

Rancho Mirage – New Life

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RANCHO MIRAGE – This community, where conditions remained static for a few years, is coming to life with a bang.

Housing developments are underway. The business district is being improved. A major effort is being made to keep the community free of litter. Postal receipts are up.

Those postal receipts, incidentally, totaled \$80,000 in 1964 compared to \$65,004 the preceding year. That's a 23.1 per cent gain and a \$15,000 volume gain.

Sidney Greenleaf, Rancho Mirage postmaster and president of the community's chamber of commerce, noted that volume of postal receipts since he came here in 1951 has jumped from \$5000 to the present \$80,000 level.

Meanwhile, residents are taking over the Property Owners Association, kept alive the past few years by A. Ronald Button, original developer of Rancho Mirage.

This will give residents a say in zoning and other matters of interest to all.

Seeks School

Rancho Mirage also is making a determined pitch for a school of its own in the near future. The chamber has sanctioned the \$4,400,000 school bond issue of the Palm Springs Unified School District.

This year, for the first time, Rancho Mirage sponsored an entry for the National Date Festival's Queen Scheherazade contest. Although their contestant did not win, a Rancho Mirage girl, Betty Jean Hendrickson, won. She is the daughter of William and Elsie Hendrickson of Rancho Mirage. She was sponsored by the Palm Springs Chamber of Commerce.

"Regents Row," the "step plan" housing development of William Currin in Magnesia Falls Canyon, is starting its second "step," having taken out permits for 10 more homes.

These will be built at an estimated cost of \$20,124 each.

Honorary Mayor

Honorary Mayor of Rancho Mirage is Lucille Ball.

History of the community dates back more than half a century to the Butterfield State era and eventually to the 1920s, but it was not until 1934 that it was named Rancho Mirage.

Since then, it has become noted for its luxurious country club and home developments.

Among the community's attractions are Desert Air Hotel and Airpark.

Thunderbird Country Club, with the first 18-hole golf course in the area, is close by. Thunderbird was opened early in 1951.

Meanwhile, park status is sought for Magnesia Falls Canyon.

The Rancho Mirage Desert Beautiful committee has been one of the most active in the Coachella Valley, with frequent "Pick up, paint up and plant!" drives, led by Helen Dengler, chairman.