



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

Volume 5, Number 1

Rancho Santa Fe

January, 1958

# Community Launches Studies Based Upon Mangore Report

Background of this cover page reproduces a portion of one of the maps displayed by Mangore Corporation at public meeting January 6.



GETTING DOWN TO WORK — On community planning, with the Mangore Report as a guide but, as chairman George Richardson, center, has pointed out, not a hard-and-fast blueprint. He's pictured at meeting of the general Committee for Mangore Studies with Ward Miller, right, Association president, and William Weddell, left, co-chairman.

## Subcommittee on Sanitation Files Report At First Session of Study Group Chairmen

The first bi-monthly meeting of chairmen of the subcommittees on community planning, held Jan. 16 in the Association board room, was highlighted by a preliminary report from the Health and Sanitation committee, presented by its chairman, Dr. Herbert Willy Meyer.

While the primary aim of the initial meeting was to set up planning objectives in chronological order and to establish correlation between committees on overlapping projects, a major part of the meeting was focused on the important public health aspects of various immediate proposals.

It was recognized that the Health and Sanitation committee's work must be closely correlated to the problems of zoning, a community swimming pool, and the parks and recreation studies.

Dr. Meyer reported on his subcommittee's initial meeting and its studies to date, and especially upon a questionnaire which has been sent to all families in

Rancho Santa Fe. Some portions of the letter accompanying the questionnaire are indicative of the scope of this committee's task:

"The subcommittee on Sanitation and Sewerage Disposal of the Citizens' Committee is planning to make a careful study of numerous problems involved.

"We cannot risk the damaging effects of a possible epidemic or disease as the result of poor and improper sanitation . . . Proper and adequate sanitation and sewerage is absolutely essential toward this end.

"We are enclosing a brief questionnaire. Kindly answer the questions. This is most important for your own sake and the entire community. Please return the questionnaire in the enclosed envelope as soon as possible."

The committee, which includes also Dr. Victor Stork, Leon Janinet, Dr. C. W. Leib and Arthur Thorne, at its first meeting discussed the general problem

and agreed that its studies should include the sanitation aspects of a community swimming pool, in which its work would overlap that of the Parks and Recreation committee.

Dr. Meyer reported that he had written a letter to the county



DR. HERBERT WILLY MEYER  
Sanitation Committee Chairman

Public Works department division of sanitation and sewerage, and had conferred with Dr. J. B. Askew, county health officer, and his associates, Messrs. Walsh and Banta, and was assured of their cooperation.

"There are apparently many serious sanitation problems on the Ranch due to geology and topography rather than to the size of the property. They gave me some helpful and interesting literature which your committee will study," the chairman's report said.

A lengthy conference also was held with Charles Oldsen, S a n

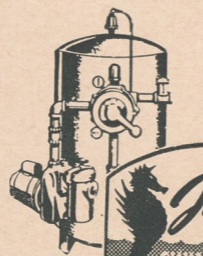
(continued on page 5)

**VILLAGE FORGE**  
Firescreens made to order  
"Any size—any shape"  
1646 N. Hiway 101 Ph. 3-1641

For that new pool SPECIFY...  
  
**Jacuzzi**  
SWIMMING POOL EQUIPMENT

Be sure the equipment for your swimming pool bears the name "Jacuzzi". Jacuzzi's engineering know-how and years of nationwide experience are your assurance of lasting satisfaction.

Complete sand-type filters, vacuum cleaners, lights, brushes, ladders . . . everything for your pool.

BE CHOOSEY BUY JACUZZI!  
  
**Jacuzzi**  
SWIMMING POOL EQUIPMENT

**Webb Bros.**  
DISTRIBUTORS  
252 W. GRAND AVE.  
ESCONDIDO

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 Griset, Edwin H. Frazer, Harry Booth Jr., Stanford J. Tompkins, Arthur G. Thorne; W. A. Smart, manager.

## Mangore Officials Outline Key Points in Their Survey; 240 at Meet Hear Chairman Explain Planning Procedure

Rancho Santa Fe didn't "just happen."

Actually there aren't many communities which show comparable evidence of foresight and planning. To date it's been accomplished largely through the Association and the Art Jury backed up by the covenant.

How planning-conscious the residents of Rancho Santa Fe are was demonstrated when some 240 of them turned out for the meeting Monday, Jan. 6, in the Meetin' House at the Inn, for a meeting which in a sense inaugurated a new chapter and a new phase of planning—though it really had its beginning months earlier when the Association board contracted with the Mangore Corporation to prepare the exhaustive surveys which at this meeting were first unveiled in summary.

The Mangore Report is going to receive a lot of attention and will be the subject of extensive discussion in coming months. A limited number of copies are available for loan to interested Association members. As space permits, portions of the report will be reprinted in the Bulletin at the direction of the Committee for Mangore Studies headed by George Richardson with William Weddell co-chairman. The present account deals with the introductory meeting, and only with the report itself as it was summarized by Mangore officials at that meeting.

Chairman Richardson, the final speaker, introduced by Association President Ward Miller, shed significant light upon future procedure, particularly when he



GEORGE RICHARDSON  
Study Committee Chairman

pointed out that the Mangore report is not in itself a fixed "blueprint" to be followed to the letter, but a chart designed to guide the local committee in viewing the problems at the local level.

Nor is the committee a new regime to be imposed upon the community, he said, but a group

of citizens concentrating upon crystallizing a plan of action for the community and reporting to the Association board.

He suggested a series of priorities for action, starting with zoning and the issue of subdivision, business district expansion with special attention to parking, then parks and recreation including consideration of a community swimming pool, and highways with special attention to keeping heavy traffic out of town.

The problem of government he said, would be considered only after a report on all other problems is compiled and submitted to the Association board of directors.

Every person is familiar with his own characteristics, but is nevertheless interested if some unbiased persons analyzes them. Sometimes he'll learn something new and surprising. Thus there was keen interest in the summary presented by Alexander Cloner, executive director of Mangore.

There are in Rancho Santa Fe at present—or were when the survey was made a few months ago—432 residential units, 86 per cent of them covered by the covenant. Members of 118 of the 432 households were interviewed and thus the sampling was much more general than in most public opinion polls.

The interviewers found that maintaining a peaceful, quiet community with the facilities for gracious living and a high degree of privacy was a primary ambition of most Rancho residents.

They found at the same time that there is an unusual degree of homogeneity in the population. The heads of most households are retired, or engaged in professional or managerial tasks, most incomes range from \$6000 to \$15,000 per year, nearly all have a four-year college education or more.

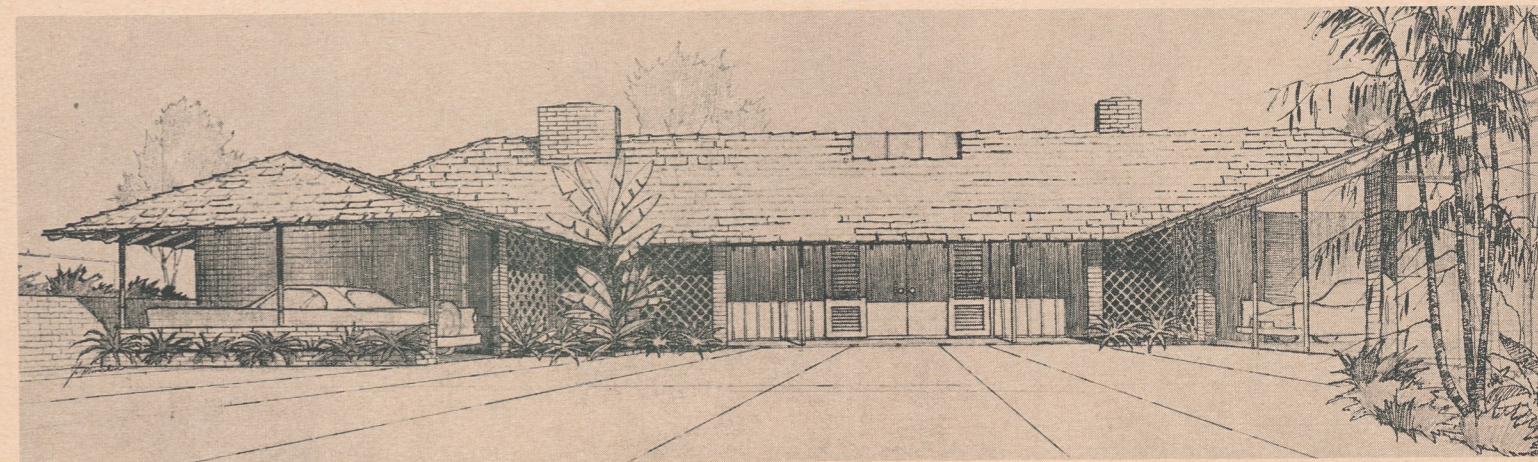
There is a strong feeling of identity or "belonging" in the community and there is a tremendous interest in civic and public affairs, attested by the fact that an almost unprecedented 82 per cent are registered voters.

Though obviously they want to live in a distinctly rural atmosphere, a majority of persons interviewed thought Rancho Santa Fe should have a more complete business district providing more services than at present, and a substantial percentage of respondents indicated that more community facilities for recreation should be provided. Not a majority but a number so large that it should not be ignored, favor such facilities as a community swimming pool.

On the other hand 73 per cent of those interviewed opposed any change in local government which would appreciably increase taxes. The interviewers found wide variance of opinion on the subject of minimum area for home sites, with some agreement that these should vary in different parts of the community.

This subject was continued in the discussion of the general de-

(continued on page 10)



A Country Home Under Construction by . . .

**HOWARD G. STEINWINTER & JOHN BANCROFT**

PLaza 6-1171

Box 6, RANCHO SANTA FE

General Contractors



### Subcommittees Appointed

Frequent meetings are being scheduled by ten subcommittees of the "Citizens' Committee for Mangore Studies" which is headed by George Richardson, with William Weddell serving as co-chairman.

Personnel of these subcommittees was announced at the Jan. 6 community mass meeting at which the Mangore report was analyzed by officers of the

Mangore Corporation. Mr. Richardson said meetings of the entire 42-man committee would be held less frequently, and that the 11th subcommittee, on government, composed chiefly of chairmen of the other groups, would not begin its work until the others had filed their reports.

The subcommittees include: Sanitation — Dr. Herbert Willy Meyer, chairman; Dr. C. W. Lieb, Dr. V. E. Stork, Leon Janinet, Arthur G. Thorne, director liaison.

Schools—Russell Fellows, chairman; Victor Venberg, Lewis L. Lintner, George Ennis, J. Widman Bertch, Neil Randol, director liaison.

Administration (including fire,

**ATTENTIVE AUDIENCE** — Estimated to number 240 heard outline of Mangore report and statements of Association president and study committee leaders.

police)—Emory Peterson, chairman; Roger S. Woolley, Minton Cronkhite, H. G. Wall, E. M. Sullivan, Raymond Griset, director liaison.

Business District—Bob Francisco, chairman; Russell Millar, Gifford Ewing, J. W. Cook, Stanford Tompkins, director liaison.

Water—R. E. Badger, chairman; D. M. Bakewell Felix Gy-gax, Russell Fawcett, Arthur R. Thorne, director liaison.

Highways — Raymond Gordon, chairman; Carl Muench, F. E. Bechstein, Ben Fletcher, Ludwig Weindling, Harry Booth Jr., director liaison.

Parks and Recreation—Roy Kirby, chairman; Carl Croft, Cecil Gray, W. O. Fleetwood,

Alex De Bakcsy, C. K. Whittaker, Edwin H. Frazer, director liaison.

Zoning—Claude A. Welles, chairman; Howard G. Harrison, Sidney Nelson, B. F. Jenkins, Howard Otten, Stanford Tompkins, director liaison.

Flood Control—W. M. Vander-sluys, chairman; H. F. Bakewell, Hubert Brooke, Raymond Griset, director liaison.

Government — Emory Peterson, chairman; Russell Fellows, Roger S. Woolley, Roy Kirby, Minton, Cronkhite, Claude Welles, H. G. Wall, Bob Francisco, E. M. Sullivan, W. M. Vandersluys, Raymond Gordon, R. E. Badger, Herbert Willy Meyer.



ROY KIRBY

Heads important Parks and Recreation Committee

## OLA JOHNSON ... LANDSCAPE SERVICE and GARDEN SHOP

COMPLETE NURSERY STOCK & GARDEN SUPPLIES

LAWNS      SHRUBS      LARGE TREES

ORDER YOUR BARE ROOT STOCK

CHRISTMAS TREES

ROSES—FRUIT & SHADE TREES

Licensed Contractor — for your protection

Serving at Rancho Santa Fe since 1926

In the Village Center on La Granada — PL 6-1427

### BOARD MEETING JAN. 3

## Manager Contract Renewed, Meeting Time Advanced to 9

Renewal of the appointment of W. A. Smart as secretary-manager of the Association for 1958, at a salary of \$6600, and a change in the time of regular meetings of the board from 9:30 to 9 a.m., were among organizational matters of business transacted at the Jan. 3 meeting of the Board of Directors of Rancho Santa Fe Association.

In advance of the Jan. 6 public meeting at which the Mangore report was outlined, President Miller made a progress report on the Mangore studies.

Considerable discussion was devoted to the Milton T. Babcock and Grossman subdivision request, with Harry Kleist conferring with the board. No action was taken.

On motion by Director Griset, seconded by Director Frazer, approval was given to the request of Wieland Collins to keep 14 horses on portion of Lots 2 and 4 Block 38. Facilities for feeding and housing the animals already are on the property.

Glenn F. Lewis, building commissioner, presented a report on construction in Rancho Santa Fe in December.

Letters read at the meeting included one from Eugene L. Freeland relative to the welcome letter, and one from Albert Stein relative to a variance.

President Miller made a pro-

gress report relative to the bulletin board.

Attorney Clayton conferred with the board on legal matters of the association.

Manager Smart reported gross revenues for December as follows:

Greens fees, cash, \$4315.50, advance playing privileges, \$2846, total \$7161.50; golf shop carts, \$938.50; storage charges, \$258; service and merchandise, \$2816.31, total \$4102.81; restaurant and bar, \$4940.14; grand total, \$16,114.45.

### SANITATION REPORT

(continued from page 2)

Diego sanitary engineer, at the suggestion of the county sanitation division, and at Mr. Oldsen's suggestion Chairman Meyer has written to the directors of the Rancho Santa Fe Sanitation district — who are the members of the County Board of Supervisors — for cooperation in determining the present status of the treatment plant and what future work might be possible to enlarge its capacity.

The questionnaires when returned will provide comprehensive chart of present and needed sanitation provisions. It includes a question as to the result of percolation tests on each residential property.



CHESTER K. WHITTAKER

## Memorial Rites for C. K. Whittaker Conducted; Recent Association Head

Memorial services for Chester K. Whittaker were conducted Sunday afternoon, Jan. 26, in the Garden club by Rev. Chester A. Tolson of the Village church before a large assembly of friends and fellow-citizens. Mr. Tolson paid tribute particularly to Mr. Whittaker's contribution to civic life and betterment of the community.

Mr. Whittaker, who was the 1956-57 president of the Rancho Santa Fe Association and previously had been a director, passed away at his home on La Glorieta Friday, Jan. 24.

A resident of Rancho Santa Fe for 20 years, he was active in community affairs, serving also on the Citizens' committee and the golf course committee, and on the board of directors of Scripps Memorial hospital.

Born Nov. 28, 1889, in Springfield, Mo., Mr. Whittaker obtained his elementary education in New Mexico and attended

high school in Colorado Springs, later attending Colorado college. In his student days he was prominent in sports, especially football.

In 1912 in Pennsylvania he married Lillian Smith. In his business life he was an executive of the Studebaker Corporation of America for 30 years, holding the office of executive vice president in charge of sales. He was at one time president of the former Studebaker Pacific Corporation.

He is survived by his widow, Lillian; his mother, Mrs. William A. Whittaker, long-time resident of San Diego; a daughter, Mrs. Betty Joan Wallace of Palo Alto, and three grandchildren.

Thousands of pedestrians are killed each year while walking along rural roads at night. Drive carefully, walk carefully on those dark rural roads.

## LANDSCAPING

from design to completion

STATE LICENSED CONTRACTORS

TOP QUALITY BARE ROOT ROSES

BARE ROOT FRUIT & SHADE TREES

## WILLIAMS & MACPHERSON

SUBTROPICAL NURSERY

955 Highway 101

Encinitas, Calif.

PL 3-4555

ART JURY MEETING JAN. 6

Welles Elected as President; Meetings Set Second Fridays

Claude A. Welles was elected president and Carl G. Muench vice president of the Art Jury at its meeting Monday, Jan. 6. Mr. Welles had been vice president.

Hereafter, meetings of the Art Jury will be held on the second Friday of each month, at 9 a.m. in the board room. All applications and requests must be in the Association office not later than the preceding Tuesday at 5 p.m.

The jury gave final approval to construction of four residences and two additions to residences. Preliminary approval was given to two applications for residence construction.

Consideration was given to the application of First Church of Christ, Scientist, to construct a sign on its property, to applications for three additional cottages on the Wishing Well property and for one other proposed residence.

Four applications for subdivision were considered, along with two for lot realignment and one for keeping of animals.

The residence plans finally approved were:

Brunson Properties, residence and garage on Lot 5, Block 10, plans dated Nov. 29 and revised Dec. 3, 1957. Changes as indicated on the plans by Architect Russell were to be made.

Claude R. Conklin, residence and garage on Lot 46, Map 2129, plans dated Oct. 1, revised Nov. 11 and Dec. 31. Approval was contingent upon changes being made as indicated on plans by Architect Russell.

A. W. Buck, residence and garage on Lot 146, Map 2129, plans dated Jan. 3.

John Heddon, residence, garage, pools and cabanas on Lots 1, 2, 9 and 11, Block 24, plans dated Jan. 3.

Approvals of preliminary plans included:

William Schofield, residence and garage on Lot 1, Block 10, plans dated Jan. 3.

Approvals for additions were: Ralph K. Mangan, to construct addition to residence on Lot 128, Map 2129, plans dated Jan. 2.

Mrs. Belle Claggett, addition to residence on portion of Lot 1, Block 31, plans dated Jan. 2. Contingent upon changes being made as indicated on plans by Architect Russell, to be presented to Secretary Smart.

Plans considered included: George M. Gere, residence and garage on Parcel 4, Lot 10, Block 32, plans dated Jan. 6. Additional showings requested. Subdivision plans considered

included: Application of William M. Se-line to subdivide portions of Lot 2, Block 20. 4.3 acres on Lago Lindo into two parts of 2.1 and 2.2 acres, plat dated December, 1957.

Application of Sun Finance Co. to subdivide Lot 3, Block 47, on Los Planideras at Madreselva, into five parcels of 4.0, 4.0, 3.4, 3.4 and 3.1 net acres. Plat dated Dec. 5.

Application of Lloyd Farmer to subdivide portion of Lots 1, 2 and 3, Block 23 and 35, on La Noria, plat dated December, 1957, into six parcels of 4.2, 4.1, 4.2, 4.0, 5.0 and 4.6 acres.

Application of Mrs. Irene Barber to subdivide Lot 2, Block 22, consisting of 26.96 acres on Los Morros, into five parcels of 4.7, 4.8, 5.0, 5.2 and 6.6 net acres, plat dated Jan. 2.

Advice of the jury in all these cases was being submitted to the board of directors.

Also submitted to the board were the jury's findings on the church sign, and on the application of Richard McClure for keeping of animals, two horses, on Lots 27 and 28, Block 37, sketch dated Jan. 3.

Lot realignment applications considered, advice of the jury being submitted to the board, include:

Mr. and Mrs. John E. Howe to realign Lots 1, 2 and 4, Block 33, 88 acres.

Mrs. Potter Bowles to realign Lots 55 and 57, Map 2089, plat dated November, 1957.

Color samples submitted as follows were approved:

Rear Adm. Gyax, residence, cottage and garage, portion of Lot 2, Block 11; John Bancroft, residence and garage, portion of Lot 5, Block 33; H. Ray Millard, residence and garage. Lot 123, Santa Marguerita Tract and portion of Lot 3, Map 2089; Mrs. F. E. Compton, residence and garage, Parcel 4, Lot 10, Block 32.

Permits and approvals issued since the Dec. 2 meeting, following additional showings, included:

Herbert Hall, subdivision of Lot 116, Map 2089, into two parcels, one parcel to be added to Lot 115 and one to Lot 117, eliminating one building site.

Color samples for painting residences and garages as follows:

Mrs. Winnifred H. Canning, portion of Lot 3, Block 23; L. H. Therkelsen, Lot 3, Block 44; James Hopkins, portion of Lot 1, Parcel 1, Block 48; Philbrook

Irrigation District Auction Of 90 Acres Slated March 10

Two substantial tracts in Rancho Santa Fe are included in the property offered for sale at an auction scheduled by Santa Fe Irrigation district on Monday, March 10.

The total offering includes about 90 acres and minimum prices add up to \$194,500. After setting the minimum prices at their Jan. 13 meeting, the district directors specified that the properties would go on the irrigation district tax polls as of March 1, and if possible on the county tax rolls for the 1958-59 fiscal year. The tracts, with minimum prices, include:

Lots 5 and 6, Block 21, Rancho Santa Fe, 37 acres, 15 building sites, \$111,000.

Lot 2, Block 5, Rancho Santa Fe, 27 acres, six building sites, \$36,500.

Cushing, portion of Lot 4, Block 29; Charles K. Fletcher, Lot 89, Map 2089.

Six acres near San Elijo Lagoon, \$6000.

Tract of 8.16 acres near the Solana Beach fire station, \$20,000.

Tract of 3.18 acres in Section 2, two building sites, \$2000.

Tract of 2.6 acres in Eden Gardens vicinity, \$3000.

Tract of 2.35 acres in the Marine View Gardens area, \$7500.

An adjoining tract of 3.8 acres, \$8500.

The board removed from consideration two tracts, one of which is being considered for sale to the Rancho Santa Fe Maintenance district, the other lacking clear title.

Did you ever figure out why you get irritated and impatient when you're driving the day after a late night of work or play? The reason for this is that you're probably tired. Your mind may be alert but your muscles just don't react so quickly.

BRUCE K. LAND COMPLETE INSTALLATION & SERVICE LICENSED INSURED PLateau 3-1141 1475 Neptune Avenue Leucadia

over 500 Mayflower Warehouses to serve you COLE MAYFLOWER Cole La Jolla Truck & Storage Co. 7851 Herschel La Jolla Ph. GL 4-0444

Changes Due In Golf Shop To Aid Sales

As a capital investment to increase Association revenues from the sale of golf equipment and apparel, the golf course committee has recommended remodeling of the equipment department of the golf shop and presented plans and estimates to the Association board.

Directors have approved plans and the \$3500 estimated cost of remodeling, Carl Croft, chairman of the golf course committee, and Director Harry Booth were appointed to accept bids.

The remodeling will provide adequate display space and lighting for the complete line of equipment and accessories as well as golf shoes and golfing attire available at the shop.

Despite the lack of display space and proper lighting, the sale of golf merchandise has been an important source of Association revenue, and acting on experienced merchandising advice, the board anticipates materially increased income and profits from the improvements in this department.

Oratorio Festival Of Interest Here

Rancho singers had prominent roles in the Oratorio Festival scheduled Saturday, Jan. 19, in Central school at Escondido.

Rev. Chester Tolson was assigned the tenor solos and Ewing Mitchell the baritone solos, and a number of other residents of the area were in the chorus.

BOARD MEETING DEC. 6

Conferences With Assessor's Aides Planned, Early March

John McQuilken, county assessor, and Billy Cook, supervising field appraiser of the assessor's revaluation program of the county, met with the Rancho Santa Fe Association board of directors at its regular meeting Dec. 6.

The visit concerned assessment practices in the county. Methods used in arriving at assessed valuations were discussed in some detail and questions relating to the methods were answered.

Mr. McQuilken stated that the assessor's office would be glad to arrange a meeting sometime after March 1, at which time owners interested in learning their property valuations would be welcome to participate. It was agreed that the board of directors room would be made available for this purpose.

The board then approved a day or two to be set aside in the first three weeks of March, to all owners of Rancho Santa Fe property to confer with the county assessors office in the board of directors room.

Another item which highlighted the meeting was the reactivation of a parks and recreation board and that proper bylaws changes be instituted at a later date through general counsel.

Approval was given to the application of John Cave Rule to resubdivide portions of lot 7, block 47 consisting of 14.03 acres on Madraselva road into 5 instead of 4 parcels of 2.75, 2.08, 3.95, 2.1 and 3.15 acres each.

Approval was also given to the design of the bulletin board, the application for which was submitted by Mrs. Clifford Ewing. The board is to be located on block C of map 1742,

sketch dated Nov. 14, and the Association is to pay for construction of the board. Manager Smart was directed to secure bids on construction of the bulletin board.

Approval was also given to the request of George B. Willoughby Jr. to run 40 head of cattle on lot 1, block 39 and portions of lot 1, block L, Rancho Santa Fe, on Via de Santa Fe, with the provision that in the event substitute feeding is necessary due to lack of sufficient pasture to graze the cattle, that facilities will be constructed for feeding in compliance with requirements of the Art Jury.

Approval was given to the request of Warren Shipway to keep three horses on lot 6, parcel 1, block 10 on Via de Fortuna with the provisions as agreed upon in Mr. Shipway's letter of request dated Nov. 27, 1957.

"It is understood that the construction of this facility will be carried on in conjunction with the construction of the residence, the drawings for which will be submitted at a later date." The word "facility" refers to the proposed stable.

No action was taken on the preliminary application of Margery Bowles for lot realignment of lot 55, Map 2089 on Mimulus and lot 57, parcel 3, plat dated Nov. 57. The application will be processed through the Art jury in the regular manner.

No action was taken on the application of Mrs. Lucy K. Curtis to resubdivide lot 4, block 12, plat dated Nov. 57 on Escondido road. Two directors had not visited the site.

Approval was given to the preliminary application of Herbert W. Hall to subdivide lot 116, map 2089, plat dated Dec. 5, a portion of 116 to be added to lot 115 and a portion to 117. Approval is also subject to the approval of the Art Jury.

No action was taken on the request of Mr. and Mrs. John E. Howe for lot realignments of lots 1, 2 and 4 of block 33, consisting of 86 acres, plat dated Dec. 5, pending further study.

No action was taken on the preliminary request of the Sun Finance company to subdivide lot 3, block 47, consisting of 21.7 acres into six parcels of 3.4, 3.4, 4.0, 4.0, 3.8, and 3.1 net acres, plat dated Dec. 5, pending processing through the Art Jury in the regular manner.

The Association board members accepted the retirement of Howard G. Harrison as a mem-

Future School Site Studied

Request that property in Lot 5, Block 5, be reserved for a future school site was presented by the trustees of Rancho Santa Fe school district to the directors of Santa Fe Irrigation district at their Jan. 13 meeting and met with a favorable reception.

It was explained that the irrigation district is reserving Lots 4 and 5, below the San Dieguito reservoir, for a future filtration plant, and that the portion in which the school district is interested is on a rise and suitable for a school site, and probably will not be needed for the filtration plant.

However, the SFID directors decided to get detailed information from their engineers, as to the area needed for the filtration plant and exactly how it will be situated.

One SFID director mentioned that the school site suggested in the Mangore report is in private hands and declared it would be "too expensive."

ber of the Art Jury and authorized President Miller to write a letter of thanks for Mr. Harrison's services.

President Miller then appointed Carl Muench as a regular member of the Art Jury, and the appointment was unanimously approved by the board.

The board also approved the payment of Christmas bonuses to Association employees with a schedule of the bonuses to be approved by President Miller.

Letters from the following were read and ordered filed:

Mrs. Alfred Vang, regarding questions resulting from the question box which was in front of the post office which the PTA panel could not answer at its meeting Nov. 22, 1957.

Charles K. Fletcher regarding the roof of his residence.

S. R. Nelson, regarding plaques to commemorate Mr. Charles Meyer and Mrs. Briggs C. Keck, deceased.

J. Miller, deputy of the board of supervisors of the county of San Diego, regarding approval for barricading the five blocks in an area east of the Inn for Christmas Carol singing.

Manager Smart reported the gross revenue for November, 1957: Green fees — cash, \$5125.50; advance playing privileges, \$2854. Golf shop — carts, \$1084; storage charges, \$252.50; service and merchandise, \$2043.52. Restaurant and bar, \$5246.61. Total \$16,606.13.

Rancho Santa Fe Country Homes and Homesites R. M. CLOTFELTER Licensed Real Estate Broker Since 1931 PLaza 6-1422 Paseo Delicias



ROAD TO ESCONDIDO — Is being widened and straightened in major highway project. They're really "moving dirt" and though officially the route is open, there often are lengthy delays while groups of cars are "convoyed" through. Using the alternate route through San Marcos is advisable. When completed, this road doubtless will have heavier traffic — all the more reason for "planning" in this area for a route that will bypass the Rancho Santa Fe business district.

### Covenant Bid Will be Sent By President

In an effort to provide a united community approach to the planning for the future of Rancho Santa Fe, Board President Ward Miller will personally extend invitations to non-Covenant property owners to join the Rancho Santa Fe Association by placing their property under the Covenant.

Board members pointed out that virtually all Rancho Santa Fe residents actually approved of the principles of the Covenant, as indicated by the attitude survey of citizens, conducted by the Mangore Corporation.

Association President Miller expressed the hope that most of the 10 per cent who are not currently members of the Association will be particularly inclined to join this year, as the Covenant will be the principal instrument for mutual property protection and the maintenance and direction of finally approved community plans for the future.

### Founder Tea Set Feb. 14 by PTA

The annual Founders' day tea of Rancho Santa Fe PTA has been scheduled for Friday, Feb. 14, from 3 to 5 p.m. in the home of Mrs. Alex De Bakcsy on Rambla de las Flores.

Members and friends of the PTA are invited to attend.



AT SPEAKERS' TABLE — At the community wide-meeting in which basic data of the Mangore Report were traced. Standing at the rostrum is President Ward Miller. To his left, Dr. Neil Randol, vice president of the Association; Alexander Cloner of the Mangore Corporation; Director Stanford Tompkins; Thomas Brown of Mangore; Director Arthur Thorne; William Weddell, co-chairman of the Committee for Mangore Studies.

### Subdivision Approval Marks Step Toward Development of Formerly Tax-Deeded Lands

Approval by the Board of Directors Jan. 17 of the application of Sun Finance company to subdivide Lot 3, Block 47, marked the first official action on division for sale to prospective home owners of the 660 acres of tax-deeded Santa Fe Irrigation dis-

trict lands located in Rancho Santa Fe.

The subdivision application provides for six parcels, averaging 3.77 net acres each, in the 22.64 acre lot bounded by La Madreselva and Las Planideras.

Application of the Sun Finance company was in complete accordance with the program and schedule of subdivision of tax-deeded lands as agreed upon by the Association and the Irrigation district.

The agreement, approved by the respective boards of directors of the Rancho Santa Fe Association and the Irrigation district, provides for specific numbers and size of sites for the entire 660 acres comprising the Irrigation district tax deeded lands.

In view of the current com-

### Garden Club's Rummage Sale Set Feb. 11-12; Items Sought

Committees of Rancho Santa Fe Garden club are perfecting arrangements for the annual rummage sale, scheduled Tuesday and Wednesday, Feb. 11 and 12, in the Garden club building. Hours will be 10 a.m. to 5 p.m.

A portion of the proceeds will go to Country Friends for distribution in its charitable program, and a portion to the volun-

teer fire department for its building program which involves an addition which will be available for use in various civic activities. Mrs Edmond Sullivan is general chairman and Mrs. Hans Amtmann vice chairman for the sale, which has always been a major event on the Ranch.

Mrs. Roger Gordon is art objects chairman, Mrs. Ralph Haney for bags and belts, Mrs. Lester Walls for books, Mrs. W. C. Jones heads the cashiers committee, Mrs. Neil Randol for children's clothes, Mrs. Everett Flanders for china.

Charles Haugsten and Clifford Tanner are in charge of arrangements for collecting rummage. Mrs. Raymond Gordon heads the food committee, Mrs. Dorothy Patton the French room committee, Mr. and Mrs. Walter Blackburn the furniture committee, Mrs. George Schnur the hats committee, Mrs. Thomas Faulconer jewelry, Mrs. Walter Grimm kitchen ware, Mrs. Edward Dobroth linens, Mrs. F. E. Bechstein lingerie.

William Weddel heads the men's committee, Mrs. H. E. Andre is in charge of men's (Continued on Page Twelve)

*Willis M. ALLEN Company*  
 Since 1914  
 REAL ESTATE — INSURANCE  
 and  
 ALLEN MORTGAGE CO.  
 Long term life insurance loans  
 Serving San Diego County  
 La Jolla Rancho Santa Fe  
 GL 4-0721 PL 6-1544  
 Resident representatives:  
 Mrs. Louise MacFall Mr. David Hire

**Twenty-ninth Week**  
 NOR SAN PLAYERS  
**OL' OPRY HOUSE**  
 AT MEADOWLARK RANCH  
 OLD TIME MELODRAMAS \$1.00  
 OLIO ACTS - BEER & PRETZELS - EVERY FRI & SAT., 8:30 P.M. ADM. 1.00  
 ON RANCHO SANTA FE ROAD . . .  
 4 Miles South of Highway 78

"FOR A JOB WORTHWHILE CALL SUN DIAL"  
 IN THE JEWEL SUN DIAL PATIO  
**Sun Dial Cleaning Service**  
 Commercial and Residential Window Washing  
 We Specialize in Floor Waxing  
 Bus. Phone GL 4-2411 7823 Ivanhoe Avenue  
 Res. Phone GL 4-7953 La Jolla, Calif.  
 "NICK KROLAK"

fine homemade  
**CANDY**  
 Fit for a King  
 For a Royal Treat—Come to  
**CHESTER NEWMAN**  
**CANDY SHOP**  
 7813 Ivanhoe Ave. - La Jolla  
 Careful attention to phone orders  
 GLencourt 4-5150

**FORD**  
 . . . YOUR NEAREST FORD DEALER  
 for Sales and Service  
 "SATISFACTION GUARANTEED"  
**PETERSON FORD**  
 IN ENCINITAS  
 100 North Highway 101 • PLateau 3-1161



OPENING THE BIG MEETING — Association President Ward Miller presides at community-wide meeting held Jan. 6 in Meetin' House at the Inn. At his left is Henry Reining, Jr., president of Mangore Corporation; to his right, Dr. Neil J. Randol, Association vice president, and Alexander Cloner, Mangore Corporation executive director. "To boil down the planning to simple basics," Mr. Miller said, "we must find out what the people of this community want—what procedures those wants entail — and what we are willing or able to pay for such wants. The Mangore people are qualified by experience to help us with the problems involved in those wants. They are here, too, to help us with these initial and fundamental questions: Where are we going as a community? What will we look like when we get there? What do we need now? What will we need later?"

## Mangore Officials Outline Survey Data

(continued from page 3)

velopment plan by Thomas M. Brown, Mangore's planning consultant who followed Mr. Cloner. He briefly described a plan for zoning involving six categories, shown on the map by circles ranging outward from the civic center, with 4-acre sites in the more remote areas, next 2-acre sites, then 1-acre sites, and near the civic center the familiar R-1, R-2 and R-4 zones.

Careful planning of the civic center is also desirable, particularly as to ample parking and to maintain its characteristic appearance.

A system of major and secondary highways was suggested, the main routes being the Escondido-Del Mar highway, routed around the civic center, and one skirting the golf course would lead to Encinitas. A secondary highway would extend from Skyline drive to Solana Beach with cutoffs to Highway 395 and Del Mar.

In general, Mr. Brown said, the community should bear in mind that the present population of less than 1500—with 80 per cent of the area in agriculture or undeveloped—will expand to 5000 by 1970 at the present rate of growth.

The maximum population that could be sustained by the Ranch

—while retaining its country-like characteristics — would be 9500. This figure is based on 100 per cent occupation of all Rancho Santa Fe property, and would require adequate water pressure, flood control and sewage disposal systems.

The present Rancho Santa Fe school is designed for 210 students and will be overloaded in two or three years, Brown said.

He proposed acquisition of a 12-acre school site in the vicinity of Lago Lindo and El Montevideo, which would be ample until 1970 when another school could be established in the southerly part of the Ranch. The first school should have ample playgrounds which would also serve as a park, and perhaps a swimming pool.

Noting that "not an acre" is set aside for public parks, he proposed that 500 acres should be so reserved, and pointed out on the map several proposed sites including one near the Fairbanks reservoir, a larger one near the San Dieguito river—and he suggested that land around the San Dieguito reservoir should be made a park or at any rate preserved as an open area.

He proposed that following relocation of the school, the present site be used as a civic center including a library, po-

lice and fire departments and a public works center.

In developing land use plans, incorporation would provide the necessary authority and implementation, but it could be worked out through the Association and the Art Jury, Mr. Brown concluded.

Summing up, Dr. Henry Reining Jr., Mangore president, emphasized that use of the information the corporation has gathered is now strictly in the hands of the committee and the Citizen's committee.

Be not merely good; be good for something. Thoreau

Residences  
Building Sites  
Investment Properties

In Rancho Santa Fe  
And Adjoining Areas

**NELSON and CHAPIN**

Montgomery L. Hart, Associate  
PASEO DELICIAS  
Phone PL 6-1121

## Class in Nursing Planned by ARC

A home nursing class is being lined up by the Rancho Santa Fe chapter of the American Red Cross, scheduled to start Feb. 20 in the Garden club building. There will be seven two-hour sessions, held between 1 and 3 p.m.

Mrs. Edward D. Havens, chapter president, has asked those interested to sign up with Mrs. B. F. Jenkins, secretary, PL 6-1459.

## PETITIONS CIRCULATED TO JOIN FIRE DISTRICT

Ranchers in the San Dieguito Valley have been circulating petitions for annexation to the Rancho Santa Fe Local Fire district.

## DISTINCTIVE TAILORING for Ladies & Gentlemen



Select stock of finest imported English woolsens. . . also an outstanding collection of Sport Coats and hand-tailored Trousers made of English fabrics.

**BERNHARD GERKE**  
7945 Ivanhoe • GL 4-2787  
La Jolla (adjacent to Denslow's)

# THE TRADIN' POST

## A Real Buy

Charming 2-year old ranch home on 2½ acres with 3 bedrooms and 3 tiled baths. There is a pleasant living room with a used brick fireplace, parquet floors, pine panelling, large family room with outside entrance, conveniently arranged kitchen with built-in G. E. range, oven, dishwasher and disposal. Brick terrace and barbeque plus a double garage. Many fruit and not trees. \$16,000 first TD, possible small second. \$35,000 full price.

**Willis M. Allen Co.**  
Rancho Santa Fe  
PL 6-1544



RAY BADGER  
Water Committee Chairman

**MERLE NORMAN COSMETICS**  
"Personalized Service"  
119 N. Acacia • SK 5-1695

Antiques? Gifts? Curios?  
**TRASH 'N TREASURE SHOP**  
386 N. Hiway 101 Leucadia

Drop in & See us  
"Just Off the Square"  
**COUNTRY FRIENDS**

Sending Flowers? Wire 'em  
**FRANAUD FLOWERS**  
PL 3-2554 628 1st St. Enc

**ENCINITAS APPLIANCE**  
G E and Frigidaire  
620 2nd St. PL 3-1626

Hanlon's Ambulance Service  
24 hour service  
1105 Hy 101 Del Mar SK 5-1378

PLANNING A PARTY?  
Then plan on having it at the  
**WISHING WELL**  
We give attention to private and business parties PL 6-1123

Antiques? Gifts? Curios?  
**TRASH 'N TREASURE SHOP**  
386 N. Hiway 101 Leucadia

**ENCINITAS'**  
Leading Jewelers  
**GLYNN'S—JEWELERS**  
644 2nd St Encinitas PL 3-4232  
4 doors south of post office



E. M. SULLIVAN  
Serves on two of the subcommittees, Administration and Government.

**Rancho Hardware**  
in the Village Center  
**PAINT-UP TIME**  
Paints — Brushes  
Painting Supplies  
We Give S&H Green Stamps  
PL 6-1702

**Life Time Fence Co.**  
Redwood Fences  
Steel Fences  
Free Estimate—Time Plan  
Phone (collect) SH 5-6311  
540 W. Grand • Escondido

**Gailey's Photo Supply**  
"Escondido's Most Complete"  
230 E. Grand  
Phone SH 5-7823 - Escondido

**DOUGLAS HANNA**  
The Linen Shop  
**WAMSUTTA SHEETS**  
and TOWELS  
1141 Prospect St. • La Jolla

The **HOBBYCRAFT** Shop  
**CUSTOM PICTURE FRAMING**  
Arts & Crafts  
Picture Framing  
130 N. Acacia, Solana Beach  
SK 5-4547

**YOU ASKED FOR IT!**  
Because the readers of this publication have asked for space in which to tell of their wants, the Tradin' Post was born. It's yours.  
Box 1151, RSF

**NEED BLUEPRINTING? MIMEOGRAPHING? PUBLIC STENO? PHOTOSTATING?**  
See  
**BERG MULTICOPY**  
1040 Second St. Encinitas  
PL 3-3540

**CLATON TIRE COMPANY**  
U. S. Royal Tires - Retreading  
PL 3-1616  
215 "G" Street Encinitas

For any make NEW or good used car, call **BILL APPLE**, PL 3-1702

**A & A MOTORS**  
#1 USED CARS  
204 N. Hwy 101 Encinitas

**CULLIGAN Soft Water SERVICE**  
for BETTER LIVING  
111 So. Cedros P. O. Box 278  
SOLANA BEACH  
Phone SK 5-1022

**ENCINITAS LUMBER CO.**  
Everything and anything for building  
745 First St. Encinitas  
PL 3-1148

**GOODIES GALORE COFFEE SHOP**  
The only Coffee Shop in Town  
588 Hiway 101 Encinitas

## MacPherson's

Men's and Women's  
Quality Clothing

515 First Street  
PL 3-1953  
Encinitas

Domestic help?  
Something you want?

Sell or Swap?

**USE YOUR TRADIN' POST!**  
Box 1151 Rancho Santa Fe

## Magnificent!

Sunny mountain view, privately secluded between orange groves. Four bedroom home, living room, dining room, den, storage, pine panelled game room and utilities area. Three and a half baths, minimum of property upkeep. Fine for children. Three acres with area for corral and pool. \$25,000 commitment. Price \$49,500.

**NELSON CHAPIN REALTORS**  
PL 6-1121

# Church Plans Fund Campaign; Building Project Discussed

Plans for the fund campaign of Rancho Santa Fe Village Community church, to be conducted Feb. 16-23, were outlined at the church's second annual membership meeting held Monday, Jan. 13.

Campaign leaders point out that this is a community-wide church, first of its kind established in Rancho Santa Fe, and should be supported accordingly.

Its importance and appeal to youth is indicated by the fact that when organized in May, 1956, the Sunday school had attendance of 60; this has been increased to 146 including 106 in the Sunday school and 40 in the Senior High school group.

Church membership has increased 17 per cent in the last six months.

George H. Ennis is general chairman of the campaign for the building fund. Sunday, Feb. 23, has been designated as "Campaign Sunday".

"Get-acquainted" dessert parties in advance of the fund-raising will start Feb. 2 and continue through Feb. 14, and these couples will be hosts:

Mr. and Mrs. La Motte Cohu, Mr. and Mrs. George Ennis, Dr. and Mrs. Herbert Willy Meyer, Mr. and Mrs. Carl Cato, Mr. and Mrs. Carl Muench, Mr. and Mrs. Harry Booth and Mr. and C. R. Irvine.

The church building committee report, presented by C. R. Irvine in the absence of chairman Robert Francisco, drew attention to plans submitted by architect Culver Heaton of Pasadena. It was announced that the committee hopes construction can be started this year.

Rev. Chester L. Tolson, pastor, conducted the meeting which was attended by about 125 members. Pastor emeritus Dr. George G. Culbertson led devotions.

Elected to the church session were J. C. Ables, George H. Ennis, Dr. Herbert Willy Meyer and Carl Muench.

The new board of deacons includes Mrs. Clifton W. Power, Lawrence E. Kelly, Mrs. Glenn Mitchell, Col. Harvey S. Walseth and Herbert W. Hall.

Following adjournment of the general meeting, the corporation

## Land Transfers, New Members

In the past the Bulletin has listed real estate transfers and will continue to do so. This is, in fact, such a list. But every new purchaser of property under the covenant is a new member of the Association. Here the new members are listed in bold type:

Santa Fe Irrigation district to R. Q. Fellows, Lot 2, Block 22, Rancho Santa Fe, corner Montevideo and Lago Lindo.

Charles W. and Nancy S. Rees h&w to Mary M. Lay, Portion Lot 8, Block 29, Parcels 1 and 2 of Rancho Santa Fe, on Los Colinos.

Hilda E. Crichton to **Irene Barber**, Lot 2, Block 22 of Rancho Santa Fe, on Los Morros near Via de Fortuna.

committee met. La Motte Cohu was elected chairman, Roger Woolley secretary and Don Dickson treasurer.

George and Nora A. Borthwick, h&w, to **D. Lawrence and Rowena A. Olsen**, Lot 93 of Map 2129, Rancho Santa Fe, on Maravillas near Cantaranos.

George and Anne Richardson h&w to **Herbert O. and Sally B. Perry** h&w, Lot 74 of Map 2129, Rancho Santa Fe, corner Cordonez and Sobre Los Cerros.

### GARDEN CLUB

(Continued from Page Nine)

wear, Mrs. F. B. Van Sicklen pricing, Mrs. R. Victor Vengerg properties, Mrs. Charles S. Ames publicity, Mrs. Charles A. Chapin shoes, Mrs. Hans Amtmann sorting, Mrs. William Herbert toys, Mrs. Walter Wencke women's clothing.

Items will be received daily at the Garden club building. If transportation is needed, the collection committee should be called.



The Sunday evening buffets are becoming more and more popular for family and guests night out. Reservations are required for 6 or more.

Sunday evening buffet 6:00 to 8:00 at \$3.50 person

