

**“Who we are  
and how we  
got here.”**

*A bicentennial  
look at South Bay  
history*

**Star-News**  
APRIL 25, 1976





## Gracious living Olivewood style...

Olivewood was a dream house come true for National City pioneers Warren and Flora Kimball. They located their estate on "Highland Avenue" where it was famed as a "horticulturist's dream". The grounds were a graceful mélange of wild, exotic plants and the interior of the house was equally unique.

Kimball, who earned his substantial profits from a successful planing mill operation, completed his home with the decorative wood work that was a company specialty.

With luxury woods, Kimball created graceful mahogany banisters,

parqueted floors and wainscoted walls. Other furnishings the couple chose for their home contained the motif of elegance.

Aside from some of the area's finest furniture, the Kimballs were especially proud of some more sensational Olivewood items including a white Carrara marble mantle and a parlor mirror with gold leaf frame.

The Olivewood estate was razed after WWII but the heritage of the fine house was a last monument to the gracious living of a bygone era.

## Dave's Fine Furniture Mr. Jat's Discount Furniture Warehouse

Dave's Fine Furniture at 223 Third Ave. is the newest venture of Mr. Jat, who has made friends of his customers in the ten years he has been supplying South Bay homemakers with quality furniture at affordable prices. Grand opening of his new store was celebrated April 1st and opening sale prices, on top brand name furniture, are still available. Dave's features free decorating service, free delivery and set-up and a spacious free parking lot at rear entrance. And for discount prices, don't forget Mr. Jat's original location at 319 Madrona, Chulo Vista.



BAHJAT HUSIEN DEIRANIEH  
"Mr. Jat."



# "Who we are and how we got here."

## A bicentennial look at South Bay history

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### On the cover

Photos—counterclockwise from bottom right: John E. Boal residence at 24th Ave. and N St. in National City circa 1886; Chula Vista's F St. school, the first built, in 1888; west side of Kimball's Brick Row housing at J Ave. and 9th St. in National City, circa 1911; James M. Johnson, inventor of the first lemon cleaning machine in 1898; First Methodist Church built in 1911 at Church and Center streets in Chula Vista, and the National City Post Office in 1912, S.S. Johnston, postmaster, and Mrs. Mary Copeland, assistant.

## In memoriam

# Paul Mizony, 1889-1975

Paul Mizony, who died in December at age 84, was already a seasoned traveler when he first came to National City in 1892, according to his taped history at National City Library.

The son of French immigrants, Mizony was born in Pueblo, Colo., but the family left for Canada when he was a few months old.

His father had followed the boom towns, the mining towns, had hunted game in the Dakotas and cut wood to sell before moving on.

IN 1892 they were running a restaurant at the Chicago World Expo when they heard about the land to be opened on Oklahoma's Cherokee Strip.

Mizony said the family joined a wagon train going through and he and the driver slept under the wagon while his parents slept inside.

In September, 1893, the land rush began. "We all got in line," Mizony said. "Soldiers were guarding the line. A bugler sounded his call, a gun was fired and the rush was on."

His mother rode a train and his father rode a pony. Mizony stayed with the wagon. He said his father staked out a parcel of land only to find it had been set aside as public land for a park.

THEY WENT ON to Texas where his father "got some salmient," Mizony said, and then headed for San Diego by train. They got off at the station at the foot of 5th St., then moved on to National City after stopping at the old Horton House, now the U.S. Grant Hotel.

The family worked a chicken ranch at 20th St. and F Ave., here, operated a hot springs three miles east of the center of Tijuana for about a year, had a restaurant and store in the Mojave Desert then sold it and moved on to San Pedro where they heard about the Klondike gold strike.

Mizony returned to National City for a visit in 1905 and soon after came back to stay. He said National City wasn't too large then; it was

made up of little farmlands.

FRANK KIMBALL, he said, one of the founding Kimball brothers, helped many people get started in business. He helped start a bakery, charging the baker two loaves of bread a day for rent.

People would walk along or ride along the water's edge at low tide to get to San Diego, California led the nation in the production of honey and a great deal of it was produced in the canyons of National City, he said.

There were a few deer right here in National City and people would go hunting. There would be lots of wild ducks in winter at the duck pond located near 30th St. and National Ave. The game would often be taken to San Diego to sell.

SOCIAL LIFE, he said, was centered around concerts and dances in the horticultural hall where waltzes and square dances alike were enjoyed.

People would gather at homes where poetry would be recited; there would be singing. A big dinner could be had at the International Club for 50-cents. Ice cream and cakes were available at the different churches for a dime.

There were musicals and entertainment. Many women were members of sewing clubs. There was no open drinking or gambling, Mizony said, but "they did have clubs."

AFTER WORKING for the local water company nine years, often making inspection trips to the Sweetwater Dam on his bicycle, Mizony served as postmaster from 1919 until 1923.

He was a deputy county recorder until he reached the mandatory retirement age, then worked for Union Title and Trust until he retired again in 1958.

His love of history made him a natural to become the local unofficial historian. Before he died, he pieced together and presented to National City Library much of the city's recorded past.

—By BARBARA JONES

## Thanks!

Without the help, cooperation and general support given by those listed below, the story of who we are and how we got here could have been told.

To these people we express our deepest gratitude:

- Joey Ham, a "first lady" in her own right
- Joel Stiegfried and staff at the National City Library
- The folks at Title Insurance and Trust
- The Chula Vista Library

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- Becky Bartindale

- Editor Section
- Jan Godfrey
- Special Promotions coordinator

# Bicentennial calendar of events

The bicentennial year has been a big bang so far, and it's not over yet.

Following is a listing of bicentennial celebrations planned by a variety of South Bay groups.

Please contact members of the sponsoring organizations for further information.

## April

The City of Chula Vista sponsors "All States Program" at 7 p.m. each Tuesday in Council Chambers. Brief salute to states, Chula Vistans from that state, followed immediately by meeting, refreshments outside chambers.

**APRIL:** The National City Library features displays of quilts and quilting, this month. A demonstration will be held at 7 p.m. Thursday, April 22.

**April-December:** Baha'i community honors America with displays at transportation centers in the South Bay.

**April 25:** Hilltop High School hosts old-fashioned orange crate derby.

**April 29:** Montgomery High School students present bicentennial cultural fair, featuring ethnic foods, music, dance.

## May

**MAY:** National City Library displays featured Mexican contributions to the United States.

**May 1:** Imperial Beach American Legion sponsors Mexican dinner to raise funds for Bicentennial Triangle fountain.

**May 1:** National City Maytime Band Review presents musical salute to the bicentennial.

**May 2:** Active 20-30 Club dedicates Rohr Park gazebo at 1 p.m. with music by old time band.

**May 4:** Chula Vista Elementary School District students present music and song, 10:30 a.m.-1 p.m., at Chula Vista Municipal Gym.

**May 6:** Southwestern College version of rock opera "Plymouth Rock" begins. Featured May 6-8, 13-15.

**May 7:** Allistair Cooke film series "America" begins with showing at 7 p.m. at Norman Park Center. Films will be shown first Thursdays for next two months.

**May 7-8:** Chula Vista Garden Club holds its annual Standard Flower Show, 2-8 p.m., Friday, 10 a.m.-4 p.m. Saturday, at the Salvation Army Hall. Theme is "America the Beautiful."

**May 12:** Chula Vista Library hosts lecture on bicentennial vacations, 7:30 p.m.

**May 12:** Pythian Sisters hosts old time card party luncheon with bicentennial theme and decor.

**May 16:** Chula Vista Senior Citizens Club presents bicentennial picnic for seniors at Big Oak Ranch, Harbison Canyon.

**May 22:** Heritage Days Committee joins with Chula Vista Bicentennial Committee to hold noon reunion picnic at Norman Park. Old photos on display. Open to all Chula Vista residents of 193 and earlier. Sweet Adelines Quartet performs.

**May 23:** Golden Jubilee Committee of St. Mary's Catholic Church sponsors county fair, games, refreshments; 1-7 p.m. at Parish Hall.

## June

**JUNE:** National City Library features displays of scale models of old National City buildings.

**June 2:** Chula Vista Adult School sewing class presents bicentennial fashion show, 9 a.m.-noon. Replicas of clothing styles will be on display, pot luck luncheon and sharing of bicentennial cake afterward.

**June 3:** Community Hospital of Chula Vista hosts fundraising variety show "Hallelujah America" at 8 p.m., Mayan Hall, Southwestern College. Proceeds go for purchase of heart equipment.

**June 3:** National City schools salute the bicentennial with participation by all schools.

**June 14:** Judging begins in the three cities for the Bicentennial Gardens Contest.

**June 14:** The Exchange Club sponsors a flag retirement program at 9 a.m., Memorial Bowl.

**June 14:** Formal retirement ceremony of American flags used by the National City Eagles organization.

**June 14:** Imperial Beach Library begins ongoing summer bicentennial reading program for school age children. Lecture, movie.

**June 15:** Chula Vista Senior Citizens Club sponsors "senior" prom dance.

**June 18-20:** South Bay Historical Society-Al Bahr Shrine hold bicentennial event in Clairemont.

**June 20:** First United Methodist Church of Chula Vista hosts bicentennial program at 7:30 p.m. Features folk songs and hymns by church, chancel choir.

**June 27:** Imperial Beach Library presents program of American folk songs, some of the Revolutionary period, 3 p.m.

## July

**JULY:** Chula Vista Library Board presents first of four monthly mini-concerts in the new library.

**July 4:** Chula Vista Senior Citizens Club sponsors open house at Norman Park.

**July 4:** National City Senior Citizens' chorale groups present musical salute to bicentennial.

**July 4:** National City Lions Club and Rodeo Assn. host old fashioned celebration and rodeo.

**July 4:** Chula Vista Elk's Club sponsors 4th of July Parade, to start at 3rd Ave., ending at 4th and F St. for dedication of new library.

**July 4:** Chula Vista Norbert Stein, poet, reads historical poem aboard the Star of India. Work covers period from 1776 to present.

**July 5:** Fredericka Manor in Chula Vista, hosts event with theme "America and Her Beautiful People," 10:30 p.m.

**July 6:** Chula Vista Senior Citizens' Club hosts red, white and blue dance.

**July 13:** Imperial Beach Library hosts lecture, participation in American folk tales.

**July 14:** Chula Vista Senior Citizens Club hosts bicentennial shuffleboard tournament.

**July 15:** Imperial Beach Library hosts international dinner.

**July 15-18:** Imperial Beach celebrates Sun and Sea Festival.

**July 17-18:** Imperial Beach celebrates its 20th Anniversary with bicentennial rodeo, parade, rough water swim, 10-mile run and dory race.

**July 18:** Chula Vista sponsors bicentennial symphony at 4 p.m., Memorial Park Bowl, music by San Diego Symphony.

**July 27:** Imperial Beach Library features program on American folk dancing, 3 p.m.

## August

**AUGUST:** Chula Vista Art Guild holds bicentennial art show 1-4 p.m. Saturdays and Sundays through the month at Rohr Park Gallery. Open to all artists, entries due July 31.

**Aug. 5-7, 13-14:** Chula Vista sponsors aquatic show at Loma Verde Pool, with theme "Heritage '76."

**Aug. 12:** Senior Citizens Club presents display at Norman Park, features antiques, treasures from past 200 years.

## September-October

**Sept. 18:** Chula Vista Masonic Lodge District 642 and affiliated youth groups sponsor carnival with bicentennial theme, 10 a.m.-4 p.m.

**Sept. 30-Oct. 3:** Chula Vista Fiesta de la Luna carnival and parade feature bicentennial theme.

## November

**Nov. 14-15:** Chula Vista Senior Citizens Club celebrates anniversary with bicentennial event.







## Banking makes change for the better...

Someone coined the phrase "banker's hours" and concluded the life of a banker is an easy one.

But history tells another story. The banking community has always had the responsibility of serving the people when and where it was convenient for the customer.

And history tells us that early bankers took these service responsibilities very seriously.

In agricultural communities, for instance, banks often opened early to accommodate farmers who needed to finish the banking and get on to the business of raising food.

Service on Saturday was another development that made it much easier for weekday workers to bank more conveniently. The Saturday hours were especially prevalent during the 1940s and 50s along with a gradual shift from downtown banks to branch offices within the community.

One of the latest additions in up-to-date service has been the Multi-Unit Drive-Through Lane. Service that formerly required a parking space and a wait in line is now simply a drive-through and a real time-saver for busy customers.

Throughout recent years, banking has really come full circle. More and more banks are getting back to the business of serving people — moving branches to local communities, changing banking hours and days, and just making it easier for everyone to get to know his local banker.



Dick Garret  
A.V.P.-Manager  
National City Branch



John Grunstad  
A.V.P.-Manager  
Chula Vista Branch



Don McHenry  
Manager  
Castle Park Branch



Thomas Shippe  
Manager  
Imperial Beach Branch

## California First Bank ...

The only major chain bank in California offering "FULL SERVICE" Saturday banking (both lobby and drive-through) at key branches. In the South Bay, the Chula Vista branch at Broadway & H Sts. is open Saturdays from 9 a.m. to 4 p.m. All four South Bay branches — Castle Park, Imperial Beach, National City and Chula Vista — also offer late night banking till 7:30 p.m. on Friday. California First Bank — offering service that meets your needs! Featuring no service charge checking with \$100 minimum balance and simple interest personal loans!

# South Bay...from the beginning

## Then came the Kimballs

- Sept., 1542 — Juan Rodriguez Cabrillo sailed two small ships into San Diego Harbor.
- 1602 — Don Sebastian Viscaíno makes port from Acapulco exploring new possessions for King Phillip III of Spain.
- July 1, 1769 — Fr. Junípero Serra, with overland party from Baja, camps at Sweetwater River as part of military and church expedition sent to settle California and to keep out the English and Russians.
- 1795 — Carlos III set aside 42-square-mile tract (South Bay) as grazing lands for the military. Padres called the tract "La Purísima de la Concepción." Military named it el Rancho del Rey. Mexican owners would later call it "Rancho de la Nación."
- 1822 — Mexico gains independence from Spain; California becomes Mexican colony.
- 1845 — Last Mexican governor of California gives his brother-in-law John Forster Rancho de la Nación.
- 1846 — Spanish-American War ends with California in United States hands.
- 1848 — Hidalgo Treaty signed by Mexico and U.S.; border survey ordered, beginning at what is now the International Monument in Border Field Park.
- 1858 — Frank Kimball brings water well-boring equipment from San Francisco in an attempt to solve water problems.
- June 18, 1858 — San Francisco building contractors Frank, Warren and Levi Kimball buy Rancho de la Nación for \$30,000. The 25,632-acre ranch stretched from San Diego to the border from oceans to mountains.

## At first just the land

By JOEY HAM

San Diego Historical Writer

In September, 1542, Juan Rodriguez Cabrillo sailed two small ships into the empty harbor of San Diego, only the Spanish Naval officer got the name wrong; he called it San Miguel.

Anyway, he claimed the harbor and the land around it including the Spanish crown and immediately headed home.

Some sixty years later, Don Sebastian Viscaíno made port from Acapulco exploring the new possessions for King Phillip III of Spain.

Viscaíno saw that Cabrillo had been wrong in calling the place San Miguel and gave it the right name, San Diego. Don Sebastian stuck

around for 10 days making maps.

THEN FOR 147 years, the harbor and the brown hills slept. The local Indians, like true Southern Californians, lolled about on the beach cracking clams and making occasional treks up to Julian for pinon nuts.

Finally Spain decided to put up a no trespassing sign on California to keep out the English and Russians. Spain followed its traditions and sent the cross and the sword to colonize.

On July 1, 1769, Fr. Junípero Serra, with his overland party, from Baja, camped at Sweetwater River, then tramped north up Broadway to Chula Vista and National Avenue in National City to build his mission overlooking

Mission Valley. OF COURSE, Chula Vista and National City had not yet been born; in fact, nobody lived there. It would be seven years before the American colonies would insist that they wanted to do it themselves and declare their independence from England on July 4, 1776.

In 1795 King Carlos III set the South Bay aside for grazing lands for the little San Diego military garrison. The king gave the South Bay distinction saying "this shall always be royal land."

The padres called the tract "La Purísima de la Concepción" and the soldiers named it "El Rancho del Rey." It would be some time

later when its Mexican owner would get the name right; John Forster called his gift from his brother-in-law, the governor, "Rancho de la Nación."

BY 1822 MEXICO had followed the lead of the East Coast colonies and split from mother Spain. Soon, however, the two new nations were at each other's throats and the resulting brawl, the Spanish-American War, ended with California in the hands of the United States.

In 1848 the Treaty of Hidalgo was signed and a border survey got underway beginning at what is now the International Monument in Border Field Park.

Still nothing much

Continued on page 6

1871 — The Kimballs, in attempt to generate income on property, go into sheep raising. Shearing shed located where Hohr Park is now. Financial crash stuns railroad building plans.

1880 — Group of National financiers connected with Santa Fe Railroad bring railroad here. Kimball hands over most of the ranch to this venture.

1887 — National City incorporated. National City-Otay Motor Railroad opens. Sunny-side Ranch subdivided for development and placed on market. Henry Cooper Ranch divided to create new town, Bonita. William Green Dickinson, city developer for Santa Fe Railroad instructed to build first houses (37 of them) in Chula Vista.

1888 — Big celebration over completion of Sweetwater Dam. Chula Vista tract opened for buyers. Sweetwater Fruit Co. buys Bonita Ranch; R. C. Allen is manager for the Boston firm which ends up with 500-South Bay acres. Paradise Valley Hospital dedicated.

1891 — Otay Watch Factory opens and closes.

Oct. 17, 1911 — Chula Vista incorporated as sixth-class city by vote of 215 for and 88 against; population is 3,000.

Jan. 8, 1913 — Freeze kills orchards.

Jan. 22, 1916 — Flood breaks Otay Dam and washes out Tia Juana River Valley; earth eroded at one end of Sweetwater Dam and washes out houses and railroad into bay.





## El Rancho de la Nacion and the cattle business...

During the era of Mexican possession, El Rancho de la Nacion, forerunner to our present South Bay communities, was operated primarily as a cattle ranch.

John Forster, an Englishman, received the property in 1846 as a land grant from the Mexican government on the basis that he build a house and occupy it. Forster managed a small adobe structure and corral, utilizing the remaining land for cattle grazing.

Little is recorded about the output of the ranch during these early years. When Kimball bought the ranch in 1871, traces of the cattle still remained. In fact, Flora Kimball, reminiscing on the early days of the ranch, commented, "We always carried a large stick whenever we left the house, for the wild Mexican cattle had not quite disappeared from the ranch."

After the Kimball buy, the ranch was converted to sheep grazing, marking the end of the cattle era in the South Bay.

## C&M Meat Packing Corp.

Supplying quality meat to the Southern California, Arizona and Texas since 1935, C&M Meat Packing Corporation continues to update methods and equipment. A fleet of 25 trucks and trailers is on the move 24 hours a day servicing some of the largest grocery chains in the Southwest.

Business is conducted by 63 employees including long time associates Bernie Stank, corporate secretary, 38 years; Thomas Monleon, corporate president, 30 years and Harry Smith 37 years.



Thomas Monleon,  
President

## A dream fulfilled

## The South Bay...from the beginning

Continued from page 6  
happened in the South Bay. Forster grazed some stock, but Rancho de la Nacion was only part of his vast holdings.

The Civil War had ended and the nation was on the move west. In San Francisco, three New Hampshire brothers made a lot of money fast as building contractors.

**BUT FRANK KIMBALL**, the youngest and the leader, decided that he wanted to go south. He talked his brothers, Warren and Levi, into going

with him and buying Rancho de la Nacion for \$30,000. The 25,632-acre ranch stretched from San Diego to the border and from the ocean to the mountains.

For what he had in mind Kimball was going to need water, and a lot of it. As soon as he bought the ranch he sailed down all water rights and had Levi and Warren come over to his office where they formed the Kimball Water Company, with Frank as president.

**KIMBALL** immediately began to try to

get the railroads interested in bringing a line to National City and in building a dam, an expensive project.

However, Kimball couldn't wait for a dam, he needed water immediately, so started sinking wells in Sweetwater Valley with equipment which he brought from San Francisco. Kimball would sell property only to buyers who intended to build a house, plant an orchard and stay here. This is why the original South Bay settlers were responsible, solid-

citizen types. In 1873, there was a national financial crash which stopped railroad building plans and brought a recession to National Ranch.

The Kimbals, in an attempt to generate more income, went into sheep raising.

**TIMES GOT BETTER** and in 1880, a group of national big money men connected with the Santa Fe railroad made plans to bring a railroad here. Kimball handed over most of his property to this venture which was to leave him broke and bitter. However in his old age, Kimball mellowed and became National City's highly respected, most important senior citizen.

The San Diego Land and Town Company, which had been formed by the national syndicate to develop the South Bay area, moved ahead. Sweetwater Dam was built and on April 10, 1888, there was a big celebration in national City.

That year William Green Dickinson, a city planner for the Santa Fe Railroad, laid out Chula Vista, had water piped in from the dam and built the first houses (37

of them).

**SUNNYSIDE** ranch about this time was subdivided and placed on the market. Also the Henry Cooper ranch was subdivided to create a new town, Bmita.

The Sweetwater Fruit Company, whose parent was a Boston firm, ended up with 500 acres of land. The

heavy rains caused a flood, which broke the Otay dam and washed out the Tijuana River Valley.

Sweetwater Dam held but the flood undermined the earth at one end of the dam. The flood washed all the houses in its path and the railroad into the bay.

Chula Vista's first

*That year, William Dickinson laid out Chula Vista, had water piped in from the dam and built the first houses—37 of them.*

*United States Surveyor Gen'l Office  
San Francisco California*

*Under and by virtue of the provisions of the 18th Section of the Act of Congress of the 3rd March 1851, entitled, 'An Act to ascertain and locate the several land claims in the State of California,' and of the 19th Section of the Act of Congress approved on the 24th August 1852, entitled, 'An Act making Appropriations for the Civil and Diplomatic Expenses of the Government for the year ending the 30th day of June next, and for other purposes,' and in consequence of a certificate of the United States District Court for the Southern District of California of which a copy is enclosed, having been filed in this Office, whereby it appears that the Attorney General of the United States having given notice that it was met the petition of the United States to prosecute the appeal from the decision of the said District Court, by which it was adjudged and confirmed the title and claim of Juan Ferrel, to the tract of land designated as Rancho containing 20 square leagues, the said of Ferrel, by the said District Court and decrees in favor of the said Juan Ferrel. The said tract has been conveyed to the grant thereof and the said decision and order hereby certified the Accused. He and assigns a plat of the said tract of land by the field notes of the Survey thereof, was filed in this Office in the month of October the last of the said year, which was examined and approved and now on file in this Office, and a copy of the said plat, together with the United States certificate hereof to the General Land & Survey Office of the said State of California, the same being hereby certified as follows: to wit:*

*Beginning at 20° 1' in a mound of earth, on the N.W. corner of San Diego the same being the corner of the Public Land of San Diego.*



Photo courtesy MC Library Mutual Education

THE ORIGINAL DEED (photostat above) to the Kimball brothers' Rancho de la Nacion. Sheep grazed the land in the early 1900s...and the herd multiplied.



# VISTA HILL HOSPITAL

## 30 years of caring...



### starts with Dr. Elmer Peterson ...



Dr. Elmer Peterson  
Vista Hill Founder

Vista Hill Sanitarium began as a private institution serving the needs of psychiatric patients. Owner Dr. Elmer Peterson first opened its doors in January 1946. His sanitarium answered a timely need for alternatives to community or state hospitalization for psychiatric patients.

Dr. Peterson's facilities were first located in the Bulmer family home at Second Ave. in Chula Vista and soon expanded to adjoining acreage.

Its original capacity of 16 patients had doubled by 1949 and facilities were added accordingly.

Because of rapid expansion, the hospital soon outgrew its one-man ownership. In 1957 Dr. Peterson, working with Robert Thorn — then the attorney for the Hospital Council of San Diego — set up a non-profit corporation, Vista Hill Psychiatric Foundation, which purchased the 66-bed hospital that year. Thorn later went on to become president of the foundation, a post he still holds.

### continues under Vista Hill Foundation ...

During the ensuing years with the Foundation, and under the guidance of hospital administrator Capt. Norval R. Richardson, USN Ret., the original buildings were remodeled and refurbished. With enclosed patios, added nursing stations,

a new activity building and renovated kitchen and dietary facilities, the hospital has been updated but still retains the grace of the old Spanish style and the welcome look of a comfortable, private residence.



Robert Thorn  
Pres. Vista Hill Foundation

**1976...** The Board of Directors of Vista Hill Foundation is energetically planning to meet the growing needs of the hospital and the community it serves.

## Builder, botanist, man of culture

# Frank Kimball: little man with big ideas

Francis Augustus (Frank) Kimball, "the father of National City," was a rather small man, but one with great big ideas.

His slight frame (5 ft. 5 in.) was supercharged with the dynamic energy of a proper self-confident new Englander who knew there was a west to be won and a fortune waiting for the man who was willing to work and keep his wits about him.

Frank Kimball would make his California bid for fame and fortune on his own terms, that of a master carpenter and builder, as was his father before him in the family's home town of Hopkinton, N.H.

**FURTHERMORE**, in the rugged, raw and roaring west of the 1860s, Frank Kimball would never alter his inherited lifestyle, that of his middle class, cultivated English forebear who migrated early to the colonies.

All his long life Kimball would give financial and moral support to schools and churches (even while criticizing "thin" sermons); he would accept a solid citizen's responsibility for civic affairs and community needs. He would continually seek relaxation and enjoyment in music, literature, theater and lively social intercourse with his peers.

In addition, in Southern California, Kimball was slated to become renowned as a horticulturalist.

**EVEN GIVEN** the frantic ferment of post Civil War development in San Francisco, Frank and Kimball and his brothers, Levi and Warren, achieved an impressively swift business success.

Frank Kimball, sparkplug of the trio, was 29 years old when he arrived in San Francisco Sept. 16, 1861.

He left behind in New Hampshire Sarah, his wife of four years, and more than \$3,000 in debts. Their merchandise store was a casualty of the

financial crisis of 1857 when the Civil War was imminent.

After signing

promises to pay his creditors, Frank Kimball borrowed \$500 to make the trip west.

Frank, Levi and Warren Kimball arrived aboard ship in San Francisco and next day took to the streets, tool boxes in hand, looking for work. Frank's first job was making tool boxes in a carpenter shop. His boss liked his work and sent

sparse notations, a contract here, a project there, then more following.

Before long Frank Kimball had built the springboard from which he would dive into the building of an empire on Rancho de la Nacion,

buying furnishings in San Francisco for their new National City home, the Kimbals, of course, included a piano.

**KIMBALL**, almost hyperactive, always managed to keep up with his reading. In National City, Kimball would make his large library and magazine collections available to the public by opening a library in his office building "which will be warmed on chilly days."

Frank Kimball's image as a developer, promoter and big money man overshadows the picture of Kimball the horticulturalist. Yet Kimball was recognized state and nationwide as an authority and, indeed, a pioneer in the culture, including pest control, grafting and propagating of California fruits.

Kimball became

*Continued on page 12*



—Photo courtesy NC Library

**FRANK KIMBALL, NATIONAL CITY FATHER**  
He built and brought the railroad here.



—Photo courtesy NC Library

**KIMBALL BROTHERS, LEVI (LEFT) AND WARREN**  
Warren stayed, Levi left.

### *Futhermore, in the rugged, raw and roaring west of the 1860s, Frank Kimball would never alter his inherited lifestyle.*

him out to work on a grape arbor.

**IN THE LATE** spring of 1862, Frank Kimball wrote in his diary, "Bought a draft on Wells Fargo and Company for \$3,000. Payable to the order of Sarah Kimball. God bless her." Smaller drafts followed. Kimball's debts were paid off in New Hampshire and his wife joined him in San Francisco.

Within six years of her arrival, Sarah Kimball would accompany her successful contractor husband south to occupy a virgin land empire purchased by the three brothers, members of the firm of Kimball and Brothers Carpenters and Builders, San Francisco.

**THE KIMBALLS** paid \$30,000 (\$10,000 down) for the 26,631-acre Rancho de la Nacion which stretched from a city of San Diego (Division St.) south to the border, and from the bay and ocean east to the mountains.

The southeast corner was at the intersection of Sweetwater and Telegraph roads, south and east of what is now Sunnyside and Bonita.

There was not one house, not one road except old trails, no reliable water supply and no inhabitants. But Frank Kimball was going to turn the situation around.

**HOW WAS** this young Yankee go-getter able to finance this gigantic undertaking? Frank Kimball's San Francisco diary sketched the story in

almost the whole South Bay. Some historians say Frank Kimball came south because the San Francisco weather was killing him.

It seems more likely that the ambitious young man was once more seeking new worlds to conquer.

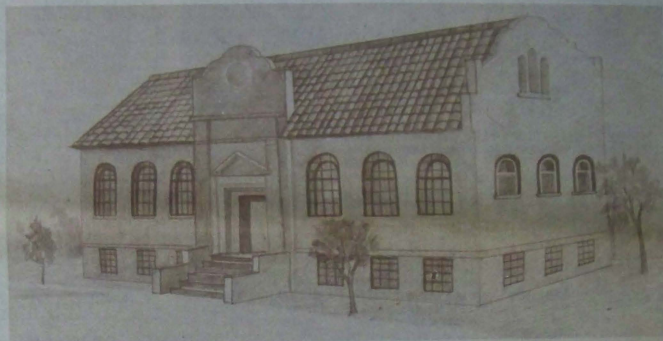
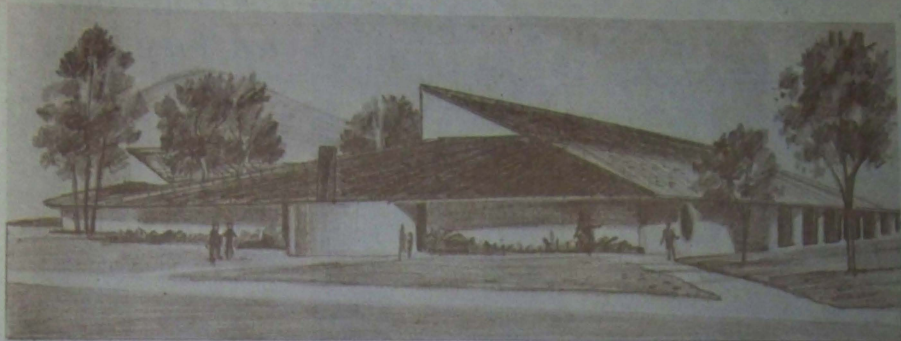
Kimball had a real and abiding love for music. He played the viola, clarinet and organ, and loved singing in the choir. While



—Photo courtesy NC Library/Gordon Kimball

**FRANK KIMBALL IN HIS DERBY IN ABOUT 1888**  
The South Bay's first and leading citizen.





## Growing pains for C.V.'s library

From a collection of privately donated books housed in a small store front on Third Avenue, the Chula Vista library has expanded to a million dollar facility scheduled for dedication on July 4.

From its inception in 1891 until 1912, the library was operated through the efforts of its founders - volunteer members of the Chula Vista Reading Room. Even the books handled by the 1891 library were mainly from the private collection of Chula Vista's founder - Colonel William Dickinson. When the city incorporated in August 1912, the group relinquished library responsibilities to the city.

Next move was in 1915 when the Chula Vista Library Board applied for a grant from the Carnegie Corporation to construct a new building. Statistics provided in application

for the grant listed expenses of \$720 with 994 borrowers.

The grant passed and Chula Vista welcomed a new library with 2100 feet of floor space. When the Carnegie library was completed on F St., city fathers anticipated it would meet the needs of the city for years and years to come.

But by 1950, the city's expansion dictated another new building and the present library was opened on Guava Street. Last year's operating costs and number of borrowers were a far cry from the statistics of 1915. Total expenditures were \$397,090 and number of items borrowed was an unprecedented 751,000.

A welcome relief to Chula Vista's latest growing pains - the new bicentennial library will provide expanded programs and services for local residents.

## Chula Vista Sanitary

A division of SCA Services, Inc.

As a Chula Vista business for over thirty years, Chula Vista Sanitary Service salutes the opening of our new bicentennial library—meeting the needs of the community in 1976 and for years to come.  
Chula Vista Sanitary Service, 311 F St., Chula Vista.



—Photo courtesy NC Library: Title Insurance and Trust  
 OLIVE OIL MILL AT THE FOOT OF 23RD AND CLEVELAND  
 It was established by Frank Kimball in March, 1887.

## A little man with big ideas

Continued from page 10

interested in fruit growing at an early age. His early diaries note that he was reading books on the composition of soils and botany. When he came west he brought along a box of dormant apple saplings which must have been shocked when they woke up in San Francisco.

AFTER LAYING out his plans for National Ranch, Kimball lost no time in going over to the San Diego mission and hauling home a load of olive tree cuttings. He gratefully accepted olive cuttings from a Baja Ranch and Mission San Luis Rey. His first big project was the planting of four acres of olive cuttings of which, after a month, he notes, only four plants had died.

Over the next 40 years Kimball would work on his olive project, growing and selling sprouts, then trees by the thousands. He perfected a pie picking process after unsatisfactory results from soils and salt.

The Kimballs opened an olive oil plant and took first prizes in many big fairs with their "Kimball's Virgin Olive Oil".

Kimball also was known for a tremendous amount of research on citrus fruits but probably received more attention for this study of grapes.

The first foreign grapes sent him for

fruits was taken to other county and state fairs, then in 1884 to Philadelphia. In 1885, Frank and Warren Kimball took 63 cases of fruit to display and sell to other orchardists at the New Orleans Cotton Centennial.

The peak of displaying Southern California produce was reached at the International Fair in

er of horticulture for California.

SAN DIEGO County appointed him as representative to the Chicago World's Fair in 1889, but he was deep in financial trouble so Warren and his wife went instead. Kimball was serving as secretary of the subtropical committee for the U.S. Department of Agriculture in 1903 when he was appointed as the San Diego Commissioner to the St. Louis World's Fair.

Kimball worked hard gathering up an important representation of San Diego county's minerals, gems, driftwood and crafts in addition to prime specimens of its horticulture.

Kimball and his wife spent several months in St. Louis. When Kimball, now an old man, came home he wrote in his diary "I received my cash (paycheck) and what was of equal value to me the thanks of the board for the work I did in St. Louis."

—BY JOEY HAM

## The South Bay's own 'First Lady'

"Every argument that can be adduced in favor of boys learning trades applies with equal force to girls. There is no excuse for objectless lives for girls," wrote National City's Flora Kimball more than 100 years ago.

"It must be a very ordinary girl who has no leading taste, no capacity for any particular work. All women cannot rise from obscure poverty to distinction as some have, but all women may become self-supporting."

FLORA KIMBALL, who served as president of the San Diego Suffrage Society, was, as her husband noted on her tombstone, "a great worker for women's enfranchisement and a writer of note."

Mrs. Kimball was the wife of Warren, one of the three Kimball brothers who bought Rancho de la Nacion when it was still only grazing land. Warren and Flora Kimball followed Frank Kimball, the family's leader, and his wife, Sarah, to National Ranch, arriving here in 1870.

A FORMER school

Once a male editor of "Scribner's Magazine" strongly criticized a move among women to work outside their homes, warning that such behavior was not natural for women and would damage their health and morals, not to mention their femininity.

MRS. KIMBALL replied with her own editorial. She told Dr. Holland "women were a better judge of such matters" than he could possibly be. She called his writing, and others like it, "fossil literature."

A woman writing for *Arynaut* magazine caused Mrs. Kimball to explode when she wrote, "As a point of fact, great women are uncomfortable creatures and no one seeks to be where they abound. No man wants one of them on his hearthstone."

"Why not pray?" asked Mrs. Kimball. "What objections can a man who speaks half a dozen languages, predicts storms, foretells eclipses, computes the age of the world from a handful of earth, navigates the air and startles the world every week of his life,

*Flora Kimball was, as her husband noted on her tombstone, 'a great worker for women's enfranchisement and a writer of note.'*

teacher, Flora Kimball turned to writing for newspapers and magazines on her major interests, education, Southern California horticulture and her deepest concern, equal rights for women.

Although the overriding concern of women libbers of the 1880's is to achieve the woman's vote, Mrs. Kimball saw the problem as more than just the vote. She sought, for women, "compensation equal before the law" and the right of any woman to choose her own job and get paid equally to a man doing the same job.

have to belong a similar sized bed of the opposite sex a little corner of his hearthstone."

She then advised her sister journalist "Flippant," female scribbler's ponder to a silly prejudice when they depreciate their own sex by flings at feminine greatness."

MRS. KIMBALL strongly advised all girls to be prepared to go to work the minute they finished school and earn their own money. "They should not waste time dabbling in that and while waiting to land a husband. She

Continued on page 13



## South Bay's 'First Lady'

## Flora Kimball: 100 years before her time

Continued from page 12—  
expressed sympathy for middle-aged fathers struggling to support a wife and some perfectly healthy grown daughters.

She considered few types of work unworthy of women. She wanted

housekeepers to be paid a stated salary for given tasks so the woman of the house and the housekeeper "would be put in a servant-mistress position."

Concerning a report of an alarming increase in divorces in this country Mrs. Kimball wrote, "All the efforts of lawmakers, journalists and ministers to check this alienation will result in failure while the marriage laws so obviously degrade the wife."

MRS. KIMBALL admitted there were other major factors involved in the evil of divorce, "if it is an evil," and she did not feel hopeful about future solutions to the problem.

"Aside from legal and social injustice there are other causes that lead directly to the sundering of the marriage ties," she wrote. "Perfect

equally before the law, mutual tastes, sympathies and love may bring about a reform (in the number of divorces), but the day for this is in the far distant future."

Mrs. Kimball once wrote that a great

clubhouse for women as a memorial to his wife, known as Olivewood Woman's Club.

THE WOMEN WHO made up the club could not live up to their dynamic namesake. Over the years the club

*Mrs. Kimball admitted there were other major factors involved in the evil of divorce, 'if it is an evil.'*

woman might make a little man uncomfortable but not a man of equal stature. Warren Kimball, by this yardstick, must have been equal to his wife.

He certainly was proud of her suffrage work and writing. He left these opinions in stone as her epitaph. After she died in 1898, her husband built a fine

declined and finally, remodeling debts caused the loss of the clubhouse.

Flora Kimball, if alive today, would not be concerned about this. She would be too busy pushing for the equal rights amendment, which could use her pen and tongue right now.

—By JOEY HAM



FLORA M. KIMBALL  
A woman of talent



KIMBALL SECTION AT LA VISTA MEMORIAL CEMETERY  
Mrs. Kimball rests beneath the trees she planted.



1925

LOUIS AND STANDLEE McMains

The original McMains Bakery at 25th and Highland in National City was the beginning over half a century ago. Standlee, letting brother Louis have a turn driving the truck, is now owner of Standlee's Cake and Party Shop. Anderson, the brother who adds McMains "Know how" to cake baking at Standlee's, is not pictured.

yesterday...  
today...  
and tomorrow...

This September will mark 51 years since the McMains family arrived in the South Bay and started McMains Bakery. Then, for nearly 35 years, Guy McMains with his three sons, Standlee, Louis and Anderson made their name known for quality bread and baked goods. In 1959 the bakery was sold and Standlee opened his Cake Shop in the little white cottage at 244 Third Avenue. Beautiful wedding cakes, custom decorated cakes from miles around when the cake and the occasion were to be special. In 1966 Standlee's Cake and Party Shop moved to the old "Piggly Wiggly" building where it has grown to be widely known as truly unique. "Fantastic" cakes, as Standlee calls their creations, cake decorating supplies, everything in reception and party goods, and even decorating instructions for people who want to try creating "Fantastic" cakes of their own, are to be found there. And so, 51 years later, Standlee, his son Bob and his brother Andy continue to offer quality in the McMains tradition, and proudly say, "The McMains boys, with the best stuff anywhere, serve the finest to the greatest people in the USA."

STANDLEE'S CAKE AND PARTY SHOP

### A lively climb to riches

# Ralph Granger—his million dollar hunch

Editor's note: Following is a story of Ralph Granger, a prominent National City citizen in his time and the man who built Granger Music Hall. It depicts a Ralph Granger few of us know.

The 40-year-old butcher had gone to bed and to sleep but soon woke from a dream with the certain conviction that the prospector, whom that day he had refused a grubstake, was going to strike it rich.

Ralph Granger, a partner in the general store in the little Colorado town of Del Norte, got out of bed and went to find the drifter, one Nicholas C. Creede, who had offered to lead Granger to riches. Granger, by that year of 1883, knew all about

his life to judge a man at first sight and to make decisions lightning-fast. Although he had routinely refused to grubstake Creede, he must have unconsciously felt the man knew what he was talking about when he said he was on to a good thing and could prove it with a little help.

Granger went out and located the prospector that night and told him to get ready to head for the hills. Next, he talked his partners into joining him in furnishing the money Creede would need to pay his expenses and the cost of filing a mine claim with the government.

Creede staked claim to a fabulously rich vein of silver ore. Officers to

Granger at the Hotel Del Coronado and came home to write in his

diary of April 28, 1892, "Think I have a customer for the Fowler

place." And indeed this proved true.

Granger not only bought the Fowler place with its two-story, turreted, gabled and bay-windowed house, but also a 20-acre adjoining orange orchard, 75 acres in all of orchards and grazing slopes "with a little stream (Paradise Creek) running through."

The new owner ordered certain improvements to his new home such as a third story. He and Mrs. Granger went off to San Francisco to buy furniture and other items. How Granger freely indulged his sometimes flamboyant taste was indicated on this trip.

A RELATIVE shopping with them said the couple became separated. Mrs. Granger stopped a policeman and asked if he had noticed a large gold, quartz watch chain going by attached to a tall man. The officer had.

The cumbersome chain was described as having links two-inches long by one-inch wide, and attached to a fat gold watch so large

Granger had trouble wedging it into his vest pocket.

Soon Kimball would note, "Two carloads of freight for Granger have arrived, which included horses and horse furnishings."

THE ONE-TIME cowboy lost no time in smoothing out a race track in the Sweetwater River bottom, hiring a stable master and filling those stables with fine horses.

He specialized in Standardbreds, the American breed which is to the trotting fraternity what the thoroughbred is to racing.

Ruth Baldwin Curtis as a small girl came to National City with her mother, a distant relative of Granger's. Mrs. Curtis, in "My Uncle Ralph and My Trek West," recalled being tucked into racing gig's, her uncle "calling to the horse trainer, 'Let her go,' and we would sweep down the driveway, tear madly down the long slope ... reaching the track, we would jog slowly around one or twice.

"Then Uncle would

*Mrs. Granger stopped a policeman and asked if he'd noticed a large, gold quartz watch chain going by attached to a tall man. He had.*

the lure and the long, lonesome road men traveled in search of the big bonanza.

AN ORPHAN, at age 16, Granger left his hometown of New Saffield, Conn., and headed west working first on a farm then turning cowboy, ever wending his way toward his mecca, the gold and silver veins of the mountains to the west.

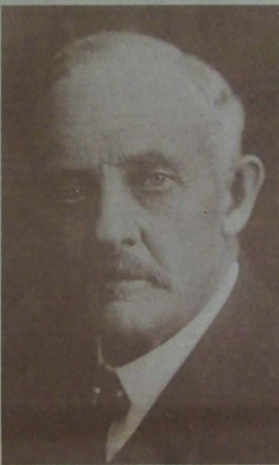
However, Lady Luck refused to smile on him. Years passed and Granger, now 40, decided to give up his roaming. He went back and married the girl who waited (Jessie Hastings was by now 30) and brought her back to Del Norte.

In that era, prospectors coming into town to scrounge for a grubstake were a common sight in western mining regions. Granger and his partners, like most businessmen, said "no" to them as a matter of fiscal policy.

buy shares of his Last Chance Mine poured in. There are conflicting reports as to why all the partners except Granger soon sold out, but Granger wasn't selling. He ended up the sole owner of The Last Chance which was, within a year, enriching him to the tune of \$50,000 a month.

THE GRATEFUL citizenry of Willow Creek Camp renamed their town Creede, but the honor didn't stick around. He headed for Los Angeles where the action was. He was dead within five years after discovering the mine of an overdose of opium and, it is said, after a long bout of woman trouble.

Granger didn't stick around Creede either. He, too, headed for the good Southern California life. Frank Kimball, the first big developer in the South Bay, had lost his fortune by this time and was trying to pay-off some debts.



RALPH GRANGER — HE LOVED HORSES AND MUSIC. Granger was also a serious fruit grower.



RECEPTION HALL OF THE RALPH GRANGER HOME IN 1899. Furnishings were typical of fine National City homes.

GRANGER WAS, all KIMBALL met



Ralph Granger

# Million dollar hunch

Continued from page 14  
set his stopwatch, let out a wild yell like a Comanche and touch the horse lightly with his whip. Around and around we would fly, faster and faster, then "click" would go the stopwatch and Uncle would pull the horse up gradually."

Horses were only one of Granger's enthusiasms. He was a serious fruit grower and complained in a letter that everytime the price rose for the citrus he was shipping to various parts of the nation the railroad would raise his shipping costs.

With his wealth Granger inevitably became a financial power in San Diego. He even had oil wells around Whittier at one time. But he is remembered in the South Bay for having built himself a private music hall between his rose garden and orange orchard.

**GRANGER LOVED** fiddle music. During his wanderings he had gotten his hands on a fiddle and learned to scrape out tunes, his favorite being "Old Black Joe."

Now he would have

crete vault in the hall. Then for an added inducement he installed a vast pipe organ and a grand piano.

**GRANGER HAD** no interest in arranging concerts for anyone

*Granger had no interest in arranging concerts for anyone else. He simply wanted to listen to good violin music.*

the great violinists come to National City and play for him in the beautiful little hall designed by a well-known architect and with its ceiling mural done by a New York artist.

However, the hall was not the real lure for violinists. Granger purchased one of the world's most famous collections of violins and stored them in a con-

crete vault in the hall. Then for an added inducement he installed a vast pipe organ and a grand piano.

crete vault in the hall. Then for an added inducement he installed a vast pipe organ and a grand piano.

Continued on page 16

## HEAR YE, HEAR YE,

on this 200th anniversary of our country, the Auxiliary of Community Hospital of Chula Vista takes pride in presenting a tribute to the U.S. entitled "Hallelujah America." It is a birthday celebration in songs, dances and re-creations of events from the American Revolution to be staged at 8 p.m., June 3, 4 and 5, in Mayan Hall, Southwestern College.

John and Abigail Adams will be there, along with Benjamin Franklin and Thomas Jefferson to help support the Community Hospital Auxiliary's efforts to raise funds for the hospital's emergency heart monitoring device and related equipment.

If you would like to lend your support to the project, you may sign up to be a cast member of the Meet the Director Party on May 12 at 7:30 p.m., at the San Diego Country Club, or send for tickets by placing the coupon printed below in a self addressed stamped envelope to "Capers," 825 Country Club Dr., Chula Vista, Ca. 92011, before May 25. Tickets will also be available at Balboa Bank, 410 H St., between 11 a.m. and 5 p.m., on June 1 and 2 only.

PLEASE SEND ME	TICKETS AT \$3.50 EA.
FOR THE PERFORMANCE.	
NAME	
ADDRESS	
PHONE NUMBER	

Please make checks payable to Community Hospital Auxiliary

## COMMUNITY HOSPITAL

OF CHULA VISTA

751 Dora Lane

- \*MEDICAL
- \*SURGICAL
- \*OUT-PATIENT



421-4110

\*24 HOUR EMERGENCY ROOM SERVICE

## Peters' Chula Vista Feed Store in 1913...



### Onion Sets, Vegetable and Flower Seeds

Judge Matthews will be at our office the 4th Tuesday afternoon of each month, where he will be glad to discuss with you any of your Friday problems.

Please should you desire an appointment.

### Peters' Chula Vista Feed Store

Just Tall Central 232-W

Now-a-days, we gear our merchandise to the home and garden needs of South Bay residents-but our service spirit of 1913 remains the same!

## Star-News D-ATLINE JAN. 1922

When we ran this ad in 1922, we were already a firmly established local business...

In fact, we'd been around for 9 years - since 1913. In those days, our major service was animal feed and seed products. We even had our own mill in the back shop and rail shipping service at our doorstep. Things have changed a lot since then, but we still retain many of the old ideas and values.

## Peters Home and Garden

340 THIRD AVE., CHULA VISTA  
SERVING YOU SINCE 1913 PHONE 427-8121



## Typing - it's come a long way ...

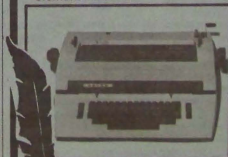
### 1904

The Mignon at right was classified as a stylus indicator machine. Without the traditional keyboard, the typist used a lever to dial the correct letter and then pressed another lever to print. Although slow, about 10 w.p.m., the Mignon of 1904 was a forerunner of the modern single element machine.



### 1976

Again, the same concept machine but in a whole new modernized format shown at left by Adler. This electric machine has changeable type style, cartridge ribbon changing and vibration free typing. Machine is capable of approx. 200 w.p.m.



BOTH MACHINES NOW ON DISPLAY AT:

## CORNELL'S STATIONERS

647 E. Street Chula Vista 420 6/36

Business and Office Supplies, Office Furniture, Cards and Gifts.  
Office machines: Sales, Rentals, Repairs.



ORGAN STANDING IN GRANGER HALL  
Granger called his music hall the 'fiddlehouse.'

## Million dollar hunch

Continued from page 15  
children crept into the back of the music hall... and squatted against the wall in the dim light for hours listening to the great men making music."

Granger Music Hall, incidentally, is a name given the structure by others. The Granger's called it "the fiddlehouse."

ONE OF GRANGER'S grandsons, Lester Wegeforth of La Jolla, recalled for reporters stories his grandfather, Granger told him before he died in Wegeforth's early teens.

"Once Granger, he said, asked a famous woman violinist to come down from San Francisco to play at his National City music hall. She would be paid \$2,500 plus expenses.

The night of the concert, Granger's carriage picked up the violinist at the Coronado Hotel and brought her to the Granger hall where she played a complete concert for just six people.

Wegeforth has done

research on his grandfather's life in the rough and lawless mining west. He said he came to the conclusion that his grandfather, a six-footer with great physical strength in his youth, survived and succeeded because he was a crack shot, had fast reflexes and was courageous to the point of being fearless.

WEGEFORTH remembers his grandfather having "the grayest eyes you ever saw, steely gray eyes that cut into a man with a look. He was cold and all-business when he was doing business. He operated always within the law. However, laws governing big business then, were not as restrictive as they are today."

His grandfather was a fair man with the employees and the important tenants of his five-story office building, a San Diego first in 1906 and still standing on the corner of 5th and Broadway.

"My grandfather never asked of any man more than he could produce, but a man had

better produce or he was out in the cold," Wegeforth said.

When Granger's National City home burned in about 1907, the Grangers decided to move closer to San Diego schools. Granger had disposed of most of his violin collection but he kept a few good instruments and still violinists came to play for him.

BY NOW Granger had paid the price for his icy control and daring. Ulcers had necessitated radical stomach surgery, Wegeforth said.

Wegeforth visited the Last Chance Mine, which remained in the family until a few years ago, and found it still in full operation. However the days of fortunes being made in silver ended shortly after Granger came to California when the world market collapsed.

Granger Music Hall has been restored and is the scene again of musical events, but not of the caliber required by the man who became a millionaire because he trusted a hunch.

—BY JOEY HAM

## Fire! The horse that trusted a little girl

Editor's note: The following story is an excerpt from the unpublished notes of the late Irene Phillips, a South Bay historian. It is graciously shared by Mrs. Phillips' daughter, Shirley Yahnke.

As you go east on 8th St. in National City you can look down into Paradise Valley. There are stores and houses along the street, and in the distance you can see the big Paradise Valley Hospital.

*When they played 'Run, Sheep, Run,' the valley people could hear the shouts of laughter.*

In 1906 there were no stores in the valley, just ranches, and one smaller building which was the valley hospital.

There were orange, lemon, apricot and olive groves which covered the hillsides.

ONE OF THE largest orchards belonged to Ralph Granger, who lived there in a large house. He had two children.

There was a music hall near the house where people came to play and sing for Mr. Granger and his friends.

In back of the music hall there was a large barn where horses were kept. Granger's daughter, Rachel, loved horses and always was happy if she were riding horseback or in the carriage with her parents. There were two beautiful bright-colored macaws that Rachel and some of her neighborhood friends would feed.

All the children in the valley would get together in the long summer evenings and play games such as "London Bridge," "Drop the handkerchief," and "I've Come to See Miss Jennie O'Jones."

When they played "Run, Sheep, Run" the valley people could hear the shouts of laughter as the children ran in and through the orchards as they played.

ONE EVENING, — it was July

4, 1906 — the children returned home after their play and were just going into the barn when someone noticed a red glare toward the Granger house. The house was on fire.

The only fire hydrant nearby was out of order. The neighbors tried to save some of the furniture but they were unable to get near the burning building.

The horses in the barn were frightened when they smelled smoke and felt the heat from the fire. One of the men tried to lead the horses from the barn but when they saw the blazing building, they ran back to their stalls.

IT WAS LITTLE Rachel in her white nightgown who came to the barn. She talked to the frightened horses. As she talked to them she led them, one at a time, from the barn to a field which was away from the fire.

The Granger family moved to San Diego following the fire. The two beautiful macaws had been frightened and would not stay near the old home, but would fly

*It was little Rachael in her white nightgown who came to the barn. She talked to the frightened horses.*

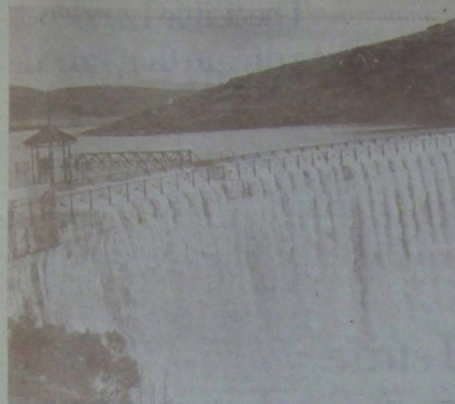
overhead with a shrill call of fear.

Someone in Paradise Hospital placed feed for them. They gradually decided they had a safe home with kind friends.

The little girl, Rachel Granger, grew into a lovely young woman and married Dr. Paul Wegeforth, a man who loved animals as much as she did.

It was Dr. Wegeforth who provided the first funds for a zoo, the San Diego Zoo, which is well known all over the world.





SWEETWATER DAM: KIMBALL COULDN'T WAIT  
The dam overflowing about 1909.  
Photo courtesy NC Library

## Water: the source of life, SB strife

A reliable water supply sufficient to sustain more than a small population of people and animals, let alone orchards and fields, is not normal for the South Bay.

Consequently, the search for water, its conservation and control of water rights began with the first South Bay settlers and continues right up to this minute with a multi-million dollar fight over the South Bay water distribution slated for hearing in the Appellate Court in June.

The first developer who ever came through the area looking for a place to build thanked God when he came upon Sweetwater River.

THE YEAR 1769 was ending when Father Junipero Serra limped up from Lower California and reached Sweetwater River Valley. He wrote in his travel log, "Found a beautiful brook. Good water. Here we stopped."

The padres would build their mission to the north and throw up a dam on the San Diego River. It would be 99 years before a man and his brothers (the

Kimballs) hunting a place for an empire would come upon and buy Rancho de la Nacion, which included the entire South Bay.

However, while looking over the land prior to buying it, Frank Kimball wrote in his diary of June 3, 1868, "Today I have seen the finest water power site on the National Ranch."

NO SOONER had Frank, Warren and Levi Kimball bought the 26,632-acre ranch before

*Today I have seen the finest water power source on National Ranch.*

they set to work acquiring water rights to the narrow gorge on the Sweetwater River where a dam would one day be built.

Within a year of buying the ranch Kimball writes that Warren and Levi came down from San Francisco at his request "to attend the organization of the Kimball Brothers Water Co. meeting called in my office and the

organization effected. F.A. (Frank) Kimball elected president."

Kimball brought well-drilling equipment from San Francisco and immediately began sinking wells in the Sweetwater River Valley.

Kimball, in 1871, installed over one well the largest windmill in the county. He would later use pumps to bring the water from the wells.

THE KIMBALLS sold water by the barrel for several years. The horse drawn water wagon was a familiar sight in National City. But Kimball never ceased trying to interest a railroad in building a dam on the site he had chosen.

Finally in 1886, the San Diego Land and Town Co. started construction and finished in 1888 the Sweetwater Dam.

There was a big celebration in National City. Water was piped to a new subdivision Land and Town would shortly open for buyers. It would be known as Chula Vista.

New orchards were

*Continued on page 18*

## 54 years and 4 generations later...

Inside Fuson's Garage 1927.



C.E. Fuson



REX

TIM

BOB

SEAN

4 GENERATIONS SERVING YOU.



### FUSON'S GARAGE — Oldest Chula Vista Business Under the Same Management

Rex Fuson started a family tradition when he purchased the F Street Garage in 1922. Under the Fuson banner for 54 years, the garage is the oldest Chula Vista business under the same continuous family management. In the old days, Rex Fuson was often assisted by his two brothers and later his son Bob who started puffering around the garage at age 10.

Today, Bob owns and manages the business which services more cars in one day than used to pass by the garage in the 20's. And work at Fuson's is still a family affair and now includes Bob's son Tim as well as other Fuson relations.

The garage is still located at its original site and incorporates some of the old doors, windows and beams. But the shop has been expanded to keep pace with ever increasing needs. And that's where the fourth generation comes in. Tom's son, 3 year old Sean Fuson, will hopefully see that the garage serves the South Bay with the same Fuson quality and dependability for many, many years to come!

**FUSON'S GARAGE**  
333 F Street Chula Vista



1916 WAS A WATER-LOGGED YEAR FOR THE SOUTH BAY  
Much was destroyed after January San Ysidro flood.

Photo courtesy NC Library—Edna Davis

## First the floods, then the dam broke

# Water: source of life and strife

Continued from page 17  
planted and flourished. Then came problems. An owner above the dam won a court suit in which the water company was told to drain the man's land or pay him for it.

The firm chose to reduce the water level, with the result young orchards suffered. The stock of Land and Town stood at \$266 a share on the New York market when a Paradise Valley orchardist sold his 1,500 shares and charged the water company with ruining his new orchards.

LAND AND TOWN shares plunged to \$46 a share. The water

company paid for the land it had flooded. But almost immediately Chula Vista landowners brought suit over water rates, a case which would drag on for 10 years.

Then in 1898 a drought emptied the dam of water. The water company resorted to water rationing from its 36 wells at Bonita, 32 at Sunnyside and 72 wells near Lynwood Grove. Land and Town itself had a lemon orchard of 60,000 trees to save.

Then E.S. Babcock, developer of Coronado, came to the rescue with water from his Otay Dam.

PRESENTLY,

National City and the South Bay Irrigation District are attempting to convert the South Bay water supply system to public ownership. The water distribution facilities are owned by California-American Water Co., a wholly-owned subsidiary of the American Water Works.

The suit at present is concerned with the value of the water company's holdings, which have been condemned for between \$14-\$15 million.

According to a transcript of the case, the water company owns 1,758 acres around Sweetwater Dam, which has a storage capacity

of 9.5 billion gallons. Colorado River water became available to the water company in May 1948. Colorado and Sweetwater River waters are conmingled at the Sweetwater filter plant.

The water district encompasses National City, Chula Vista, Bonita, Sunnyside, Sweetwater Valley and the communities of Castle Park, Harborside and Otay, plus some other county areas.

As it was in the beginning so it is today. Water in the South Bay means life and strife.

—BY JOEY HAM

## The 'Little Landers,' a dream that failed

The 10-year-old girl crouched wide-eyed on the slope watching the raging torrent below, and earnestly beseeched God to save the houses in that Tia Juana River bottom land.

"I thought as long as I fixed my eyes on a house and prayed, that house would not float away," Mrs. Edna Davis of National City recalled.

"I didn't want to take the time to eat or go to the bathroom or anything," she said. "When my mother, or nature, overcame, I would run inside. "If I could run back to find a house gone I would feel personally responsible."

BEFORE THAT day ended the child, Edna Hoover, was to witness a futile attempt to

The victims whose homes were located on the bottom land along the river sought safety at homes of the remaining colonists on the mesas.

Mrs. Davis remembers that her father, one of the leaders of the colony who ran the community store, promptly rationed food and fuel. "To get someone fevers a family either had to have a baby, an elderly or a sick member, she said. "I remember our beds were wet and you had a choice between trying to sleep in a wet bed or sit up wrapped in a damp blanket."

THE FLOOD washed out the National City and Otay railroad tracks and the "Rinky Dink" train from San Diego. But when word got through to San

*Her father feared the proud and independent Little Landers colonists could not bring themselves to accept other people's clothing.*

rescue two women from the flood. They were stranded midstream on a horse. When a raft reached them they got on it only to have it turn over.

"Their bodies were never recovered as far as I know," Mrs. Davis said. "I sat on the slope until long after dark straining my eyes to see them."

Mrs. Max Kastner and her sister-in-law, Miss Anna Kastner, were the only people to drown in this 1916 flood, but it was the end of the world for the unique Little Landers agricultural experiment. It was founded in 1808 in San Ysidro by William E. Smythe, a well-known leader in the national reclamation movement of that era.

WHEN THE flood subsided, 106 families of the seven-year-old San Ysidro colony had lost their homes, their livestock and possessions. Lost, also, was the colony's prized pumping plant, cement water mains and, of course, the crops.

Diego of the San Ysidro disaster, help in the form of food and clothing and other supplies poured in.

However, her father feared the proud and independent Little Landers colonists could not bring themselves to accept other people's clothing, "so dad dreamed up an act," Mrs. Davis said.

"He took the stage at the community clubhouse and told the audience he would don the first garment he pulled from one of the barrels in front of him.

"I don't know whether dad peeked ahead of time or if he was just lucky, but the garment on top in the barrel turned out to be a man's soft, fine wool dressing gown.

"He put on the black and white robe and strutted around the stage saying 'This is mine, I saw it first.' Then he picked up a blouse and looked at the women. 'This one looks like it belongs to you Mary,' he said, and the

Continued on page 19



SWEETWATER JUNCTION AFTER DISASTROUS 1916 FLOOD  
The tracks are those of National City-Otay railroad.

Photo courtesy NC Library—Edna Davis and Dick



## A dream washed clean

## The 'Landers' utopia

Continued from page 18

tension was broken. People came right up and started finding themselves something to wear."

MRS. DAVIS said the flood caused a general exodus from San Ysidro, and her father, who lost everything he had, moved the family to National City where they opened a poultry supply house.

"My father's nickname was 'Laff-a-lot Hoover,'" Mrs. Davis said, "but after that he didn't laugh much."

However, before the river gave man one more lesson about building in its bed, there had been several lively and interesting years in the colony.

Mrs. Davis remembers when the soldiers came and camped on the rise in back of the one-room-plus-lean-to school. The "Mexican trouble" (revolution) had been going on for some time, she said, and a lot of people were scared all the time.

"WE COULD see from outside Mexican troops digging ditches and could hear gunfire when battle occurred."

Once, to the little girl's surprise and disgust, a big bunch of San Diegans rode the

Rinky Dink out and gathered on a hillside to "watch the war" across the border.

"I was shocked at them because watching a war seemed a strange thing for grownups to do, but also because they made nuisances of themselves coming in our house to ask for water and trampling down my father's vegetables."

THE CITY FOLK, however, came out only after the arrival in San Ysidro of 600 U.S. cavalrymen from Fort Rosecrans. The colonists had begged for a year for military protection, ever since bandits raided Tecate (1914), killed the postmaster and looted the town.

The first detachment of troops arrived aboard the Rinky Dink. Mrs. Davis remembers well that leaders of the colony rushed to meet and shake hands with the soldiers "and some of our men had tears running down their faces. I had never before seen a man cry. Some women also shocked me by rushing up to the soldiers throwing their arms about them and kissing them."

Some colonists insisted that the

commander desist from running the U.S. flag up over the school fearing Mexican troops might fire at it now that the soldiers were camped nearby.

"But my father said the flag is going to keep flying, and it did, but my brother and I were about the only kids in school for a day or so."

## The Little Landers became specialists at Lilliputian farming.

Mrs. Davis said.

THE COLONISTS engaged in this "little land and a living" dream of Smyth's were a gregarious lot with plenty of community spirit.

"We were always having plays or some kind of entertainment at the clubhouse," Mrs. Davis recalled. "Either there was an unusual amount of talent among us or uninhibited actors. I think they did a Shakespeare play once."

"Sometimes we went on picnics walking all the way to the monument (now Border Field Park). My father would drive the community truck and transport the elderly or very young and carry supplies."

The truck was used to haul produce from each family's one-acre farm to San Diego for sale in Little Landers' markets there. Mrs. Davis remembers selling the puppies of her white Spitz there once.

THE LITTLE LANDERS became specialists at Lilliputian farming. They grew wonderful vegetables on the rich bottom land. Some raised goats on the hillsides. They planted strawberries, grapes, guavas, lemons and oranges and raised chickens, rabbits, turkeys and ducks. The intent of each colonist was to make a living on his one-acre farm.

However, even before

Continued on page 20

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Zenith's round tube television, a first in 1948.

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the South Bay



1951, Matthews Brothers, Chula Vista—their second South Bay location and forerunner to Mr. T.V.

Clint Matthews opened his first appliance shop in 1945 in National City when the newest entertainment pastime was radio. Matthews was the first to sell the Zenith radio in the South Bay. In 1948, Zenith's unique round tube television hit the market and Matthews also introduced it here, and later became the largest Zenith dealer in San Diego county, in these early days of electronic media, service and repair were important and Matthews had to train his repairmen on these new products—an expensive but vital endeavor. Today, some 30 years later, Steve Reynard of Mr. T.V. has changed the name but kept the same fine standards of full service on his Zenith sets, and now includes a fine selection brand name televisions and appliances. Steve considers his store the "South Bay's own discount television and home appliance center" and offers his customers fine values every month. Visit Mr. T.V. and see why more South Bayans find service and satisfaction in buying their home appliance needs from Mr. T.V. himself.

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EDNA DAVIS, A LITTLE LANDERS' DAUGHTER  
As a 10-year-old girl, she watched wide-eyed.

## On a sunny Sunday afternoon

# 1911—Let's go watch the war, daddy!

By CAROLINE McVEY

*Star-News Special Writer*

Watching the war from South Bay borders was a Sunday afternoon pleasure excursion for residents of San Diego County back in 1911.

On Monday, May 8, 115 Mexican rebels were observed assembling in the foothills east of Tijuana. An alert was sounded in the little Mexican village just south of our border. Within the hour, 36 mounted federal troops moved out to confront the insurrectionists.

There are no recorded accounts of that skirmish, but a

trenches. The news brought the crowds back to the San Ysidro mesa.

**THE SAN DIEGO** Union reported that several San Diego jitney operators were offering special Sunday taxi rates as fun excursions to watch the war. Hawkers appeared and sold the crowds refreshments while they gawked with excitement. And the members of the Little Landers community trembled. The fear of war mounted, day after day.

Mrs. Edna Davis, a resident of National

my friend's house. "One of our friends, a widow lady with two

small children, saw the unattended rig. In her frenzied state of fear,

she saw that horse and buggy as a means of escape for her two

children. It was hours later before the missing buggy was finally returned to a very frustrated and unhappy doctor."



—Photo courtesy NC Library/Edna Davis

**SOLDIERS WHO ARRIVED IN SAN YSIDRO EXPECTING BATTLE**  
But no skirmishes with Mexican 'rebels' were reported.

*Hawkers appeared and sold the crowd refreshments while they gawked with excitement.*

few days later the National City Record reported 55 casualties in the Mexican action — 23 dead and 32 wounded. The federalists had lost 14 of their men, more than a third of their force. It was an easy victory for the rebels.

City, has vivid memories of the times. She was nine years old in 1912. The family were members of the Little Landers Colony. Her father, Charles Hoover, was the commune's president.

"MEMBERS OF the community were becoming increasingly apprehensive as the weeks passed. Everyone had begun to wonder if the rebels were preparing for a raid across the border and war with the United States.

"I remember a funny incident that happened. It illustrated the deep frustrations the people at San Ysidro felt as they waited, and waited.

"My best friend's grandfather had taken very ill. A doctor was summoned from one of the neighboring communities. When he arrived he left his horse and buggy unattended in front of

**NEWS OF THE war** on the other side of San Ysidro spread quickly. It became the fashionable thing to crowd into somebody's car on a Sunday afternoon and take a ride to see the war. But, there was little to see. For more than a year the rebels remained in Tijuana in their makeshift quarters and dilled the hours away.

Then, one weekend, a member of the Little Landers farming commune at San Ysidro noticed that the rebels were starting to dig some ditches. In a few days, the ditches began to look very much like a maze of

## Flood ends Landers' world

*Continued from page 19*

The flood there was trouble in paradise. There was dissension over marketing procedures and some colonists went independent. This caused the cooperative store to go into debt. It was eventually turned back to private management.

There was also grumbling about the use of tax money, some contending that a \$25,000 bond issue had been expended negligently because the water system was defective.

Then the colony began getting unfavorable publicity from the eastern press whose writers criticized Smythe's utopian dream and the rhetoric which the founder used to attract easterners to San Ysidro.

A REPORT by the state Commission on

Land Colonization and Rural Credits finally undermined confidence in the agricultural experiment, although some writers have called the conclusions drawn by the commission unwarranted.

Dr. Lawrence Lee, writing in the "Journal

of San Diego History," last year gave the flood, the violence and disorder across the border, the report and finally, the advent of World War I, as causes for the collapse of Smythe's dream.

After the war, and in the decade of the 1920s,

the back-to-the-land movement ended.

Today, only Smythe Avenue remains as a reminder of the unique agricultural and communal living which once flourished in San Ysidro.

—BY JOEY HAM

## Nelson & Sloan

# 55 years...



That's how long the construction industry in San Diego County has depended upon Nelson & Sloan for rock, sand, cement and transit-mixed concrete. Established in 1921 by M.L. Nelson, the firm is now owned and managed by his son, James Nelson. Long experience in the business has gained Nelson & Sloan a well known reputation for reliable performance.

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—Photos courtesy NC Library/ Title Insurance and Trust



## Moments of time past

It looks different, but not so much you can't see the present in the past. From top left: Potts Sanitarium, founded by lady physician Mary Longshore Potts in 1882 and later to be call Paradise Valley Hospital; men line a corner of Chula Vista's

3rd Ave. in 1929; a 1912 view of the Imperial Beach Pier, where San Diego residents came via trolley for stroll down the boardwalk; railroad ties on National City Wharf at the foot of 17th St., built by the Kimball brothers in 1871.



## Not so very long ago



—Photos courtesy NC Library: Title Insurance and Trust

It wasn't so long ago these sights were common. From top left: Railroad men survey damage after 1905 wreck of the National City and Otay Railroad at foot of Chula Vista Hill; Japanese teens from a Chula Vista YWCA group, circa 1935 (photo courtesy Ruby Peters); Chula Vista police outside city hall, 1931; 3rd Ave. and K St. looking south in Chula Vista.





# Richard Dare's chop suey... it's American as apple pie



RICHARD DARE IN THE KITCHEN AT CHOP STICKS RESTAURANT  
The younger generation wants a more American way of life.

Star-News photo

By GARY SHAW  
Star-News Staff Writer

It's been quite a story for Chinese Americans since the father of Richard Dare, who runs the Chop Sticks Restaurant at 817 National Ave., National City, came to San Francisco at the turn of the century.

At the time Dare's father sailed from China to California, he hadn't even heard of chop suey. That was invented here.

"THERE WASN'T any Chula Vista in those days," says Chula Vistaan Cliff Perkins, 87, an old immigration inspector who kept tabs on Chinese in the Southwest. "But you could go to any town in Southern California or Arizona and there'd be one or two Chinese restaurants or one or two Chinese laundries."

"The Chinese were always a docile part of the population. Seldom made any trouble, except for some violations of the gambling laws if there were any and a little opium smoking among themselves."

WHEN YOUNG Perkins signed up with the immigration service back in 1911, immigration from Europe and Mexico was wide open. But the tremendous number of Chinese who'd come during the Gold Rush and the building of the railroad, had flooded the West with coolies. So U.S. leaders turned Chinese immigrants away.

"After they couldn't come in legally, they came illegally and their methods became refined," Perkins remembers.

"At first they used to get on trains and reach the interior of the United States. Then the immigration service started inspecting trains. That was my first job in the service.

"They went so far as to hide in the spaces above the vestibules in passenger cars. We used to have holes in there and stick sharp

wire up to see if we could stick anybody."

"A large portion of the Chinese would claim to be American citizens born in San Francisco. Since the fire and earthquake destroyed all statistical records, it was easy for anyone to produce witnesses in court to say he was born here, what apartment, who he played with."

## WHILE RICHARD

*While the kids might eat Big Macs, much of the culture will remain intact.*

DARE was just 16, he sailed across the Pacific with his brother to join his parents in California. That was 1936, long after the Chinese had been assimilated into U.S. culture, thanks mostly to World War I and the need for soldiers.

"Everything looked so beautiful," Dare recalls. "I loved American candy the most. I never had enough candy in China."

"My father was a businessman, ran a Chinese grocery store."

YOUNG RICHARD, now an American citizen, came to National City having served in the Navy.

"There were only 10 to 15 Chinese restaurants in the county," he says. Now there are close to 80, including his own, where he regularly makes chop suey, that concoction his father had learned about only after he came to the states.

"It's an American food, really, cooked by Chinese," says Dare. "At first people came from China to help build the railroad, the Gold Rush. When it came to the dinner time, Chinese couldn't get used to American food. So they

talk to the foreman and say, 'We'd like Chinese food.'

"The foreman say, 'All we have here, we have meat and vegetables. Take what you want.' One day the foreman came over and tasted what the Chinese make. 'Hey this is the greatest thing in the world! What do you call it?' They say 'chop suey.'

"THAT'S HOW it began. That's what my father told me."

A true Chinese community, a neighborhood, never quite developed in San Diego County, although National City has 10-20% Chinese descendants. Dare probably would have liked to see a China Town grow up in the South Bay, like it did in San Francisco, "but the younger generation doesn't want one," he says. "They want a more American way of life."

There are some 5,000 Chinese in the county now and while the youngsters might wear Padres T-shirts and eat Big Macs, much of the Chinese culture will remain intact.

"FOR MY PART," says Dare, "I had my first shop in National City. Ray McCullough owned the Brown Bear Bar. He gave me the kitchen and said, 'Make what you like.'"

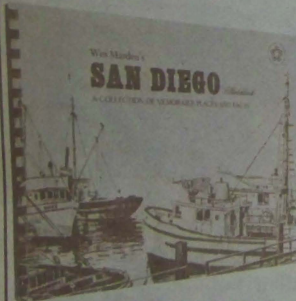
A few years later the Brown Bear was turned into Harold's Club and Dare moved to his present quarters, the Chop Sticks Restaurant.

"I have five children," Dare beams. "So many boys — four boys and one girl. And I have two grandchildren. Boys again."

And they're all as American as chop suey.

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# Oriental, with the accent on Spanish

By LINDA CROSS  
Star News Staff Writer

No one is sure exactly how large the South Bay's Filipino-American community really is, not even those who are part of it.

But the foods retained as part of the native culture have found their way here, and the many Filipino restaurants dotting the South Bay are a brief testimonial to the community's numbers.

IN NATIONAL CITY, says resident Paul Bayani, approximately 150 Filipino families belong to the National City Filipino-American Community, Inc., though many more families never joined.

Most interesting,

though, is not their numbers, but why they settled and how life goes on here.



PAUL BAYANI  
No bystander

"I retired from the Navy in 1962," Bayani said, "and most came here about the same time. There had been a few Filipino families here before that, but not many."

Many who have come since, he added, are relatives of other Filipino-American families and servicemen here.

WHEN the immigrants came from the Philippines, they brought with them several dialects, their own foods, clothing and customs.

"In the Philippines," Bayani says, "if you go from one province to another there will be different dialects. There are thousands of

*Continued on page 26*

## 37 YEARS OF SOUTH BAY LIVING EXPERIENCE HAPPILY ENDORSES

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Mrs. & Mrs. J.E. Siemen

South Bay residents since 1926. He was a former member of the U.S. Border Patrol. He served on both borders during his work years.



Mr. & Mrs. H.L. Duncan

The Duncans have been married almost 63 years. They lived in one house in N.C. for 50 years. He is a retired postal employee.



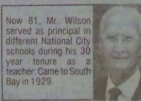
Emily King

Now 92 and has been a Chula Vista resident for 80 years. Her former home is now a historical landmark. She loves her present surroundings.



Rev. Geo. Payne

A retired minister now 91 years old. He lived in the South Bay many years, and preached in both Methodist and Nazarene churches during his lifetime.



Henry Wilson

Now 81, Mr. Wilson served as principal in different National City schools during his 30 year tenure as a teacher. Came to South Bay in 1929.

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## Paul Smith reflects on the beach city

## Back in '24, things were a lot different

By TERRY MERRYMAN  
Star News Staff Writer

Paul Smith, 75, was just a young man when he first set sights on Imperial Beach.

Of course, back in 1924, things were a lot different. Residents had to brave the occasional flooding of the Tia Juana River, put up with tourists from up San Diego way and try to eek out a living in the dairy or cattle business.

TODAY, PAUL and his wife, Eunice, still occupy their comfortable old home on 7th St. here. Once the only house around, the frame structure now is surrounded by stucco apartment buildings and its once-expansive yard is rapidly vanishing.

At the age of 25, Smith came south from Long Beach on Jan. 2, 1924, to become a retail salesman for Standard Oil Co., a position he retained until his retirement in 1971.

"It was wide open spaces," he recalled, eating back in his chair. "From Hollister Road there was maybe a total of 300 people, and the majority of these lived between what is now 1st and 3rd streets. Gains?

We've seen them all."

**FARMERS.** according to Smith, used to graze cattle "right over there" and dairies were a way of life until about '31 or '32.

"When I came there was absolutely nothing except 150 acres of

grazing land, horses and a few cars," he said. "We didn't have to pay for anything; we just used it."

The beach area was a drawing card for San Diego tourists. "It was quite a place on Saturdays and Sundays," Smith

remembers. "People would come to watch the bathers and the waves roll in."

And laughing, he recalled a joke he played on a bunch of these out-of-towners:

"Every year they would have this excursion from San

Diego to Coronado. One year we got on our horses and put on a fake train robbery at the end of 7th St. We rode alongside the train and shot blanks out of our guns."

**SMITH CAN** still picture the hotel on 10th St. that burned down and the original site of the Methodist Church on Elm between 2nd and 1st streets.

He also remembers Camp Hearne, the old Army camp where the

stop at the beach after work.

And he recalled that 34-pound halibut he speared in the sloughs one night.

The area didn't really begin to grow and change until 1936 or '37 when military activity was stepped up, he said. "Ream Field was nothing but a cow pasture in those days."

**SMITH WAS** also a pilot, and could be seen along with a couple of buddies floating over



PAUL AND EUNICE SMITH REMEMBER WIDE OPEN SPACES  
Pulling pranks on tourists was part of the fun.

*'When I came there was absolutely nothing except 150 acres of grazing land, horses and a few cars. We didn't have to pay for anything; we just used it.'*

Navy radio facility is today.

"I know they were awfully nice people," he said. "They would come by and ride our horses and keep them shod for us."

Back then, the Tia Juana Valley was a great place to hunt and fish, said Smith, who used to keep his fishing pole tied to the car just in case he wanted to

the arga in his "old Jenny."

The present site of Mar Vista High School was used as a landing strip until 1928 when Smith crashed his plane in Palm City.

"And I didn't have enough sense to quit flying until 1930," he said. How did he learn to fly in the first place?

"Just like anyone learns

Continued on page 27

## Filipino-Americans: building community

Continued from page 25  
different dialects in the islands."

That the Philippines is made up of many islands may have caused the dialects to develop, he explained. Bayani explained, "and I can see why they would do that. They speak the same dialects so they can communicate."

"Persons from the same sections will form organizations and groups together," Bayani explained, "and I can see why they would do that. They speak the same dialects so they can communicate."

I am of the Tagalog group. Tagalog is the language of the Philippines, but here in

National City we don't practice sectionalism.

"We are one large group formed of people from all sections of the Philippines who speak all dialects."

**THE FOOD** that has become so popular here with people who have never seen the islands of its origins includes chicken and pork adobo, lumpia, rice, noodles and other delicacies found at Filipino-American gatherings. The Filipino languages, foods and customs combine

Spanish and Oriental flavors, with the accent on Spanish, Bayani

observed.

"We were under the rule of Spain for 400 years, so the Spanish influence is very

*All family celebrations are important, and family relationships are generally very close with two or three generations living together.*

important," he added. Most Filipino surnames are Spanish, and words like "mesa" for table are found in the dialects.

The Roman Catholic Church also plays a major role in many

Filipino-American families, he said, and a favorite custom is "putting out too much food at weddings,

*All family celebrations are important, and family relationships are generally very close, Bayani said, with two or three generations often*

christenings and birthdays."

**ALL FAMILY** celebrations, of course, are important, and family relationships are generally very close, Bayani said, with two or three generations often

living together.

"But this is changing," he said.

"The younger generation, particularly those who were born here, want to get away from that. We of the older generations would like to see the custom kept."

Filipino clothing still worn in this country include the mambino, embroidered, semi-transparent silky shirts worn for formal occasions. They are made of banana fibers.

The women still wear high-peaked sleeves on their formal dresses, and kimonos and small lace and bead-covered capes have also been

retained. The kimonos are almost as much as part of the Filipino's formal dress as are the mantilla and high-backed comb for a traditionally-dressed Spanish woman.

In the National City Filipino-American community, the motto seems to be "We don't want to be just bystanders."

**"OUR CONCERN** is that if we are going to be part of the community, Bayani says, "then we might as well do whatever we can to contribute. We want to do whatever we can, even getting involved in politics."

# IB: times long past

Continued from page 26

to drive an automobile," he said.

During Prohibition, Smith said whiskey would be brought into the area by rum runners who would somehow land the booze on the beach.

Smith also remembers the disastrous 1927 flood. "The rain began in February and didn't quit until May sometime," he said. "You couldn't get from here to Palm City or from Palm City to San Diego. From Nestor to the south, water was a

valley. He recalled stringing a cable over the river and sending five gallon drums across full of kerosene to the stranded farmers.

Smith was a civic pioneer in the beach city. In 1928, he helped form the Palm City Chamber of Commerce, which is still in operation today under the South Bay District Chamber of Commerce.

HE WAS ONE of the first volunteer firemen (the truck was kept at his house) before a fire district was created with Smith as its first commissioner.

In the early 30s he helped write an informational booklet about Imperial Beach, a copy of which he wishes he had.

"We've been pretty lucky," Smith said, smiling at his wife, "and we've enjoyed every minute of it. We came from Kansas and Arkansas and have no desire to return."

*The area didn't really begin to grow and change until 1936 or '37 when military activity was stepped up. Ream Field was nothing but a cow pasture in those days.*

"There were these two guys selling liquor and we called that area Alcohol Hill," Smith remembered. "The best way I can tell you where it was is that it was south of Elm, three blocks each way of 7th St.

"I know, I bought some."

foot above ground."

THE COAST GUARD went up the river in a cutter and took one family off the top of their house, Smith said.

Although there were no deaths reported in the flood, he said it was a great inconvenience to those stranded in the

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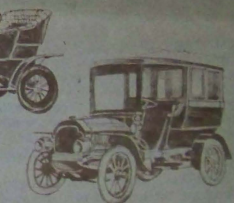
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Glenn Fuller



Doug Fuller

## Think Fuller for Fords!



*She'd die for freedom...and almost did*

# The countess: roots back to the Revolution

Most of us take our way of life for granted. But to Mrs. Helena Canterbury of Imperial Beach, a Polish countess in exile, it's a precious freedom that she would gladly die for — and almost did.

The great-great niece of American Revolutionary War hero Tadeusz Kosciuszko (1746-1817), Mrs. Canterbury, 64, has seen her homeland overrun, her husband and family slain, her son taken from her and yet borne all with the fortitude and dignity that she, as a member of the nobility, said she should have.

**SHE EXPLAINED** simply: "No matter how hard it was, I always found someone who needed me."

Her famous ancestor seemed to have many of the same qualities. A Polish army captain trained as a military engineer, Kosciuszko (pronounced Kosh-choosh-ko) joined the American Revolutionary Army in 1776 after his country was partitioned by Russia, Austria and Prussia.

It was on Kosciuszko's fortifications on the Hudson River near Saratoga that British Gen. John Burgoyne launched his unsuccessful

*Her mother, who was French, took her to Paris during the long Polish winters where Helena studied at the Sorbonne.*

assault. The general's surrender in October of 1777, according to historian Thomas Fleming, was the turning point in the war.

**KOSCIUSZKO**, who was made an American citizen after the war, returned to Poland in 1784 and 10 years later led an insurgent army against the Russians. He returned to this country for the last time at the request of his good friend Thomas Jefferson who wanted him to undertake a diplomatic mission to France to iron out a dispute between the two nations.

"He loved this country," Mrs. Canterbury said, thumbing through a family scrapbook, "and I love this country, too. America is the hope of the world. The way my great-great uncle saw it is the way I see it."

Also like her ancestor, the diminutive blonde is an American citizen, a right she won on May 13, 1960, after years of pure hell.

Born Helena Ostrowski-Pawlowski on one of the estates owned by her family, she later went to live with her mother after her parents separated. Her mother, who was French, took her to Paris during the long Polish winters where Helena studied at the Sorbonne.

**YOUNG HELENA** soon learned what was expected of her.

"I was taught not to show emotion and not to feel sorry for myself," she said. "When I was a little girl and I fell down and hurt myself, I was told not to cry."

In 1930, she married Duke Mountbatten Stanecki, a relative of British royal family member Lord Louis Mountbatten.

Nine years later her husband's plane was shot down when the Germans invaded Poland

from the west and the Russians swept in from the east under the Nazi-Soviet pact.

**"IN THAT FIRST** week of the war I lost 47 members of my family," Mrs. Canterbury said. "One morning, I learned my husband had been shot down, and that afternoon a German army lieutenant came to our home and ordered my 92-year-old grandmother to leave. I was present.

"My grandmother was deaf and couldn't understand what he wanted. He seized her by the shoulders to pull her to her feet and instinctively she struck him with her cane. The



HELENA CANTERBURY, A POLISH COUNTESS IN EXILE  
"Everything I stood for is gone."

lieutenant shot her dead. Her blood splattered my dress. I fainted."

Mrs. Canterbury became trapped in the Russian-held sector of Warsaw. Her 4½-year-old son, Janecz, was taken from her by the Russians for indoctrination. She has not seen him since.

**AS SHE PAINFULLY** recalled the incident, Mrs. Canterbury's eyes became moist. "I try to forget," she said. "It's so hard to relive. I heard my baby scream and then a shot and then I couldn't remember. Frankly, I didn't want to live."

Although she hasn't seen or heard from her son since his abduction, Mrs. Canterbury has not given up. Recently, she received a letter from a relative in Poland who said he believed her son was dead. She still hopes,

She read the letter, written in Polish, and the anguish of those years came back as she relived the plight of its author.

**LIKE HERSELF**, the family was forced out of its palace in 1939 in 20 degrees below-zero weather. "They had no clothing and the three little boys were freezing to death," she said.

Later taken in by a former servant, the family today manages to scrape out a meager existence, saving up their money to buy postage for Helena's letters.

After her son was taken, Mrs. Canterbury managed to get to France with the help of some friends where she learned from an underground source that her mother was in Shanghai. But a search there proved futile (she later learned that her mother was in a Siberian labor camp — She died before Helena could bring her to America.).

After Pearl Harbor, Mrs. Canterbury was forced into a Japanese concentration camp for 2½ years.

"For 2½ years I had no sugar, no bread, no milk," she said. "I weighed 82 pounds when I was released. I just don't want to talk about it."

She instinctively touched the scar on the side of her nose made by a light cigarette.

**AFTER HER** release, she met and married Alfred Holter, an American who headed a securities firm in Shanghai. Their son, Jonathan, now 26, is a 1st class Navy petty officer and a decorated Vietnam veteran.

The Holters fled Shanghai in 1949 when the Chinese Communists came in. After living in Pennsylvania and La Puente, a Los Angeles suburb, the couple moved to Imperial Beach in 1962. Six years later her husband died of a

*'In that first week of the war I lost 47 members of my family.'*

lung disease.

In 1972, she married a family friend, Charles W. Canterbury, also a member of the British nobility. Today they live in their modest Connecticut St. home, amid their cats, dogs, chickens and plants. That's the way she likes it, unpretentious and simple.

"After all," she said, "you can only live in one house at a time."

**HER HUSBAND** is a member of the Veterans of World War I and Mrs. Canterbury was recently installed president of the local post's auxiliary.

She thinks about going back to Poland every now and then, but doubts that she ever will.

"It would give me a terrible heartbreak," she said. "Everything that I stood for is gone."

Mrs. Canterbury is happy in her new life. "This is a remarkable country. It is beautiful, rich in resources and rich in freedoms that Kosciuszko wanted for his country. I would gladly give my life for it," she said.

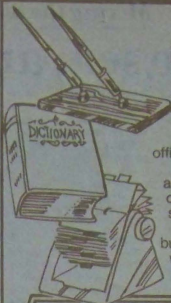
—By TERRY MERRYMAN



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**THE WALLPAPER HOUSE**



## Mixing the old with the new

# A life on the sea, and now in the cities

By HENRY ACEVEDO  
Star News Staff Writer

When Portugal's new leftist government assumed power recently, one of its first moves caused a stir among South Bay Portuguese-Americans.

The government canceled a standing invitation to San Diego's Miss Cabrillo and the honorary Cabrillo himself, both big figures in the annual Cabrillo Festival marking the discovery of San Diego Bay in 1542 by Juan Rodriguez Cabrillo.

"The cancellation is okay with me because I wouldn't want to go there anyway," says the South Bay mother of a former Miss Cabrillo, Chela Vistan Elsie Baptista, 49, was born in Gloucester, Mass., shortly

compiled, however, many would be of Portuguese origin names.

Fishing is the forte of generations of Portuguese. In fact, the original migration to countries outside Portugal was in search of richer fishing. For centuries it was part of Portuguese life to sign aboard a fishing boat if you were male, or to wait for the boat's return if female.

"Portugal is such a small country that fishermen had to go outside its waters to places like Iceland or Newfoundland to fish,"

*'I grew up in a community of Portuguese, Italians and Mexicans. We had to learn each other's language to get along.'*

Mrs. Baptista says. "So, the men left, the women stayed behind. The men returned only every so often."

The greatest migration of Portuguese to this country took place in the late 1800s. Most settled along the East Coast in places like Massachusetts or Delaware.

Mrs. Baptista's own father was rescued with his brother off the coast of Massachusetts in 1828 after deserting a fishing expedition on a dory. American fishermen, not speaking Portuguese, took them to New Bedford believing they were from there.

Shortly afterward, he was reunited with Mrs. Baptista's mother and they settled with other Portuguese in Massachusetts. The communities prospered during the early 1900s.

Eventually, there were too many fishermen and not enough fish, so a search began for a new home, Mrs. Baptista says.

"Like anyone else, they looked for

prosperity," she explained. "If there is nothing there you look somewhere else."

When her family came to San Diego County, they found prejudice and limited opportunity.

"There was a lot of prejudice against Portuguese then," she recalls. "The kids at my school were higher class than us and didn't associate with us. But I had my own friends and it didn't bother me."

"I grew up in a community of Portuguese, Italians and Mexicans. A black family lived next to us and we all had to learn each other's language in order to get along. It was the Portuguese and Italians who went to sea."

"People moved to wherever their work was. They always lived within walking distance to work because they didn't have cars."

Old country parents spoke Portuguese in their New Country homes resulting not in language-handicapped children but children who could maneuver verbally in two spheres.

"I learned Portuguese and will know it to my dying day," she says in flawless English. "Because my father didn't allow English in our home, I was able to get a job as a translator at one time during the war. And it helps me grasp other languages based on Latin."

The government had an urgent need for food of all types in the war, but food it could not train efficient fishermen.

Soon the word was out among fishing towns that their inhabitants' special talents were in demand. Portuguese, under government contract, soon were on Pacific seas hauling in tons of tuna.

The immigrants prospered.

Today they are engineers, politicians and businessmen in the South Bay with Portuguese background. They are in transition. Many have Americanized their names and sought careers away from the

sea, Mrs. Baptista says.

"Portuguese have always been proud to be Americans," she says. "Today, many will

awake 24 hours. The crew puts in 18 hours a day for the fish."

Arnoldo Baptista, her husband, is skipper on

nothing about.

"We aren't a radical people; we didn't take to the streets when the



ARNOLDO BAPTISTA ON HIS SEINER, JEANNE ANN  
The fishing boat is named after his daughters.

Star News photos

mention their Portuguese heritage but they are Americans first.

"Even my sons Frank, Joe and Danny will go along with many of the old traditions but they each are in their own fields now."

"There are still a lot of Portuguese who are fisherman but many of them make a lot of money by owning the seiners."

If life for the Portuguese has gotten easier, the ocean takes no notice.

"Fishing today is still very primitive," Mrs. Baptista says. "They must always be on the lookout for fish. When they are there the captains often stay

the Jeanne Ann, the fishing boat named after his and Elsie's daughters, Mary Ann and Jeanne.

Each season, there is no want for fishermen. Despite the hard work and depleted supply of Old-Country attitude and skill, the boats go out.

Now they are manned more and more by Mexicans but the mixture works since Mexicans have a tradition of their own on the sea.

Government regulations and conflicts have irritated Portuguese fishermen who see a large government trying to decide things they know

anti-war protests were going on," Mrs. Baptista says. "But we did demonstrate when others held our fish or when the government bought Japanese tuna."

It is a fine melding of old and new the Portuguese represent. Hard work with adequate reward, age-old skill with modern necessity.

Mrs. Baptista's daughter, Jeanne, was among the last Miss Cabrillos to go to Portugal to be feted like a queen. But it was really not to her mother's liking, anyway.

There was too much of the Old World pomp and circumstance to suit her American ways.



ELSIE BAPTISTA  
A New World woman

after her father arrived in the 1820s. She moved to San Diego County when she was nine years old.

Her history in many ways typifies the odyssey of the Portuguese in the South Bay.

San Diego is one of the large Portuguese population centers on the West Coast, including San Pedro and San Francisco, where the people fish and farm.

It is a comment on Portuguese adaptability and U.S. policy that there are no easily accessible figures on the exact numbers of Portuguese-Americans in the state. But if a roll of prominent South Bay residents were

## Making new footsteps

# So who will raise the celery now?



THE BEN AND KATHY SEGAWA FAMILY—HEADING IN NEW DIRECTIONS  
From left front, Randy, Eric, Kathy, Ben and Debbie.

Star-News photo.

Randy Segawa, a Chula Vista High School senior, came in the front door of his home where his parents, Ben and Kathy Segawa, were talking with a reporter. Ben Segawa was raised on a farm in Tijuana Valley. His family was the last to farm Old Mission Farm

honor last year. **KATHY SEGAWA** said there is nothing unusual about Japanese-American youths today heading for college and a career in the arts, science or professions.

"Look at the Yamate children," she said.

*'Since we were kids, the experience left no scars as it did with the adults.'*

in Mission Valley before it was subdivided.

Randy Segawa is not likely to follow his father and grandfather in farming. His field is science. He had just come from checking a cell growth experiment, his entry for the upcoming Great San Diego Science Fair where he won a top

The "children" referred to are the sons and daughters of James Yamate, Dr. Kiyoshi Yamate, a Chula Vista dentist, and their sister, Mrs. Yae Hayashi.

James Yamate said he does not think college education is the crux of the fact that Japanese-American youth today is choosing its jobs in wide areas of interest.

**HE DOES** feel that only a small percentage of this generation of Japanese-Americans will turn to farming, "certainly not the way we know it today, here."

"Not every kid will, or perhaps even should, go

*Continued on page 12*

## ...supporting a look at local heritage!

We're proud of our local heritage and pleased to support this bicentennial account of South Bay history. We believe that looking to our roots and early development can help the South Bay through another 100 years of growth and progress!

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"Best wishes and a happy bicentennial year to the Star-News and all of its readers!"

Senator James R. Mills  
(Democrat - 40th Senatorial District)



# SB heritage: our Mexican political exiles

## Jose Vega, stowaway to a better life

The fabric of political, educational and civic life in the South Bay has been decidedly reinforced by the presence of Mexican political exiles and their descendants.

These stories of three typical exiles, as told by present descendants, include Jose Vega, a 17-year-old student revolutionary who turned up as a stowaway on the Benito Juarez when it passed through Point Loma customs in 1910.

crossing the border. He chose the latter.

**THE ADVENTURES** of Jose Vega were recounted by his daughter, Mrs. Bertha Becerra of Imperial Beach, and

landed the student in jail.

"I guess my grandmother paid plenty to get him out and get him aboard a ship, the Benito

Juarez, at Mazatlan," she said. Jose had a brother on the ship. When the ship passed through Point Loma immigration, Jose, who spoke no English, was to in-

form authorities that he was visiting his relative who sold tamales on the dock.

Lending credence to this family tale, Mrs. Becerra said, was the fact that years later Jose Vega, now a solid respected South Bay resident, discovered his name listed as Castro on immigration records. Castro was the name of the tamale vendor.

**YOUNG VEGA**, soon after his arrival in the South Bay, married into one of

recalled the early days when the railroad was being built, and the days when people traveled in buggies to the large social events in South Bay, including weddings, christenings and the celebration of Mexican holidays.

The Cotas were close friends of the Montijos, possibly the oldest Mexican family in South Bay. Joseph Montijo 75, of National City, a leader in the restoration of Granger Music Hall,

*Jose, who spoke no English, was to inform authorities he was visiting his relative who sold tamales on the dock.*



**VIRGINIA BUENROSTRO**  
Remembers father well

his sister-in-law, Mrs. Carmen Cota Aranda, 74, of National City.

Mrs. Becerra said her father's revolutionary zeal for Francisco Madero, who led the revolution against Porfirio Diaz,



**FRANCISCO AZHOCAR**  
Anti-war idealist.

**ALSO**, Francisco Azhocar, a highly educated anti-war idealist who gave up a successful career in the Mexican federal government rather than buy arms from the United States for use in a Civil War raging in Mexico in 1916.

And Jose Luis Camacho, a major in the revolutionary army force who, after a disastrous engagement, was given a choice by officers of the opposition of death or

the oldest Mexican families in the area, the Cotas. Jesus Cota and Josefina Leon had been married before 1880 in San Diego by the famed Father Ubach. Vega married one of their daughters, Josie, who had been born in National City in 1889.

The youngest and only surviving child of Jesus and Josefina Cota is Carmen Cota Aranda, 74, of National City. She

is the grandson of a pioneer Otay rancher, Rafael Montijo, who is buried in the Nestor cemetery.

Among descendants of Jose Vega is Dr. Gloria Becerra, daughter of Mr. and Mrs. Juan Becerra of Imperial Beach, who taught at Finney school before recently being employed by the federal bilingual program in Washington D.C.

—By JOEY HAM

## So who will raise the celery now?

Continued from page 31

to college, but no matter, all fields of work are open to them as well as all other kids today. I think most of them will take advantage of the situation and make their own decisions about their futures."

Yamate said while he does not think today's young men are going to take on farming as it is presently being carried on, but "this is not to say that they may not eventually come back to farming with different methods and even raising different types of vegetables than we are doing now."

**IN SAN JOAQUIN** Valley, some of Yamate's friends have had the experience of having their sons go off to college, take jobs, then come home to get in on the management of their fathers' valuable farms.

These farmers are generally engaged in producing fruits, nuts and canning tomatoes by an almost completely mechanized process. "We may see something like that here," Yamate said. Yamate has farmed here 28 years, having, at the end of Moss Ave., the last farm remaining within the boundaries of the city.

Six years ago an immigrant pioneer, Josuke Sakamoto, was interviewed about early times in South Bay.

**AROUND 1921**, Sakamoto recalled, there were many Japanese farmers in Chula Vista and National City. The largest congregation of Japanese farmers in the county was thought to be around Chula Vista.

With the World War II hysteria and the three-year internment of all persons of Japanese descent, the Japanese American farmers were scattered, never to return in such numbers as farmers in South Bay.

However, although no count has been made recently, several Japanese-Americans said they believe there are more Japanese-Americans living in South Bay today than there were before World War II.

**ONE MAN** said "It is so comfortable for us to live here now." Two persons attributed the gradual return of the Japanese-Americans to the fine reputation of South Bay schools.

There is today little reference to the three years the Japanese spent in internment, nor is there the stony silence that, until recently, met

questions about the ordeal.

This week, Mrs. Segawa recalled that she was in the fourth grade, her husband-to-be in the sixth, when they were taken with their families to Poston, Ariz.

"Since we were just kids, the experience left no lasting scars as it did with the adults, on whom it was very hard," she said.

**TODAY**, some older members of the community are still sensitive and bitter about the abrogation of their rights as American citizens and

the property loss they suffered.

"This is certainly understandable," Mrs. Segawa said, "but most of us say, 'What's done is done,' and forget about the past in the pressure of living today."

The pressure that morning was to make sure the big breakfasts being consumed by her son, Mike, and his two friends were sufficient. The three had driven down from the University of California at Irvine for the express purpose of hearing the rock group, Chicago.

—By JOEY HAM



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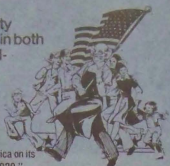
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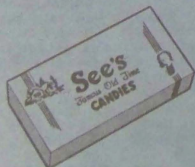


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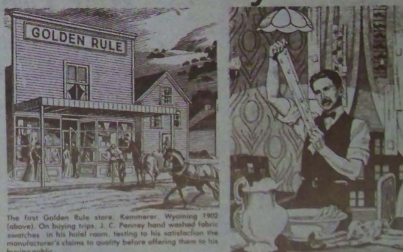
Since Sebastian Spering Kresge opened his first store in Detroit, Michigan, 1899, the Kresge Company has lived by the principles of truth, honesty, belief in the customer and a sincere concern for its employees.

Because of these high ideals Mr. Kresge's initial \$8,000 life savings investment in that first store has multiplied to place the Kresge Company among the ranks of the world's leading mass merchandisers.

We at the Chula Vista Kresge store work daily to reflect these fine ideals of our founding father by offering our customers friendly service and value pricing on all household needs.

**Satisfaction Always**

## The Penney Idea



The first Golden Rule store, Kemmerer, Wyoming, 1902 (above). On buying trip J. C. Penney found washed fabric sweaters in his hotel room, testing to his satisfaction the manufacturer's claims to quality before offering them to his buying public.

James Cash Penney opened his first Golden Rule store in Kemmerer, Wyoming in April of 1902. He appropriately applied the Golden Rule philosophy to every facet of his business offering basic merchandise his customers needed and quality merchandise at reasonable cost. J.C. Penney also saw the importance of his company meeting obligations to the public and in 1913 laid down "The Penney Idea", the underlying operating concept then and now. There are seven parts:

1. To serve the public as nearly as we can to its complete satisfaction.
2. To expect for the service we render a fair remuneration and not all the profit the traffic will bear.
3. To do all in our power to put the customer's dollar full of value, quality and satisfaction.
4. To continue to meet changing and new requirements.

Thus, the J.C. Penney employee, from manager to salesperson, views his job as one of continuous education and service to the public. Part of this service is the painstaking efforts made to incorporate the advantages of large scale modern merchandising while retaining old hometown store friendliness. Gordon F. Cogburn, present Chula Vista store manager, has carried down these ideals to his employees from his earlier years in managing the original Kemmerer, Wyoming location.

5. To improve constantly the human factor in our business.
6. To reward the man and woman in our organization through opportunities in what the business provides.
7. To meet our every public demand and act in this world. "Does it square with what is right and just?"



# SB heritage: our Mexican political exiles

*Francisco Azhocar,  
educator, writer, poet*

Ernest Azhocar, as a member of the Sweetwater High School District Board of

See related story page 32

Trustees, carries on the tradition of his grandfather's involvement in education.

But he only remembers his grandfather old and blind, telling him stories.

However, Francisco Azhocar's daughter, Mrs. Virginia Azhocar Buenrostro, remembers much, much more, and with good reason. She

THE WAR raged in the Azhocar's home city of Juanaquato. Mrs. Buenrostro remembers still "the agony on the face of one of our maids when her son was shot down on the sidewalk right in front of our house. We watched him die there."

Mrs. Buenrostro's mother, a physician, was sick of war and fearful for her sons and daughters.

"One brother had joined the ranks of one faction seeking to overthrow the current

*'I leave as a legacy to my children the knowledge that their father was an honest man, that whatever the cost he would not compromise his beliefs.'*

was 16 years old when her parents with their nine children crossed the Rio Grande into Laredo, Tex., on March 5, 1916.

Azhocar had been sent by his government on a diplomatic mission which required that he lived in the United States for two years. The exact nature of this "diplomatic mission" would be revealed to Azhocar in Laredo.

CIVIL WAR was raging in Mexico. When his Laredo contact told Azhocar he would have access to a large bank account which he was to use to buy arms for the current Mexican regime, "my father was very much displeased," Mrs. Buenrostro said.

Azhocar, graduate of a Mexican university, was an idealist, a writer and a poet who supported the revolution against Dictator Porfirio Diaz "as a necessity to relieve the oppressed Mexican masses," his daughter said.

"But my father was totally opposed to civil war," she said, "and outspoken in his belief that these struggles which followed the revolution were not for the good of the people but for individuals seeking power and economic advantage."

dictator, this making my father and my brother enemies," Mrs. Buenrostro said.

In Laredo, Azhocar resigned his treasury position and the family gave up their home, their bank account, all they had and headed for the west coast along the border route.

Azhocar arrived in National City knowing no English (he and his wife had elected French in college) and knowing none.

"MY FATHER worked at anything he could to support our big families and ended up in the fields," Mrs. Buenrostro said.

When he discovered that his fellow laborers were mostly illiterate in their own language and ignorant of their heritage, "my father felt very sad for them and opened evening school for the men over in an old building on the west side of National City."

Azhocar at one point suffered a serious illness, a sort of arthritis; his daughter remembers as caused by long hours at hard labor (the first he had ever done) in the wet fields.

"I remember he cried with pain, could not lift



FOUR GENERATIONS OF JOSE LOUIS CAMACHOS  
The elder is still spry at age 92.



## Jose Louis Camacho, the first of four

Jose Louis Camacho, a young major in the Mexican revolutionary war, had a choice when the

See related story page 32

battle went against his outfit. Officers of the opposition gave



THE ELDER CAMACHO  
As a young man.

him a choice: "Get across the border or wind up dead." He emigrated to Calexico.

Here, with \$18,000 in his pocket (he was the son of an affluent Guadalarja rancher); young Camacho opened a combination barber shop (16 chairs) and men's gym complete with steam baths.

He married a beautiful girl and started raising a family. Then the depression wiped out his business, which he sold at 10-cents on the dollar of its original value.

Camacho ended up running the barbershop at Tijuana's Agua Caliente resort hotel, then came back to operate a barbershop, finally settling for one in National City's historic Brick Row.

CAMACHO, now 92 and a man of immense dignity, sat in an easy chair in the home of his son, National City Councilman Jose Louis Camacho Jr., and told his own life story.

Did he ever regret not returning to Mexico?

Not really, because he married a beautiful girl here who feared the conditions for their family in war-ravaged Mexico, "and she was right. She was a woman of wisdom," he said.

Camacho's acquaintances tell about him playing the piano and singing and reciting poetry, but they remember more the fact that Camacho was one of the best informed men in town.

"He must have read constantly," said Amerigo Dini, 80, who was one of Camacho's steady customers. "He could talk on any subject and did. Sometimes it took him quite a while to cut your hair but we liked to hear him talk."

CAMACHO'S wife died at age 39 following surgery, and he was left to raise nine children ranging in age from 2 to 17. He refused to marry again.

Two years ago, Camacho's seven sons and two daughters, their children and grandchildren, hired a band, rented a hall, invited their friends and gave him a rousing 90th birthday party.

—By JOEY HAM

## San Francisco Azhocar

# Our Mexican exiles

Continued from page 34

his hand to his mouth. We had to feed him," she said.

WHEN HE recovered, Azhocar added a Spanish summer school for children on the west side — "We had four grades. My father had me and my sister teach the beginners. He taught third and fourth grades."

Mrs. Bertha Becerra of Imperial Beach remembers those summer schools well.

"Our father made sure we knew and spoke proper Spanish. I remember Mr. Azhocar as a nice, older man. We also had drawing and knitting."

It was at a Sept. 15 celebration in Balboa Park where Azhocar delivered the major address — that the Mexican counsel of San Diego wondered what a man of Azhocar's

calibre was doing in the fields.

The Counsel checked Azhocar's federal record, wrote the Mexican government and Azhocar was given a job collecting taxes on

children were older, volunteered her help at San Diego's Neighborhood House then began commuting to Tijuana where she treated people at a free clinic for the poor and

*When he recovered, Azhocar added a Spanish summer school for children on the west side.*

fish taken in Mexican waters.

SAN DIEGO physicians, learning that his wife was an accredited physician in Mexico, had her register her license with the California Board of Health so she could work for them. She could not practice on her own nor write prescriptions.

Mrs. Buenostro remembers that her mother, after her

where she could practice medicine.

It is true, Mrs. Buenostro said, that her father's decision to leave Mexico resulted in his children losing out on their education and expected lifestyle. "But my father said 'I leave as a legacy to my children the knowledge that their father was an honest man, that whatever the cost he would not compromise his beliefs,'" she recalls.

—By JOEY HAM

## FOUR YEARS of RESTFUL SLEEP



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Smart shoppers know that comparison shopping is the only way to find the best deals and Larry and Paula Pratt encourage their customers to do this. They know they can offer the best quality for unbelievable low prices. Also, delivery services are available, but if you need your mattress tonight you can take it home when you buy! Larry and Paula run a comfortable informal store where you can browse and relax while you shop. No frilly showroom extras, just a warehouseful of mattresses and corner groups in all shapes, sizes, colors, and firmnesses imaginable. So, when looking for that mattress or new beds for the kids, shop and compare and then visit Pratt's Mattress Warehouse. You and your pocket-book will be happy you did.

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# CHULA VISTA ELECTRIC

## ... "ONLY IN AMERICA" ...

### "Only in America"

...could Joe Burkhart, an orphan from Illinois, begin his career as a stock boy and work his way to ownership of Chula Vista Electric in 1940. With Joe's drive and direction, the company shifted from residential work to commercial jobs and broadened its scope to include all of San Diego county and become one of the largest electrical contractors in the country.



### "Only in America"

...could 12 year old Ken Kimball knock at the door of Chula Vista Electric, go to work as a stock boy and just 17 years later become sole owner of the company. In a country where hard work and determination open the doors of opportunity, Ken started at 75¢ an hour and now directs the progress of a multi-million dollar company. His efforts and the efforts of his line staff, not gifts or government subsidies, are responsible for the success of Chula Vista Electric.



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Chula Vista Electric was responsible for the award-winning night lighting at Balboa Park in San Diego.



# The all new Chula Vista Library—WOW!

*'It will be a poor man's club, a sanctuary to visit to relax and read'*

By JEAN MEAD

*Star-News Staff Writer*

A masterpiece in design and decor, Chula Vista's new library is a masterful tribute to the bicentennial year.

The 57,000-square-foot work of art will be open June 1, according to head Librarian Bluma Levine, with features the old library didn't have room to offer—an auditorium, film preview room, darkroom, piano practice rooms and more.

**THE \$2.5 MILLION** facility will staff 36

*The main room will quite honestly take your breath away because of its sheer size alone.*

people (compared to 23 now) and the budget will go up from \$400,000 this year to \$549,000 next, according to city officials.

As a tribute to the city and the library's architects, the new library has been included in a book to be published soon by the U.S. Conference of Mayors.

A spokesman from the mayors' book committee has said, "For a city of its size, Chula Vista's two (bicentennial) projects are outstanding and comparable to those of larger cities." With the library, Rohr Park's new gazebo-stand and are the city's official bicentennial monuments.

**WORKMEN ARE** busily installing carpeting and adding finishing touches to the upper and lower

floors of the new library.

The children's library is twice the size of the present

shelves of books and circles of colorful carpet which run to the large fireplace at the east end of the

Microfilm editions of The Star-News will be kept there as well.

A piano room will be available for those

size alone. The high ceilings draped with more quilted patchwork banners, the huge fireplace at the

**MRS. LEVINE** is proud of the auditorium, which will be used for film viewing, plays, meetings and other functions for both library and general public use.

There will also be a film preview room, and the library will continue to loan out

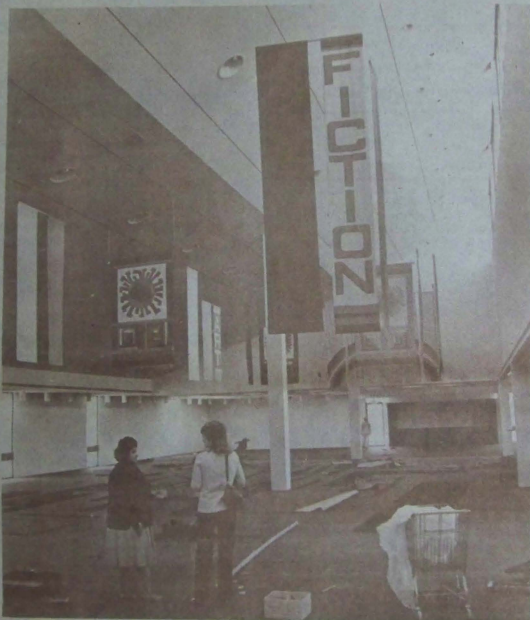
*The high ceilings draped with more quilted patchwork banners, the huge fireplace at the west end of the room and the colorful carpeting all add up to a shrine for literature.*

16 mm projectors and films. Tape cassettes and art prints are also available from a large L-shaped counter in the corner of the adult reading lounge.

Cubicles at the west end of the lounge will have coin-operated typewriters for budding writers or students with homework.

The downstairs area, roughly the size of the present library, houses offices, an art display workroom, supplies, shipping and receiving operations, valuable documents and technical services, among others.

Warm colors, large arrows and names of individual services painted on walls are incorporated into spacious attractive work areas.



**QUILTED HANGING BANNERS DECORATE ADULT READING LOUNGE**  
Librarian Bluma Levine (left) tours with reporter.

room. Beautiful, brightly-colored banners of quilted patchwork, designed by Chula Vista Jorganna Lungren, were stitched and hung from the high sculptured ceilings. The banners were chosen because they represent basic American art, Mrs. Levine explained.

Huge purple arrows on the orange and multicolored walls lead children to the restrooms and back out to the

room.

**THE CHILDREN'S** hour-story room is decorated with brilliant blue and red walls of burlap-like plastic wallpaper with white accents, colors that would have made Betsy Ross proud.

The history room is also at the east end of the library where Mrs. Levine plans to house historical pictures and old timer's recollections of local history.

not fortunate enough to own one of their own, as will a photography lab for budding camera bugs. Donations of photo equipment will have to be made available by local organizations, however, since only the room itself was included in the budget, she said.

**THE MAIN ROOM** of the library will quite honestly take your breath away because of its sheer

west end of the room and the colorful carpeting all add up to a shrine for literature.

"It will be a poor man's club," the librarian said, "a sanctuary to visit to relax and read."

The northern wall is lined with windows to make the most of available light. The south wall has several large por-t-hole windows, as do most of the other rooms within the building.

## IB bicentennial project

# A park, a triangle a grassy knoll

To celebrate this country's 200th birthday, citizens of Imperial Beach decided to upgrade a piece of that country within their city.

Call it a park, a triangle or grassy knoll, the third-acre nestled between Palm Ave. and Highway 75 this summer will become the city's official bicentennial contribution.

IT'S TAKEN about four years to transform the former dumping site into the well-manicured lawn it is today, but citizen volunteers can kick back on July 4 and congratulate themselves for a job well done.

"This project was one of the first things we considered when we became a sanctioned committee," said Alyce Bowler, chairman of the city's bicentennial

committee. "I'm thrilled with the progress we have made and with future plans."

In addition to the park project, the committee has also endorsed compilation of a history of Imperial Beach by the Imperial Beach

committee. "The triangle-shaped plot is located near heavy local traffic and there is no adjacent area for parking."

For these reasons, the state was a little hesitant about releasing the land, but finally did after 14 months on the

*It's taken about four years to transform the former dumping site into a well-manicured lawn.*

Woman's Club.

VOLUNTEERS agree that the most difficult step in getting the park project underway was the first.

Over the years, citizens had kicked around the idea of cleaning up the piece of land, a task which seemed all the more formidable because it is owned partly by the city and partly by the state.

promise that the area would not become "people-oriented."

"That's why we call it a triangle," explained Virginia Brissey, bicentennial committee vice chairman. "We agreed to not call it a park since that would encourage use by people. It was a condition for settling the bureaucratic tangle and for safety's sake. But it

*Continued on page 39*



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## 93 years

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For almost a century, the Star-News has provided complete local news coverage in the South Bay. Its three newspapers, The Chula Vista Star-News, The National City Star-News and The Imperial Beach Star-News have been award winners time and time again on both state and national levels. And most importantly, the Star-News is a community paper providing in-depth coverage on issues that are closest to home!

# Star-News

**IN JUST 30 YEARS,  
FROM MUSIC LESSONS**

**TO FULL-LINE  
MUSIC STORE!!**

**THEN...**

Chula Vista's first music shop began as a flourishing trade in music lessons. Started during the early 1940's by Mrs. Vera Howe, the business was geared to music lessons for local youngsters. Chula Vista Music, as it was called, operated from a house on Third and Center Streets in Chula Vista. Soon after opening, Mrs. Howe expanded the scope of business to include a small selection of sale instruments. Gradually, the emphasis shifted from lessons to sales and the store became Chula Vista's first exclusive music store. In 1950, the shop was moved to a new building at 380 Third Ave. and in 1958 the business was sold and became Mel Horn's Music Center.

**NOW...**

Since 1963, the store has been owned and managed by Jack Harper who has kept the shop well attuned to the musical needs of the South Bay. In 1968, Harper's outgrew its old location and moved to 266½ Third Ave. Harper's now offers the largest selection of guitars locally as well as one of the best selections of instruments and sheet music in San Diego county. And Harper's still carries on the tradition of teaching—providing a studio and staff of instructors for basic and advanced music lessons. During the past 13 years, Harper's has continued to keep pace with the South Bay and has earned its reputation as the South Bay's most complete music store.



Jack Harper, Owner

**HARPER'S Music Store 266½ 3rd, C.V.**  
*Keeping in tune with the South Bay...*





# Who we are and how we got here . . .

## Q. Why did you come to the South Bay?

"Good schools, but mostly the Navy. I don't know if I'd choose it for a retirement spot, though. It's very crowded and things are too easy to come by so a teenager can get into trouble."

Susan McDermald  
Chula Vista



"The Navy. We had orders to go to Hawaii but we had them changed so we could stay here in the South Bay. There is so much to do. You never really have to travel too far to go to any one place."

Rosa Adaska  
National City



"I moved here because it's mellow and there aren't any rowdy vibes here like there are in other places. It's easy-going and relaxed. We sometimes go to Our House. It's a drop-in center. You can kick back and meet different people."

Rick Hanson  
Chula Vista



"Relatives. They said the surrounding area was nice and the people are really friendly. I can't get over how nice the weather is. The parks are the thing I enjoy most because they're peaceful and not too crowded."

Shirley Thomas  
National City



"We have relatives in National City, but that was only part of the reason we came here. We thought it would be a really nice place to raise a family. Originally it was the Navy, so I'm glad about that."

Tom Martin  
Chula Vista



"I came from Massachusetts and moved to the South Bay because my wife was brought up here. We have a lot of relatives here. I worked in La Jolla, but then moved to National City, but it didn't really seem like a city to me. So finally we came to Chula Vista."

Carl Fahlbeck  
Chula Vista



"I was transferred down here by the executive director of the YMCA in 1963. It's also a good place to go into business. There is good real estate and a good school system."

Jon Miller  
Chula Vista



"Climate and school. I'm originally from Texas and hated it there. I was raised all over the country so when I went to school there, I had to pay out of state residence fees. I'm into theatre, and the Drama Department at Southwestern College is great."

Ted Noland  
Chula Vista



"Our uncle lives here and my dad is going to retire here. The beaches aren't that good considering I'm from Hawaii. But I guess it's okay."

Dallas Blegger  
National City



"My parents lived in the area for 60 years, so obviously I was born here. I did a lot of traveling and settled on the South Bay because of its attractiveness, nice parks, residential areas and, most of all, it has a good city government."

Greg Cox  
Chula Vista



"I was born here, but originally the Navy brought my parents out here. The weather is great; I couldn't complain. The area is getting a bit radical, but for the most part, it's mellow enough."

Mrs. Ann  
Chula Vista



"My mom's parents were living in Imperial Beach and thought it was a nice place to bring their kids up in. And I moved to Chula Vista because the people were different and nicer than in IB. There's no gangs."

Diana Villanueva  
Chula Vista



"I'm an insurance agent and in 1968, the insurance agency recommended me here because of the growing area and needed additional service. I was impressed with the people's warmth and friendliness. I also liked the openness of the people and the customers."

Mike Bailey  
Chula Vista



"I'm originally from Denver, Colo., and it's kind of hard to beat a place like that. I like the snow and the snow-capped mountains a lot. The area here is sort of dry and the people are very average."

Judy Yoblonski  
Chula Vista



"My dad retired and so we came here from San Francisco. We were recommended San Diego by word of mouth. We explored the area and found Chula Vista the best."

Janice Diel  
Chula Vista



"I moved here because of the people I liked in the area. I have friends in Imperial Beach and like to be near them. I also work in San Ysidro and my husband works in San Diego, so it's sort of a central location."

Yolanda Cuevas  
Imperial Beach



"My work brought me here. We lived in Mira Mesa and I was working at the Chula Vista outlet of Bud's Athletic Supply. I wanted to be nearer the store. It's been 3 1/2 years and I've found everything close and convenient."

Steve Hembra  
Chula Vista



"When we lived in Florida, it was like walking into a furnace in the summer. The climate here is very moderate and we are very satisfied living in the South Bay."

Rose Linder  
Chula Vista



# A park, a triangle a grassy green knoll

Continued from page 37  
was worth it just to hear  
the favorable comments  
from the people in  
town.

TO GET IDEAS for  
the park, the committee  
went to architecture

*The chief artist on the project is  
Clarence Blank, a retired con-  
tractor, who has the large cement  
structure in his back yard.*

students at South-  
western College.  
Several of their ideas  
were incorporated into  
the final plan, which will  
officially be unveiled at  
July 4 ceremonies.

As with most civic  
endeavors, money was a  
problem. Committee  
members appealed to  
service groups for  
financial assistance.  
The first to reach into  
their pockets were the  
Firemen's Auxiliary  
and the Chula Vista

Garden Club, in addition  
to private donors.

These initial funds  
were used for in-  
stallation of a sprinkler  
system and the planting  
of grass. The project's

second phase, a six-foot  
mosaic sign bearing the  
city's motto, "The Most  
Southwesterly City in  
the Continental United  
States," is now being  
readied by local artists.

"This is an honor that  
too often goes to the city  
of San Diego," Mrs.  
Brissett said. "As a  
condition for donating to  
the project, several of  
the groups here asked  
that that fact be  
acknowledged some-  
where in the triangle."

THE CHIEF artist on  
the project is Clarence  
Blank, a retired con-  
tractor, who has the  
large cement structure  
in his back yard.  
Volunteers, in their free  
moments, drop by the  
Blank residence to glue  
into place the thousands  
of tiles required to cover  
both sides of the sign.

The American Legion  
post in Imperial Beach  
has offered to help the  
committee in financing  
the water fountain  
which will go on the  
west end, opposite the  
ceramic seal.

Landscaping of the  
triangle will be the final  
phase. Two trees have  
already been donated—  
one by Mayor Bert  
Sutes and his family—  
and will be comple-  
mented by other  
plantings, including two  
beds of the city's official  
flower, the Bird of  
Paradise.

—By TERRY  
MERRYMAN

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**1957**

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**1958**

**DRIVE-IN SERVICE  
THEN & NOW**

**1965 & TODAY**

For nineteen years, customers have been driving-in to CHULA VISTA TV with faulty TV's for a courtesy check-out while they enjoy a cup of coffee. The business was started in 1957 by owners, Jack Taylor, who graduated from Chula Vista High School, and his wife Joyce. They lived in the rear of the small old house on Third Ave. while conducting business through its front door; and the following year, gave the front a face-lift. A second store, in 1962, called "HOUSE OF C/M" was started in Mission Valley Center, and is presently still there. In 1965, the Taylors moved into their new building next to the LITTLE HOUSE, now a used TV and rental dept. Two years ago, another "HOUSE OF C/M" opened at Parkway Plaza. However, the Chula Vista store is headquarters for their extensive three-store operation. The company employs phone and clerical girls, trained field service technicians, bench technicians, service

assistants and supervisors. In addition to trucks assigned to antenna erection, the company fields 24 radio-dispatch service trucks. Whenever possible, service calls are radioed directly to trucks, and a repairman is on his way shortly after a distress call develops. The company has a complete on-going training program to keep technicians up-to-date on new designs, techniques and improvements as well as ways of better servicing the customer. The in-house warehouse satisfies the customer of one day delivery service. The major brand carried at all three stores is CURTIS MATHEWS TV, which boasts the 4-year warranty on parts, picture tube, and labor on module boards, is honored nation-wide, and all no extra cost to the customer. A beautiful relationship exists between owners, employees and customers!

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