree from Yale university in 1910. In 1918, he married Mrs. Anne Thompson Morse.

An outdoor man all his life and an ardent golfer, Mr. Richardson recalled with pleasure the three years he spent working as a ranch hand in Durango, Tex., just before World War I.

**Extensive Military Service**

He had extensive military service. In World War I he served as captain, Battery C, 149th Field Artillery; then as major and adjutant 171st Field Artillery Brigade, and subsequently as lieutenant colonel in the 865th Field Artillery, ORC.

His World War II service included duty as a lieutenant colonel in the Air Transport Com-



**GEORGE ADAMS RICHARDSON**

mand and later assistant director of the aviation division in the Surplus War Property Administration.

Mr. Richardson's Chicago business career began in 1914 when he became associated with Armour & Co. Later he joined the Northern Trust Co.

In 1921 he assumed executive duties for the estate of Marshall Field I. He served as one of the trustees of the estate from May, 1927, until Sept., 1943, when the estate was terminated.

Subsequently, he became an assistant to the late Marshall Field, founder of Field Enterprises, Inc., which publishes the Chicago Sun-Times. In August, 1944, he was elected a director and vice president of Field Enterprises, serving as vice president until March, 1945.

For a time, other duties occupied him. But in July, 1953, Mr. Richardson was again elected a vice president. He served in that capacity until last November, when the occasion of his 70th birthday prompted him to surrender some of his duties.

But he continued as director of Field Enterprises until the time of his death.

### Memorial Fund To Serve Ranch Beautification

The many friends and business associates of George A. Richardson, in seeking a way to honor his memory, have initiated a fund for the beautification of Association lands in Rancho Santa Fe.

This is a cause which was very close to Mr. Richardson's heart, according to one Association officer. "The creation of such a fund will further the work to which Mr. Richardson dedicated so much of his time and leadership," he added.

Friends wishing to contribute to the Memorial Fund may send their donations in care of the Association office or The Inn.

Among expressions received from the east so far is a proposal by the World War I veterans of Mr. Richardson's 149th Field Artillery battery to erect a flag pole in his honor at the George A. Richardson Memorial Park in Rancho Santa Fe.

**BOARD MEETS APRIL 17**

### Board Designates Park Memorial for George Richardson

To honor the memory of George A. Richardson and his many public services, and to provide a living memorial to his name, the board of directors of the Association resolved at its April 17 meeting to establish the approximately 12-acre park site adjoining the Riding Club as the George Richardson Memorial Park.

"This area will serve as a general recreation park for all of our citizens," said Ward A. Miller, Association president.

"We hope and trust that the site will be landscaped and beautified," he continued, "and we feel confident of this accomplishment with possible financial aid from the George Richardson Memorial Fund created by Mr. Richardson's hundreds of friends and associates."

The parcel of land dedicated to the memory of George Richardson, who died on April 15, will consist of between 10 and 12 acres for park use. An easement of approximately 200 feet across the northerly portion of the lot will be reserved for the Riding Club.

Also on the agenda of the meeting was vote of approval to a change in the Association's by-laws which will permit a candidate to withdraw his name from nomination under certain stipulated conditions.

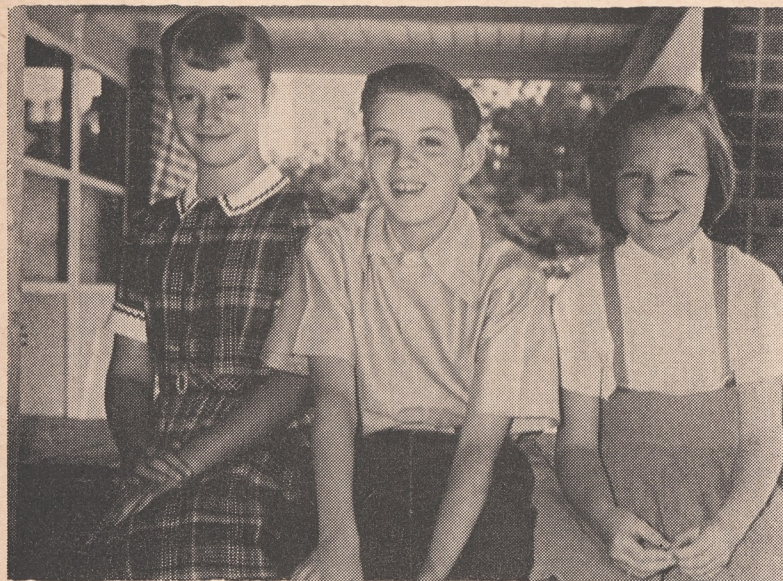
Section 4 of the by-laws was amended to read in part as follows:

"Effective May 1, 1958, a candidate may withdraw his name from nomination by giving written notice to the secretary of the Association at least 15 days prior to any election, provided that on the final ballot at least five candidates shall appear when there are three directors to be elected, and at least four candidates when there are two directors to be elected."

The board voted to address a letter to Dean Howell, County Planning Commission, requesting that permit for asphalt black-top plant on the Escondido road approximately 1½ miles from the Rancho Santa Fe boundary be granted with the provision that it be removed and the permit cancelled 45 days after completion of road work now underway.

The resignation of George Vernon Russell as architect mem-

(continued on page 10)



**NEW OFFICERS** — Recently elected to head student government at the Rancho Santa Fe School are, from left, Eve McIlwraith, treasurer; Paul Marvel, president; June Ann Gibbs, secretary. Home sick was Steve Tolson, vice president.

## School Board Seeks to Clarify Election Issue Misconceptions

The relationship of anticipated increases in the assessed valuation of Rancho Santa Fe property to the increase in school tax rate recommended by the school board was clarified recently by the report given to the Association by John McQuilken, county tax assessor.

In addressing the Association board at its April 17 meeting, McQuilken said that the average increase over and above the total 1957 assessed valuation for Rancho Santa Fe would be 35 per cent or less.

This district's 1957 assessed valuation consists of \$5,156,050 "secured" and \$57,870 "unsecured," for a total of \$5,213,920, McQuilken stated. The former category refers to real estate and improvements, and the latter to personal property, he explained.

If an anticipated increase of 35 per cent is applied to the secured proportion of 1957 assessed valuation, a new figure of \$6,960,667 would become the basis for estimating school revenue.

The California Education code requires that school districts reduce the secured value by 10 per cent in figuring their income from this source. In applying this to Rancho Santa Fe, a final estimate of \$6,264,600 is arrived at.

Based on the present 90-cent tax rate, and with school revenue estimated at \$650 for the unsecured portion, this increased assessed valuation would yield \$56,381 in school income for an

increase of \$11,381.00 over the present figure.

The new rate of \$1.34, which is being recommended by the school board to Rancho Santa Fe voters in the May 20 election, would raise \$83,945, based on the same 35 per cent increase in assessed valuation.

The present governing board of the school district is dedicated to the principle that it will never levy more money than actually required to balance the school budget, according to Hubert Brooke, school board chairman.

"If the voters in the district say 'yes' to this rate limit increase," Brooke said, "they can be assured that no more of it will ever be levied than actually needed to provide an educational program commensurate with the wishes of the community."

Basic school needs to be met by the increased revenue proposed are the following:

- (1) Salary for a full-time principal.
- (2) Salary for a full-time 5th grade teacher.
- (3) Salary for a full-time custodian.
- (4) Facilities for an adequate visual education program.
- (5) Additional school acreage.
- (6) Development of playground and equipment to at least conform with minimum county standards.
- (7) Landscaping and beautification of the school grounds.

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**Jacuzzi**  
SWIMMING POOL EQUIPMENT

## Ballet Students Go To La Jolla Classes

Five students in the new ballet classes which started recently in the Garden Club travelled to La Jolla for their classes on April 19 because the Garden Club was busily engaged with its annual art and flower show.

Off to join La Jolla classes in their own age group were Melody Giffin, Barbara and Pamela Warren, Judy Howe and Priscilla Fawcett.

Three ballet classes for children from first grade to high school age continue each Saturday afternoon at the Garden Club.

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## Garden Club Holds Its Second Annual Art and Flower Show

The art and garden sections of the Rancho Santa Fe Garden Club held their second annual Art and Garden Show on April 19 and 20.

A good turn-out of visitors saw the handsome flower arrange-

ments made by members of the Club's garden section to complement the colors and composition of paintings made by members of the art section and artists of the north San Diego County region.

Mrs. John C. Rule is chairman of the garden section, and Mrs. Lewis L. Lintner of the art section.

Flower arrangements at the show were supervised by Mrs. Charles S. Ames Jr. The children's room was in charge of Mrs. Neil J. Randol.

A luncheon was held on the first day of the show at the Country Squire to honor north county artists who have given talks or contributed in some way to the art section of the Garden Club.

chandise for a total of \$4335.71. The restaurant and bar grossed \$5541.01, Smart reported.

Smart also gave a progress report on the Lisle & Leif Company subdivision question.

Association President Ward A. Miller reported on the Boy Scouts of America, on progress toward a retirement fund for Association employees and on the work of the Mangore Corporation.

## Nominating Unit Picked April 4

(continued from page 2)

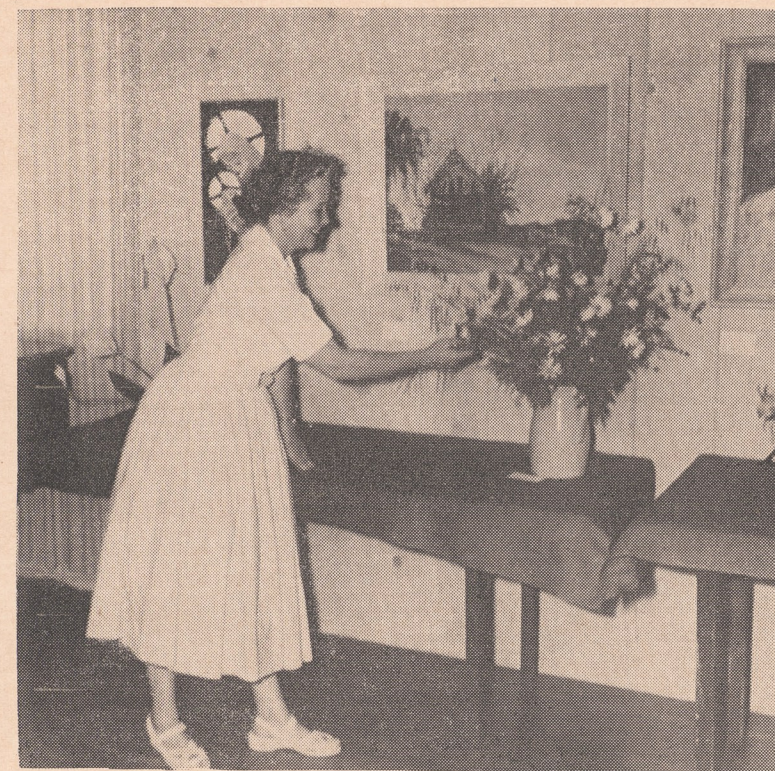
ment of a portion of lot on Los Morros was considered and also earmarked for the usual channels.

R. E. Badger addressed the board on the subject of Santa Fe Irrigation District covenant acceptance, schedule C.

Glenn F. Lewis, building commissioner, presented his report on construction during the month of March.

The Association's secretary-manager, W. A. Smart, reported gross revenue during March as \$18,825.47.

Green fees account for \$5703.75 of this in cash and \$3245.00 in advance playing privilege. The golf shop yielded \$1097.00 from carts, \$324.32 from storage charges, \$2.50 from lockers and \$2911.89 from service and mer-



**ARTS AND FLOWERS** — Mrs. Edward A. Merrill, Jr. admires the flower arrangement made to go with the painting she exhibited in the Garden Club's art and flower show held April 19 and 20. Mrs. Merrill's picture is titled "Homestead."

## Village Church Offers Double Sunday Services

Sunday morning worship services at the Village Church are now scheduled at 9:30 and 11:00 a.m., according to an announcement by Rev. Chester L. Tolson, pastor.

Replacing the single service formerly held at 10 a.m., the new schedule was decided upon to assist parents who wish to bring their children to the church school which meets at 9:30 a.m.

Church school is held at the old school building, and both adult worship services take place at the Garden Club, Rev. Tolson said.

The last of a series of eight sermons on the Beatitudes will be given this coming Sunday by Rev. Tolson. These are based on Christ's Sermon on the Mount.

## Church Bible Study Groups Start

The Book of Romans will be the subject of six Bible study classes which start at the Village Church today.

Scheduled to meet at 10:30 a.m. each Thursday in the old school building, the classes are sponsored by the Village Church women, but are open to all interested persons.

Rev. Chester L. Tolson will instruct the groups. Husbands who can do so are particularly urged to attend.



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# Gala Week-end of Polo Planned for May 10, 11

## Polo Tournament Slates 4 Teams

The week end of May 10 and 11 will be "the greatest" as far as polo is concerned in Rancho Santa Fe.

Four notable teams will converge on the local polo field to compete in the Second Annual Polo Tournament of the Country Friends.

Proceeds from this gala event will be divided among three charitable agencies — the San Diego Children's Home, the Boys' and Girls' Aid Society of San Diego and the Sheltered Workshop of San Diego.

Matches will start on both days at 1 p.m., according to Mrs. Walter C. Wencke, tournament chairman. The gates will open at noon.

Mrs. R. G. Medicott is co-chairman for the event.

The San Francisco "Golden Gate" team will be lead by Captain Bob Smith and Peter Hitchcock (no relation to his famed namesake Tommy Hitchcock). Smith is rated the world's longest hitter and has polo's highest rating of five goals. He is known as the "Babe Ruth of polo."

The Palm Springs "Red Diamonds" include another world-famed player, Allen Scherer. He is rated a four-goal man, and was formerly polo coach at Stanford.

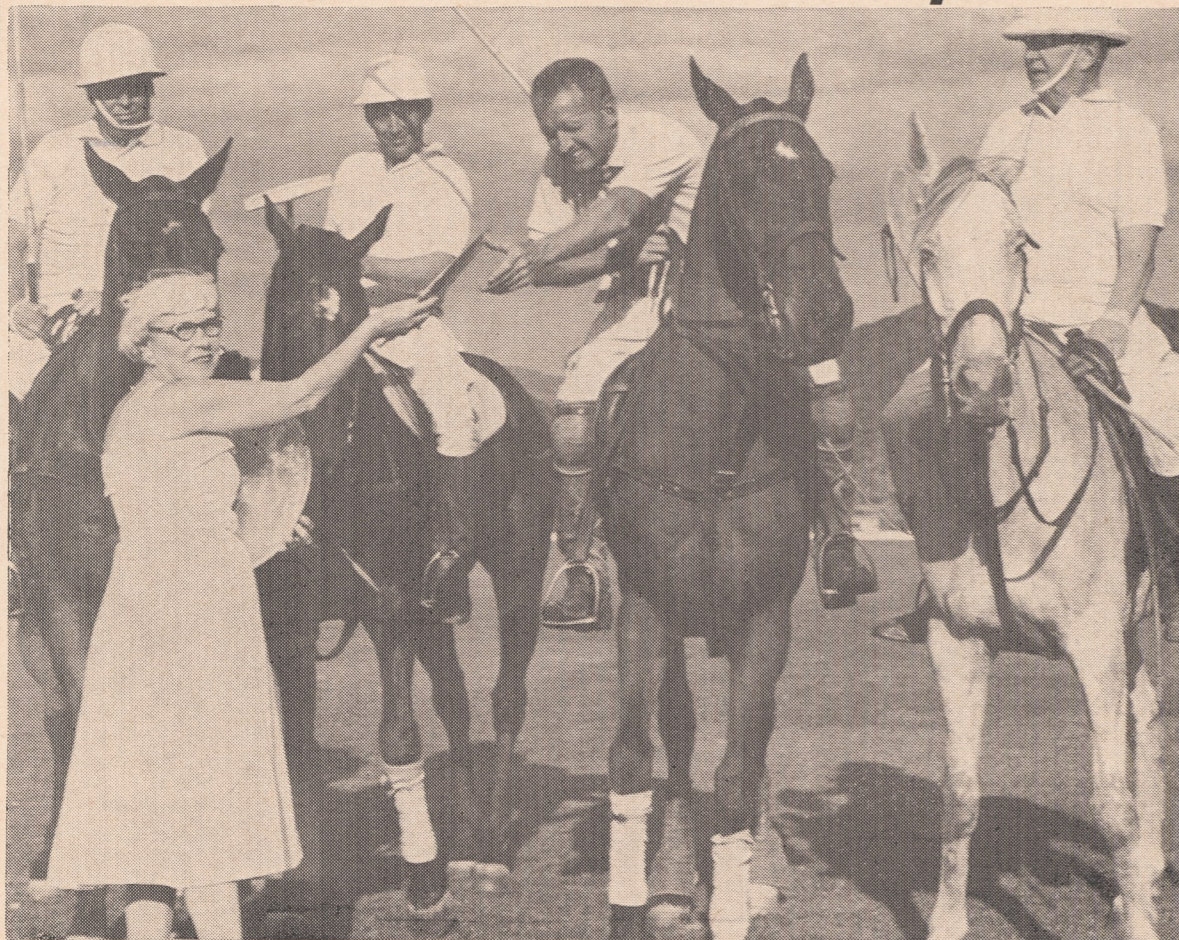
Third competing team will be the Long Beach "Valencia" aggregation.

Defending the honor of this area as home-team will be the La Jolla-Rancho Santa Fe polo team comprising Willis Allen of La Jolla, Gale Medicott of Rancho Santa Fe, Lisle Nixon of Rancho Santa Fe, and Don Howden of Beverly Hills.

Umpiring the matches will be Henry Untermeyer of San Francisco, West Coast representative of CBS. Other notable polo personalities who are expected to be present as spectators include William Tevis of San Francisco and Palm Springs, and L. C. Smith of San Francisco who is an official of the National Polo Association.

Spectators at the polo matches will be seated at umbrellas for six. Parking space overlooking the field will also be made available for 200 automobiles to accommodate those who prefer to watch the games from their cars.

Admission tickets for the matches are now on sale, and may be secured locally from Mrs. Peter J. Van Benschoten



ON THE HOST TEAM — Among the four who will play on the La Jolla-Rancho Santa Fe "home team" are, from left, Gale Medicott, Lisle Nixon and Willis Allen. With them, at right, is William Tevis of San Francisco and Palm Springs, well-known in polo circles. Mrs. S. R. Black awards a trophy won by the group on March 31 at the new Eldorado Grounds, Palm Springs.

or Mrs. Dorothy B. Patton, general ticket chairman. Priority of purchase will determine the choice of tables.

Country Friends was founded four years ago with a membership of 70 women. Today it numbers over 700 — a tenfold growth.

The organization contributes each year to 12 charities in San Diego County. It has raised more than \$40,000 to date.

Every penny of net proceeds from events such as the polo tournament, as well as net profits from the Country Friends Trader Shop in the village center, are distributed to needy agencies.

The glamour of the gay polo week end will be enhanced by antique cars provided through the Horseless Carriage Club, San Diego regional group, which will transport spectators from their cars to the playing field.

The Recruit Drum and Bugle Corps and the Naval Training Center Band from San Diego will entertain between chukkers on Saturday and Sunday respectively.

Matches will be announced by Malcolm Rossoll, who comes for (continued on page 11)

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## ART JURY MEETS APRIL 11

# Resignation of Architect Member on Jury Announced

The resignation of George Vernon Russell as professional member of the Art Jury was announced at the April meeting. Dr. Victor E. Stork, alternate member, was appointed by Chairman Claude A. Welles to vote as a regular member pending appointment by the board of directors of a permanent replacement.

Russell came to the Association to fill the unexpired one-year term of Thomas L. Shepherd in 1956. According to Association by-laws, this important position will be refilled on the basis of recommendations to be sought from the San Diego County chapter of the American Institute of Architects.

At this meeting, the Art Jury approved eight applications, deferred action on one and considered twelve others. Permits were also issued in four other cases in connection with which additional showings had been presented since the last Art Jury meeting.

Permits in this latter category were issued to Albert E. Stein for a change in terrace, to Forest Monroe for a residence and garage, to S. A. Swendsen for a pool and to George M. Robertsen for a lath house.

Approval was given to the application of Herbert W. Hall to construct a residence and garage on Paseo Delicias at Romero with changes as noted on plans.

Approval was given to the application of A. C. Ridland to construct a guest house on a portion of lot 9, block 32, to Carl Muench to construct a garden shed on Via de Fortuna and to Dale Kramer to construct a pool on Linea del Cielo.

Approval was also given to Alex Krisel and associates to make changes in a multiple unit on Paseo Delicias, to the request of E. J. Evans to erect a flag pole on Lago Lindo, and to the preliminary application of Felix Nelson to construct a residence and garage on Linea del Cielo.

The jury visited the property of Capt. Hans Karl Georg and approved his original plans for a carport. They also approved exterior color samples for a residence and garage being constructed by A. W. Buck.

Consideration was given to the preliminary application of Eugene L. Freeland to construct a residence and garage on Las Planideras. Additional showings are requested.

The application of Marvin Tackett to construct a residence

and garage on El Acebo was considered. Additional showings were requested in connection with application of Colonel R. P. Mortimer to construct servants' quarters, garage and stables on La Noria.

Consideration was given to the application of Kenneth E. Knudson for keeping two horses on his property at Lago Lindo and Del Norte. The jury's opinion is being submitted to the board of directors.

The jury gave consideration to the covenant acceptance executed by Richard C. Blackledge on his lot in Anza Heights. Provisional approval was given, pending minimum building cost restriction be changed to read \$6,000.

Applications for subdivision or realignment were considered in behalf of Dr. Charles H. Graves (corner of Paseo Delicias and La Valle Plateada), William M. Seline (on Lago Lindo), David Hire and Joe Wolfe (on El Secreto), Lisle & Leif Company and the Santa Fe Irrigation District (on Rambla de las Flores).

Action was deferred by the Art Jury on the request by John Cave Rule to subdivide lot on corner of Camino Selva and Via de Santa Fe.

Chester Root met with the jury and conferred regarding the George Brent purchase of John Rice property on Las Flores.

Glenn F. Lewis, building commissioner, rendered his building report for March. It was ordered filed.

## Land Transfers

(Continued on page 12)

The following real estate transfers were recorded since the last issue of the Bulletin. Purchasers whose names are set in bold-face type are new covenant members of the Association.

Emmet J. and Patricia F. Mannon to **Frank R. and Kathryn H. Brown**, portion of lot 1, block 29.

Elbert J. and Hope M. Evans to **Burnell H. and Constance R. De Vos**, portion of lot 1, block 19. Mrs. Maryette S. Pendleton to **Howard W. and Marjorie T. Freck**, lot 36 of map 2129.

John E. and Harriet C. Howe to **John B. and Virginia S. Morse**, portion of lot 1, block 43.

Karl F. and Phoebe L. Gantner to William and Gertrude Schofield, portion of lot 1, block 10.

Elbert J. and Hope M. Evans to Sun Finance Company, portion of lot 1, block 19.



PLANNING AHEAD — Mrs. Walter C. Wencke, polo tournament chairman, left, confers with Mrs. La Motte Cohu, first vice president of the Country Friends.



AT THE WISHING WELL — Gathered to work on advance arrangements for the Country Friends' second annual polo tournament are, from left, Mrs. William De Haan of Leucadia, Mrs. Edward Havens and Mrs. Dorothy Patton of Rancho Santa Fe.

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### "Kentucky Derby", President's Cup Scheduled

Next event in the spring golf calendar is the annual Kentucky Derby Sweepstakes tournament this coming Sunday.

Foursomes will consist of three men players and one lady. Play will be by best ball of the foursome. Members may sign up for this match until Sunday morning, according to golf club authorities.

The annual President's Cup tournament will be played at Rancho Santa Fe the following two Sundays, May 11 and 18.

This will be a medal-play event in three flights: President's, Governor's and Duffer's. Handicaps will be in effect.

There will be prizes for winners and runners-up in each flight.

Last week end, the men's best-ball-of-partners tournament was played. Results, however, were not available at press time for this issue of the Bulletin.



READY TO TEE OFF — Among Rancho Santa Fe women golfers who competed in the Women's Golf Association Tournament opening day were, from left, Mrs. L. A. Roy, Mrs. R. Anderson and Mrs. J. Huntley.

### Horse Show Set For June 21, 22; Chairmen Named

Plans were made at a meeting on April 18 for the Riding Club's 1958 horse show, scheduled for June 21 and 22.

Mrs. Howard Clinton is horse-show chairman, and the meeting was held at her house.

Rancho Santa Fe is very fortunate, she said, to have as horse show manager and announcer Melvin Miller of El Cajon, a well-known person in equestrian circles.

Mrs. L. K. Pratt will serve as entry clerk; Vernon M. Bruns as ring master; R. M. Crichton as gate steward, and Mrs. V. M. Burns as publicity chairman.

Trophies, ribbons and stakes will be the responsibility of R. B. Todd and Mrs. J. R. Huettner. Ed Walls and Charles A. Chapin will have charge of program advertising.

Mrs. Robert Brunson will be responsible for boxes; Mrs. M. R. McColley will be ring clerk, and Mrs. Edward D. Havens will serve as horse show secretary.

#### TO GARDENERS

### Water in Depth, Don't Sprinkle

Some hot summery evening you may have an urge to give your garden a sprinkling. Well, control that urge. The light sprinkling that seems to cool things off really does the plants you love no good. All plants must be watered to the very limit of root growth. This depth varies from about 2 inches for lawn roots to 8 or 9 inches for tomatoes. One of the tricks of good gardening is to know the root depth of your plants and see that you reach that limit when you water.

### Public Meeting To Hear Mangore Report May 14

Following the joint April meeting of the Citizens' Committee for Mangore studies and the Association board of directors, a second public meeting for the presentation of a second Mangore report to deal with governmental procedures was announced.

Important considerations concerning local government and recommendations for future procedures will be outlined by Mangore Corporation officers at the Meeting House at The Inn on Wednesday evening, May 14, at 8 p.m.

Dr. Mir S. Mulla of the University of California department of entomology will also be present to report on a research program being conducted currently on the problem of gnats in the Rancho Santa Fe area.

Further details concerning the meeting and its agenda will be mailed to all residents of the Rancho Santa Fe area.



MEET WITH COUNTY OFFICIALS — Gathered for luncheon on April 23 to discuss sanitation problems on the Ranch were these members of the Citizens' Committee for Mangore studies: Seated, from left, Dr. Victor E. Stork, Warren Barney, County engineering chief, Dr. Herbert Willy Meyer, meeting chairman, Jean L. Vincenz, county director of public works, Ward A. Miller and Leon P. Janinet. Standing, from left, Claude A. Welles, Hubert Brooke, Arthur G. Thorne, W. A. Smart, William Weddell, Capt. B. F. Jenkins, Russell Q. Fellows, Raymond H. Gordon, Edward H. Frazer, R. M. Clotfelter, Harry W. Booth Jr., Roy J. Kirby and Ray Griset.

### Recent Arrival Opens Studio

Howard W. Freck, who with his wife and children recently purchased a house in Rancho Santa Fe, announces the May 1 opening of a new interior design studio with adjacent art gallery at 1224 Prospect Street in La Jolla.

A recent arrival from Grand Rapids, Michigan, Freck formerly operated a chain of theatres in the Michigan city. He is a World War II veteran, having served as a major in the tank destroyer corps.

In the partnership with Freck in the new venture, William James Inc., is James Erdman, also from Grand Rapids. An immediate past president of the Michigan chapter of the American Institute of Decorators, Erdman was design coordinator for the Grand Rapids Furniture Makers' Guild.

### Newly Opened in Solana Beach

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TAKE ME OUT TO THE BALL PARK — Off to watch the Dodgers and Giants tangle in their opening game at Memorial Coliseum are these happy gentlemen of Rancho Santa Fe. Their chartered bus is air conditioned against the L. A. smog.

### Board Meets Apr. 4

(continued from page 3)

ber of the Association's Art Jury was accepted by the board, and a committee was appointed by President Ward A. Miller to contact personally and interview three architects recommended by the American Institute of Architects, San Diego Chapter.

Serving on this committee are Harry W. Booth Jr., E. H. Frazier, Stanford J. Tompkins and Art Jury President Claude A. Welles.

They were charged with the responsibility of reporting their selection at the next board meeting for a candidate to be appointed architect member of the Association Art Jury. President Miller and Secretary-Manager W. A. Smart will accompany the committee in its interviews.

Candidates recommended by the AIA for this post are Ray

Jung, Sim Bruce Richards and Lloyd A. Ruocco.

The following applications were approved:

Kenneth E. Knudson to keep two horses at location on Paseo Delicias and Lago Lindo; Howard L. Wellman to keep three horses on Linea del Cielo.

Request to subdivide a lot on Valle Plateada was granted to Dr. Charles H. Graves subject to a favorable percolation test by a licensed engineer being furnished to the board. Deeds are to carry a clause that stipulates a 5-foot easement along each property line to be set aside for public utilities.

Requests of the Santa Fe Irrigation District to subdivide four lots on La Noria, on San Elijo, on Via de Fortuna and on Camino Viejo were granted subject to similar easements being set aside for utilities.

Subject to the same utilities

easement stipulation were approvals of requests by William M. Seline for subdivision of lot on Lago Lindo and Avenida de Acacias; by David Hire and Joe Wolfe for subdivision of lot on Los Morros; by Mrs. Lillian I.

Whittaker to subdivide lot on El Secreto, and by Lisle & Leif Company to subdivide lot on Rambla de las Flores. Approval was also given to Gilbert S. Currie for realignment on Los Morros.

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3.76 acres  
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with beautiful view.

\$12,000.

### Gala Week-end

(Continued From Page 6)

the occasion from Granada Hills.

Food and beverages of a high standard of excellence are anticipated, since the chairman in charge of refreshments is Paul Lloyd of Rancho Santa Fe, a long-standing member of the Los Angeles chapter of the International Wine and Food Society.

Assisting Mrs. Wencke and Mrs. Medlicott with the thousand-and-one detailed arrangements so essential to the success of such an undertaking are the following committee chairmen:

Mrs. A. C. Ridland, Courtesy Secretary; Mr. and Mrs. Clifton W. Power, Entertainment; Mr. and Mrs. Paul E. Lloyd, Food and Beverage; Mrs. L. W. Vidler, Paid Newspaper Advertisements; Mr. R. C. Blackledge, Parking and Post - Game Arrangements; Mr. and Mrs. Robert C. Gordon, Public Address System; Mrs. LaMotte Cohu, Patrons; Mrs. Vernon M. Burns, Posters; Mrs. Robert Brunson, Poster co-chairman; Mr. and Mrs. Lester Walls, Pre-Game Arrangements; Mr. and Mrs. Frank Watts, Pre-Game co-chairmen; Mrs. Thomas P. Faulconer, Program; Mrs. Cecil Gary, Program co-chairman; Mrs. Van A. Goodrich, Program Signatures; Mrs. Edmond M. Sullivan, Publicity; Mrs. Elliott C. McIntire, Prizes; Mr. and Mrs. Roger S. Woolley, Program Sales; Mr. and Mrs. Richard B. Todd, Program Sales co-chairmen; Mrs. Edward D. Havens, Recording Secretary; Mrs. Dorothy Patton, Tickets; Mr. and Mrs. James L. Smith, Ticket Takers; Mr. and Mrs. William J. Herbert, Ushers.

Regional Directors: Mrs. Ralph W. Dusenbury, Carlsbad-Oceanside; Mrs. Waldron J. Cheyney, Del Mar-Solana Beach; Mrs. William DeHaan, Encinitas-Leucadia; Mrs. Charles R. Considine, Escondido - Valley Center; Mrs. Sedgwick W. Fraser, La Jolla; Mrs. C. J. Wittmer, San Diego; Mrs. Harry C. Riddle, Vista-Fallbrook-Bonsall.

Sponsors for the event, as recorded when this issue of the Bulletin went to press, are the following:

Rancho Santa Fe: Mr. and Mrs. LaMotte Cohu, Mr. and Mrs. Alex DeBakcsy, Mr. and Mrs. Gifford C. Ewing, Mr. and Mrs. Thomas P. Faulconer, Mr. and Mrs. Robert C. Gordon, Mr. and Mrs. Cecil G. Gray, Mr. and Mrs. Charles W. Haugsten, Mr. and Mrs. Paul E. Lloyd, Mrs. Dorothy B. Patton, Mr. and Mrs. Walter C. Wencke, Mr. and Mrs. Harry E. Wenz, Mr. and Mrs. Walter C. Young.

Messrs. and Mmes. Edward R. Woolley, Warren Shipway, Rich-

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ard B. Todd, H. K. Georg and Mrs. H. L. Whitney.

Listed below are patrons for the event, according to the latest available record:

Rancho Santa Fe: Mr. and Mrs. Victor Barton, Mr. and Mrs. J. Patterson Cabell, Mr. and Mrs. J. Manchester Cook, Mr. and Mrs. Carl W. Croft, Mr. and Mrs. W. Russell Fawcett, Mr. and Mrs. Howland Ford, Mr. and Mrs. Alfred A. Gregory, Mr. and Mrs. Raymond Grisct, Mrs. Elliott C. McIntire, Mr. and Mrs. Arthur C. Perry, Mr. and Mrs. Keith Powlison, Mr. and Mrs. Edmond M. Sullivan, Mr. and Mrs. R. Victor Venberg, Mr. and Mrs. H. G. Wall.

Messrs. and Mmes. J. Patterson Cabell and William A. Smart.

Members of the Rancho Santa (Continued on Page 12)

### THE TRADIN' POST

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 California  
 Permit No. 15

# Emergency Clearance Center Operating at Fire Station

If an emergency occurs and you need help in a hurry, what should you do?

For residents of Rancho Santa Fe, the answer to this question is provided in part by the emergency clearance center established at the district fire station.

In any emergency for which you need immediate help, just telephone PLaza 6-1126.

Thanks to the fire district commissioners and Fire Chief Jim Fox, all emergency calls as well as fire alarms will be handled over this number, and help will be found without delay.

Whether it's a call for the doctor or the police or for any other urgent necessity, help will be on its way in a hurry through the fire department, Chief Fox said.

For police assistance, however, Deputy Sheriff Marion T.

## Chairmen Named For Children's Home Campaign

Mrs. C. Gray Stewart and Mrs. Paul E. Lloyd have been named co-chairmen of the Rancho Santa Fe campaign to raise capital funds needed to build a new San Diego Children's Home.

Mrs. William C. Cooke, president of the board of directors of the Children's Home, announced the appointments. Mrs. Stewart is secretary of the board of directors and Mrs. Lloyd is a former board member.

The Community Chest of the San Diego area has approved this capital funds drive for the home. It must vacate its present site in Balboa Park to make way for the new Date Street freeway, soon to be built.

The City of San Diego has given the home nine acres in the northeast part of Linda Vista, and plans approved for the new home include three cottages, two buildings, landscaping and streets and sidewalks.

The City is also reimbursing the home in the amount of \$160,500 for the loss of its present buildings. A total of \$89,200 is needed to complete the financing of the new home site.

Mrs. Cooke said that gifts of money, securities, real estate or other property are being solicited.

The Children's Home has served the needs of San Diego County since 1888. During these 70 years, the home has cared for more than 6000 homeless and neglected children.

Charles can be called directly at PLaza 6-1730.

The fire station is equipped with an artificial resuscitator and medicinal oxygen supply.

Its operations center has been equipped recently with a handsome new built-in desk and communications unit. It was built as a contribution by Edward H. Schriefer, and houses both Civil Defense and fire department two-way radio equipment and CONELRAD radio receiver with intercom speaker network throughout the fire station area.

Two new first aid classes are underway, having started in mid April, Chief Fox reports. One is a junior class for the American red Cross certificate, and the other a standard adult first-aid course. He teaches both.

Some houses on the Ranch are being equipped by their owners with excellent new local-area fire alarm systems, Fox said. These automatic alarms are sensitive to any abrupt increase in room temperature, and activate a loud bell which awakens occupants or summons neighbors in case of fire.

## TRANSFERS

(Continued from page 7)

John R. and Lillian E. Tanner to Mrs. Wardie B. Cook, portion of lot 8, block 34.

Felix and Gunnil Nelson to W. D. and Mildred R. Heintz, lot 155 of resub. of portion of Rancho Santa Fe map 2129.

## Gala Week-end

(Continued From Page 11)

Fe Junior Riding Club will handle program sales.

On Saturday, they will be Dee Devine, Marcia Schofield, Kitten Faulconer, Robin Pichel, Nancy Busche, Karen Knudson, Karin Stout, Dordi Venberg.

On Sunday, programs will be sold by: Ellen Randol, Noanie DeBakscy, Jan DeBakscy, Susan Irvine, Gloria Hellyer, Toddy Todd, Stevie Harrington, Penny Brooke, Carol Rice, Pat Gordon.

Handling programs in Rancho Santa Fe are the following:

Mrs. John B. MacFall, Mrs. William Apple, Mrs. John Bancroft, Mrs. Victor Barton, Mrs. R. C. Blackledge, Mrs. Charles Chapin, Mrs. Gilbert Clarke, Mrs. R. M. Clotfelter, Mrs. R. C. Francisco, Mrs. Roger Ketron, Mrs. John Lee, Mrs. Ted LeFevre, Mrs. Robert J. Lutz, Mrs. Howard Otten, Mrs. Robert Pat-

## RSF Fire Station Open to Visitors

In recognition of Fire Service Day, designated by Governor Knight for Saturday, May 3, the Rancho Santa Fe Fire Station will be open to all residents of the Ranch from 10 a.m. to 5 p.m.

Parents are invited to bring their children for a tour of the fire station, and to acquaint themselves with the district's fire-fighting facilities.

naude, Mrs. Neil Randol, Mrs. Chester Tolson, Mrs. Earl Boteler, and Mrs. James Stockton.

Ushers for the event will be: Mr. and Mrs. William J. Herbert - Chairmen, Mr. and Mrs. Robert L. Smith, Mr. and Mrs. Richard McClure, Mr. and Mrs. Al Dutton, Mr. and Mrs. David

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