

# Newsletter of the Rancho Bernardo Historical Society

.Vol II Issue 2

July 2006

## President's Report: Where Do I Begin?

By Tom Cook



A glance through this issue will give you some idea of the activity and momentum that is taking place in our Society. These truly are exciting times. Some day we will look back and remember them as the best of times. Why? Because I believe that to be really alive a person needs to actively take part in creating something. Best of all it's done with others. It's fun.

Your Directors and Staff are a hard working team that is a joy to work with. Last week your Board approved the following Strategic Plans for having a Permanent Museum at Bernardo Winery:

### **IMPLEMENTATION PLAN:**

- By Sept. 2006 Select 'best value design' from three Present Designs: Information Bldg., Modular Bldg. & Traditional Construction.
- By Nov. 2006 Complete construction drawings
- By Jan. 2007 Secure Bids & Poway Permits
- By Feb. 2007 Start Construction
- By Oct. 2007 Occupy Museum

This schedule may be shortened if Fund Drive cash in-flow allows.

### **FUND RAISING STRATEGIC PLAN:**

- The Society will raise \$600,000 and by stages allocate:
  - \$300,000 to Building Construction
  - \$300,000 to an Endowment through the RB Community Foundation to insure operation after the current excitement passes.

Let me close with this thought. Our success in accomplishing the above is similar to a three legged stool. Your Board & Staff are one leg; Public support is the second leg. You are the leg that we need to make it all happen. How can you help you ask? Just call me (487-5088) to Volunteer (you can place limits on your involvement. We have lots of 'single task' jobs.) You can renew your membership, recruit a new member, visit the Museum, make a donation or include us in your will.

Some day you too can look back and say, "Wow! Look what we did!"

President  
Tom Cook

1st Vice President/  
Director  
Susan Floyd

2nd Vice President  
Tom Richards

Secretary  
Jutta Gilstrap

Treasurer  
Sue Johnson

Membership  
Susan Floyd

Immediate Past  
President  
Susan Floyd

### **Board Members**

- Nancy Canfield
- George Cooke
- Bob Gibson
- Carol McDaniel Gibson
- Eileen Haag
- Myrna Reese
- Tom Richards
- Don Sheffler
- Zita Sulzberger

### **Staff**

- Joyce Gage
- Peggy Rossi
- Oscar Teel

### **WEB SITE**

www.  
RBHistoricalSociety.org



## MUSEUM

By Susan Floyd  
Vice President and Director



Jack Mitchell and trumpet officially opens the 'Symphony on the Green' display. Watching is Honorary Mayor and Board member, Nancy Canfield

Another important part of Rancho Bernardo history now graces the walls of the museum: **Summers Past: Symphony on the Green**. The exhibit had an official opening on June 30<sup>th</sup> at 9 am with Jack Mitchell holding playing his trumpet. Thanks Jack for those memories!

The exhibit draws from the inspiration provided by Marge Gibson's Symphony on the Green scrapbooks and the Woody Beard Collection of artifacts, documents, and photos. Woody has been in touch with Honorary Mayor Nancy Canfield and others, and you can now hear Woody's comments about the exhibit on the website at: [www.RBHistoricalSociety.org](http://www.RBHistoricalSociety.org). This exhibit not only tells the story of the wonderful concerts which took place for over twenty years but also the dream of a Performing Arts Center which unfortunately did not materialize. If you have memories of these concerts, please visit and sign our guest-book.

Special thanks to Barbara Deahl for the donation of photos of Al and Bob Hope and Tex Beneke. These are now part of the exhibit.

Because of the summer heat, our open hours are greatly reduced. A good day to visit is Friday between the hours of 9 am and 12 noon, or if you have a special request, please call me at (858) 248-2030.

We look forward to a fundraiser "Concert on the Green" at the Bernardo Winery in October. Stay tuned for further information about date, time and tickets.

Other current projects include:

- Inventoring and rehousing the *Brandings* magazines. Peggy Rossi is in charge of this important endeavor.
- Filling requests from the Rancho Bernardo Inn, West Coast Escrow and Wells Fargo Bank 4S Ranch in response to requests for historic photos.
- Request for Oaks North golf course history.

The museum continues to welcome many visitors, 183 in May and 72 in June.

We have begun an outreach to the community with past exhibits; see one at the San Diego National Bank. Another will soon be at the RB Library.

## RANCHO BERNARDO HISTORICAL SOCIETY KICKS OFF ITS FUNDRAISING EVENT

By Nancy Canfield

I once heard a diet doctor say, "Don't think in terms of having to lose 60 pounds, just think in terms of having to lose one pound, sixty times." As Fundraising Chair, that's how I view our ambitious goal of raising \$600,000 to build and operate a new Rancho Bernardo Historical museum at the Bernardo Winery.

Yesterday, we got our first donation of the new campaign which kicked off July 4th. The check for \$100. came from Dean Stalter, Manager of Prudential California Realty. Now we just have to replicate that 6,000 times! Wouldn't you like to be next? We will be publishing the names of our donors throughout the campaign, and would love to see your name listed there as we go forward.

We have so many fundraising ideas that the committee has to pare down the list to projects we can complete in 18 months. Some of the ideas include a Concert on the Green. Another, a repeat of the Antiques Road Show we did in 2005. Would you like to help? What about the biggest Rummage Sale ever? You could lead a project, or be a part of the team. No matter how little, or how much time you have, this is a great opportunity for you to not only preserve Rancho Bernardo's history, but to be a part of it. You've



already taken the first step in becoming a member.

As a minimum, won't you share this newsletter with your friends and invite them to safeguard Rancho Bernardo's history in a new home, for future generations. I would like to leave you with a couple of quotes: "If you breathe today, is there anything you do, so that [in] 200 or 300 years there is evidence you were here?" said Bernice Johnson Reagon. Someone more local, Stephen Covey, said that we all have the opportunity 'To Live, to Love, to Learn, and to Leave a Legacy.' "The calling of our day is to reach beyond ourselves in profound ways - to uplift humankind and give voice to others."

You have the opportunity to be a part of that uplifting of mankind by helping to Leave a Legacy. Give Nancy Canfield a call (619)871-9333 and tell her you want to be a part of Rancho Bernardo's future.

## SPIRIT OF THE 4TH - 1965

By Peggy Rossi

Rancho Bernardo's traditional celebration,



Decorating the RB Women's Golf Club gold cart for the 1965 July 4th parade are: from left, standing, Mrs. Carl Malmgren, Mrs. Len Wall, Mrs. W. J. Farrell, and Mrs. Garnet Smithson; seated, from left, Mrs. Gene Herzog

"The Spirit of the 4th," began in 1970 with a very simple parade and a picnic. The tradition has continued since then and was celebrated again this year on the 4th.

But "The Spirit of the 4th" was not RB's first 4th of July event.

That occurred in 1965, according to an article in the July 1st issue of Bernardo Brandings. The article is headlined "*Hup, Two, Three Four/Get Ready To Step Out In RB's First July Fourth Parade.*" The cover of this issue features a photo of musician Fred Finn blowing a horn accompanied by three young women in old-fashioned bathing attire. Finn and his band, the Mickie Finn band, took part in this first parade.

The parade began at the corner of Prado and Bernardo Oaks Drive and consisted of 14 units including Elmer Freeman on his champion parade horse Rusty. There were two bands, clowns, vintage cars, a color guard and marching unit from the RB Barracks 1089, WWI vets, bathing beauties, and units from the RB Lions and Rotary. Highlights were the decorated golf carts and youngsters' bicycles. Any RB resident could decorate their golf cart and join the parade. Prizes were given out for the best decorated bikes.

Included in the celebration was a picnic at Bernardo Park that included free pink lemonade, pony rides and three presentations by Mickie Finn's Dixieland Band. Along with all that was an appearance by Senator Luscious L. Landlock, played by radio personality Ernie Meyers, who offered some "old fashioned Fourth of July oratory."

Bernardo Brandings went off for vacation until October so there is no report of how the holiday celebration fared. But knowing RB, it was probably a very fun event!

Note: We are now in the process of organizing our periodical collection which we know will be a wonderful resource for those interested in learning about the early history of our community such as this story of the first 4th of July parade.



### Genealogical Research & Family History Publication

Peggy Rossi

PO Box 27343, San Diego CA 92198-1343  
858-592-9360/njrossi@aol.com

*Reconstructing lives—one generation at a time*



## WE APPRECIATE OUR VOLUNTEERS!

By Susan Floyd



May Rivera and Alice Holmes

Two of our great volunteers are pictured above next to the mannequin sporting the Symphony on the Green usher's vest. Thanks go to Alice Holmes and May Rivera for helping with the exhibit.

Alice and May volunteer at least two hours a month and not only greet visitors and answer questions about RB's history, but they have taken on preserving the RBHS's archives. This week they were working on the folder marked "Rotary" copying newsprint onto archival paper and putting the pages in chronological order. Alice recently worked on "Beauty Queens" and other interesting folders from the topic files.

Alice and her husband have lived in Oaks North for 26 years after various residences all across the US. They came to RB not only for the tennis and golf but because of the "nicest weather and the unique community." Alice thought starting a historical museum was a good idea. She also has interesting stories to tell about the 40s era in San Francisco.

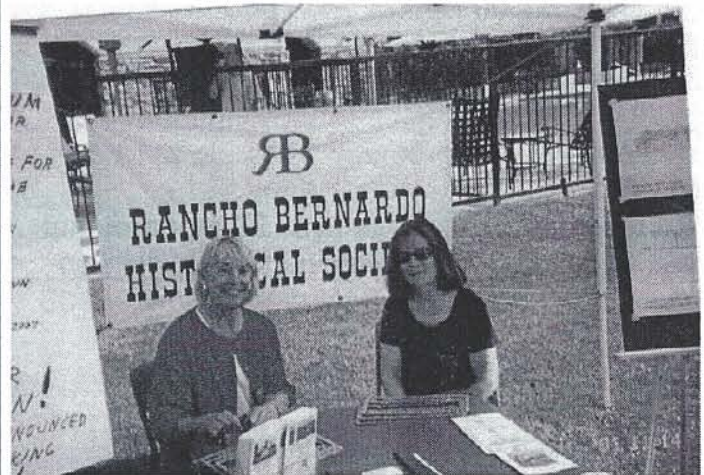
May and her late husband came to Gatewood Hills in the 70s when he went to work for NCR. She remembers the days of the RB water tank which the family could see from their home. May has loaned items for exhibit in the past, especially ones with the brown and orange official RB colors.

If you are interested in volunteering two hours a month, please call Susan at 487-4599.

## 2006 RB ALIVE FAIR

by Jutta Gilstrap  
Booth Manager

As in previous years, our booth at the RB Alive Fair on June 4 attracted many visitors. People liked looking at photographs and posters of Rancho Bernardo, especially an aerial photograph taken in the early 1970s and others of the area before development started.



Carol McDaniel Gibson and Jutta Gilstrap manning the RB Historical Society's booth at the 2006 RB Alive Fair.

Tom Cook and I had just started setting up our booth in the morning when an early fairgoer stopped by and signed up for membership on the spot. Thank you, new member Paul Spear for helping us to get off to a good start that day!

Many thanks also to volunteers Joyce Gage, Fran Feltes, Alice Holmes, May Rivera, and Peggy and Vince Rossi for manning our booth and answering visitors' questions. Your help was very much appreciated.

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**RANCHO BERNARDO  
SELF STORAGE**

Bill & Donna Myers  
Managers

Rancho Bernardo's  
Neighborhood  
Storage Center

10905 Via Frontera  
San Diego, CA 92127

Phone (858) 487-0138  
Fax (858) 487-9216

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## ROAMING THROUGH THE ARCHIVES

By Oscar Teel

While roaming through the archives—really our almost complete file of RB telephone directories—we always recognize names also on our membership roster. Recently we lost two lost time residents of Rancho Bernardo. One, Garland Long, recently passed. He was in our 1965 directory. Another member who was also in that same directory, Robert Fletcher, moved to Arizona. They will be sorely missed because they saw RB grow from a few homes and bare lots to what it is today. Its like doing genealogy. You fail to ask questions while those who have the answers are here.

RB used to have a movie theatre. Although I haven't lived here very long I remember attending it many times and enjoying the movies and popcorn. The movie theatre is now a church. According to the 9/76 issue of Bernardo Brandings, 30 years ago some of the movies playing were *Future World*, *The Gumball Rally*, *Leadbelly*, *Murder by Death* and *The Shootist* with John Wayne. How we miss that theatre? We didn't have to drive very far to see a movie.

In that same issue of Bernardo Brandings, the top tennis courts in the area were listed. You could stay at the RB Inn but it had no tennis courts. You played at the Swim and Tennis Club. The Inn eventually built nine tennis courts where we watch some grand Men's Senior Tennis matches. During construction, the Inn is down to two courts.

In 1964, Bernardo Brandings consisted of 4 pages. George Murphy, the actor, was pictured as a candidate for the U.S. Senate. In 1978, reflecting the growth of RB, the Brandings had grown to 42 pages with a classified section.

A couple years ago we mourned the lost of one of our travel clubs. Nevertheless, I'll bet they couldn't beat the offer of a local travel agent. In 1969, for \$895, you could travel to Europe, 21 days, 7 countries, 13 cities and had private room and bath.

## MEMBERSHIP REPORT

By Susan Floyd

### *Welcome to New Members:*

Henrietta and Thomas Bilhorn  
 Brian Jovanovic  
 Georgette and David Kreitzer  
 Betty and David Kutner  
 Don McLean  
 Sandra Nichols  
 Richard Overmeiren  
 Ida Poster  
 Vera and Thomas Sickinger  
 Paul Spear  
 George Sterne  
 Tim Vanderveen  
 Kendra and Jay Jeffcoat

### *Welcome to New Life Members:*

Eileen Haag  
 Jane McCarthy  
 Hilda and Oscar Teel

### *Please remember our Corporate Members:*

Downey Savings and Loan-Jacquie Smith  
 Sandy and Ron Fish  
 Gyminny Kids  
 Kendra and Jay Jeffcoat  
 Beverly and Marty Judge  
 Radisson Suite Hotel  
 RB Self Storage  
 RB Hearing Services-Judith Horning  
 Rancho Bernardo Inn  
 Rancho Bernardo Vetinerary Clinic-Frank Goldsmith  
 Maryjane and Denny Roe  
 San Diego North Chamber of Commerce  
 George Sterne  
 Watson Realty

### *In Memoriam*

Long time Rancho Bernardo resident, and historical society member, Garland W. Long, 92, died May 30, 2006. Mr. Long was very active in the early development of Rancho Bernardo as a salesman with AVCO. He was also a member of the Lions Club. He was preceded in death by his wife of 63 years, Tyne, who was past president of the Rancho Bernardo Historical Society.



WE LOVE OUR VOLUNTEERS



RB ALIVE  
June 4, 2006



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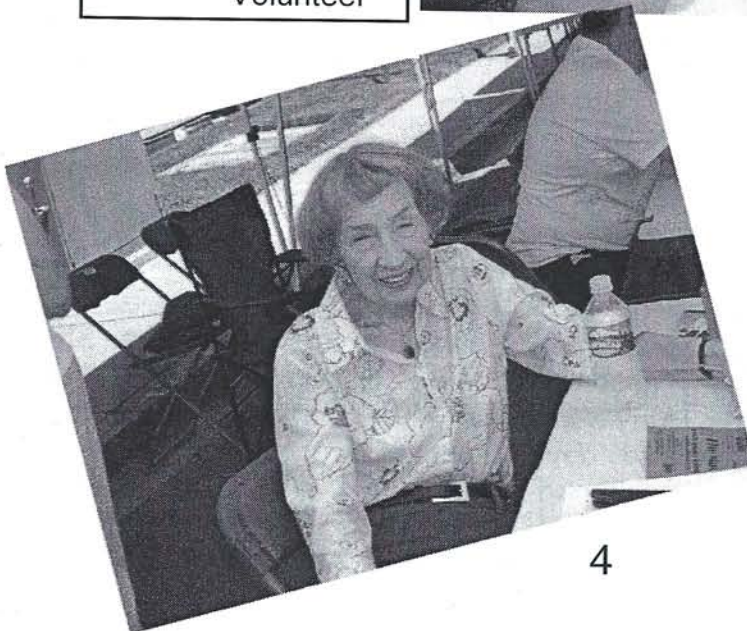


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3

1. Jutta Gilstrap,  
Board member
2. May Rivera,  
Volunteer
3. Peggy Rossi,  
Staff member
4. Alice Holmes,  
Volunteer
5. Fran Feltes,  
Volunteer



4

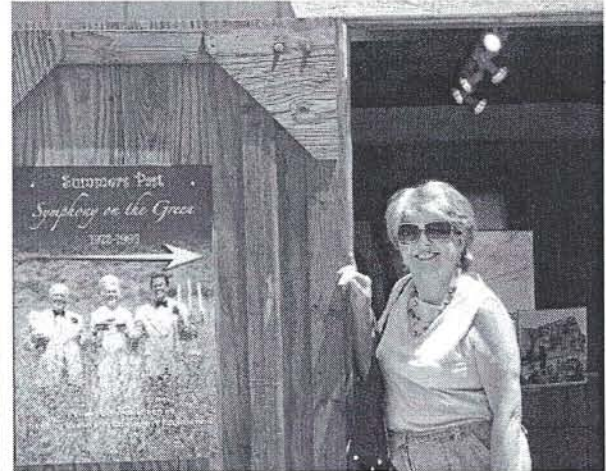


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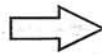


Nancy Canfield, RBHS Board Member and Honorary Mayor of Rancho Bernardo, welcomes new member-David Kutner, longtime President of CEC, to the museum.



Eileen Haag, Member of the Board She recently increased her membership to Life Member.

See this empty space at the RB Winery?



Wouldn't you rather see this building there?

See Article Page 2

