



Historic Rancho Bernardo

A ROUND-UP OF STORIES AND NEWS FROM THE RB HISTORY MUSEUM AND ARCHIVES

Fall 2015

News from the Archives

Corridor News

A call from Elizabeth Himchak, reporter for the *Rancho Bernardo News Journal*, set the archives crew into motion. Due to the closing of one of storage units, they needed to find a new home for bound volumes of their publication *Corridor News*.

The *Corridor News* serves the Carmel Mountain Ranch, Sabre Springs and Rancho Peñasquitos communities. None of those communities currently has a historical society and the libraries could not accommodate this collection. RBHS decided we could not let those newspapers be destroyed so we volunteered to head over to the Pomerado News Group office in Poway and loaded up the bound volumes.

They are now in our collection and available for anyone to research. We have one volume of the *Peñasquitos News* covering July-December 1993 and bound volumes of the *Corridor News* covering January-June 1997 and complete runs of the paper covering January 1998 through December 2008.

RB Girls Softball

Another addition to our collection is a history of girls softball in Rancho Bernardo written by RBHS board

member John Boaz. Girls softball in RB began in 1971 (A team of RB girls did play in a Poway league in 1970) and has been going strong ever since. As part of constructing this history, John made extensive use of the museum's collection of RB newspapers. The title of the work is *History of the Rancho Bernardo Girls Softball League, 1971-2013*. This history is also available online. Just do a search under the title; the URL is too long to reprint here.



The Rancho Bernardo's Girls Softball Team, dressed in full uniform, walked away with first prize in the Girls' Youth Group category.

OUR AMERICAN HERITAGE
Rancho Bernardo Spirit of the 4th — 1975

Bernardo Brandings,
August 1975

A Definite Success

RB's Christmas Tree Lane of States Will Shine Again

Are you from Pennsylvania, Oklahoma or Virginia?

If so, stand up and be counted. Your State's olive tree needs YOU!

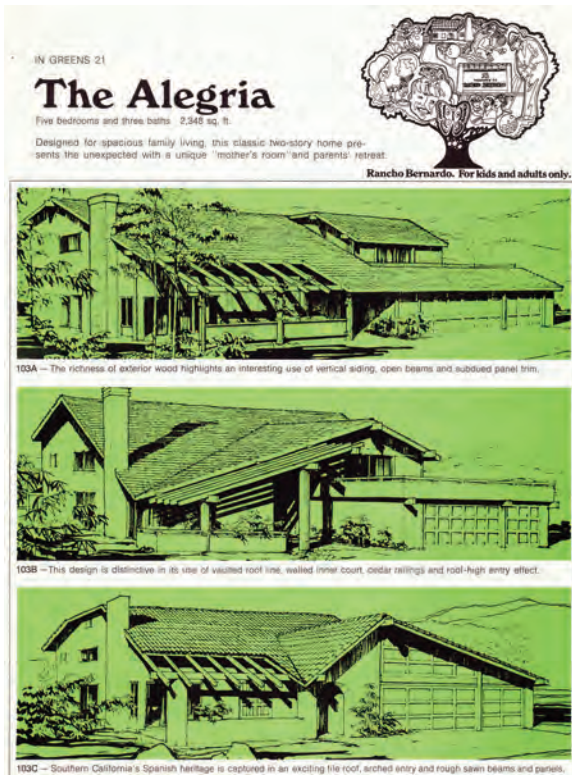
Rancho Bernardo's Christmas Tree Lane of States will bloom again this year in all its Christmas glory. And we want your State's tree to look as lovely as the rest.

Each olive tree down Rancho Bernardo Road will represent a particular state and will be decorated by RB residents formerly from that state.

Rancho Bernardo, Inc., will string Xmas lights on the trees Dec. 8-9, and

Showing Off Your State

The article partially shown here is from the *Bernardo Brandings* December 1965 — 50 years ago. RB's new residents (the first moved in back in 1963) came from all over the country and were given the opportunity to decorate an olive tree on Rancho Bernardo Rd. with items representing their state. At the time of this article, 25 "states" had signed up. The decorating would take place on December 18 and "youngsters with ladders will be on hand to assist with hanging the decor." Whether this event took place again in 1966, we don't know. We don't have a copy of a December *Brandings* from that year. By 1967, however, there was no mention of it.



Rancho Bernardo Plan 103

Five bedrooms and three baths
2,348 sq. ft.



Selling Rancho Bernardo

Over the years, the museum has collected pieces of real estate advertising, mostly brochures or single page handouts illustrating the various houses available and their floor plans. The one shown here is typical.

A few years ago, we loosely organized them into three cartons but still didn't fully know what we had, and so it was hard to make use of them. We are now in the process of formally organizing them and cataloging each piece into our museum software program called PastPerfect.

From the first neighborhoods of Seven Oaks and the Greens to the later neighborhoods in Bernardo Heights and High Country West, we have original advertising pieces for most of the homes offered for sale in RB. Occasionally we have visitors at the museum who would like to see the original floor plan for their home.

Once we have completed this project, which will probably be done by the end of the year, we invite you to make an appointment to come in and see a copy of the original sales brochure or handout for your home. We can also make a copy for you if you would like. A small donation would be appreciated. These are not formal architectural drawings so are not suitable for structuring remodeling projects.

You will need to make an appointment to view these or other archival materials. Docents will not have access to these items. Please call the museum number (858-775-5788) or send an email (rbmuseum@sdcoxmail.com) to request an appointment.

50 Years Ago in RB

The January 1966 issue of *Bernardo Brandings* laid out plans for a number of changes in the RB community.

"...we have revised our master plan, and are now negotiating to build a mobile home park on a 70 acre area."

That never happened.

"Even the RB Shopping Center will present a new face to the public... for a full fledged Safeway supermarket will be built in 1966 in the area now occupied by the RB Nursery. The Nursery will be moved to an area north of the old RB Headquarters Building on Pomerado Road."

The small Safeway store first built at the corner of Pomerado and RB Roads initially faced east. It was moved around to face north as the current supermarket now does. The original sales office was on the northeast corner of Pomerado and RB Roads and the nursery mentioned would now sit in that area. Safeway expanded its store from 10,000 sq. ft. to 22,800 sq. ft. — a sign that the community was growing rapidly.

Plans were also mentioned to approach a group "interested in bringing a stable and riding facilities to RB." That eventually became the Rancho Bernardo Saddle Club (now gone) and featured a large performance ring.

"Historic Rancho Bernardo" is produced by Peggy Rossi for the Rancho Bernardo Historical Society.