

City Directories:

- 1930 - Hersum Lumber Co (Taber G Hersum) 160 National -
- 1933 - Hersum, Taber G (Jennie B) real est 140 National av r 56 F
- 1933 - Hersum Lumber (Taber G. and Jennie Hersum) 160 National
- 1933 - Pullman-Lee Feed Co (Thos Lee Edgar Pullman) 131 National
- 1934 - Hersum, Taber G (Jennie B) real est 323 3d av, h 56 F
- 1934 - Hazard, Chas M salesman T G Hersum, r 195 Cypress
- 1934 - Thiebaud, Anna M Mrs clk T G Hersum r 169 National av
- 1935 - HERSUM TABER G (Jennle) Real Estate Broker, Insurance, Rentals 323 3d Av,
Branch 180 National Av, h5 6 F
- 1936 - Hersum, Taber G (Jennie) real est 323 3d av br 140 National av, h 56 F
- 1936 - Hersum Lumber 140 National
- 1936 - Kersey, Bert (Rebecca) slsmn T G Hersum, h 238 Church av
- 1938 - Hersum, Jennie B Mrs h 56 F
- 1938 - Hersum, Taber G jr r 56 F
- 1938 - Hersum, Wm T (Caryl) carp h 182 Madrona
- 1944-45 - Sweetwater Vocational School 131 National

—A New Enterprise Makes It's Bow!—

HERSUM Lumber Company

-: NOW OPEN :-

In opening our new store here we shall do our very best to our business a success through helping you. Bring your building serve you in every way possible. We intend to work hard to make problems to us.

H. A. HERSUM



We Sell And Recommend

**GLIDDEN
PAINTS**

Endurance House Paint, gallon	\$3.40
Speed, water-mix paint, washable flat, gallon	\$3.40
Speed, luster, water-mix Enamel, gallon	\$4.95
Speed, interior paint, flat, semi-gloss and gloss Flat, gallon	\$3.45
Florenamel, gallon	\$3.25

Brilliant Coloring for All Water-Mix Paints
Aspalce Enamel



Hardware—builders and general. Mirrors and window glass. Roofing 30 and 30 lb. 30 lb. felt. Pine Shaving. Redwood, 1" boards, 2" boards, 3x's and 4x's. Douglas Fir, 1x's. Suitable for fencing, 4, 5 and 6 ft. lengths. Cement, lime and plaster.

**HOME
Owned
and
Operated**

HERSUM LUMBER CO.

(At the former Location of the South Bay Lumber Co.)

160 National Avenue
CHULA VISTA
Telephone C.V. 5010

1929 - Taber Hersum House - Arthur McKenzie House 56 F Street This house was built for Taber G. Hersum in 1929. Taber and his wife, Jennie, lived here with their four children: Thelma, Gerald, Herman and Taber Jr. Hersum operated the Hersum Lumber Company at 160 National Avenue (Broadway). He advertized "Sudden Service" and sold lumber and building materials of all kinds. This house is important as the home of a prominent Chula Vista businessman and as an example of a large home that reflects the Spanish heritage of this area and hints at the Mission Revival style. Although the extent of any alterations is unknown, the house appears to retain integrity of design and materials. Sources: SD Union -8-2-1936 (obit) (Webster, Karna. "Historic Resources Inventory," City of Chula Vista, 1985.)

1938/12/05 - HERSUM PETITION: A petition signed by property owners living in the vicinity of 131 National Avenue requesting that the council grant Mrs. Hersum permission to rent a building at that address to about twenty-five Japanese workmen during the summer season if it could be done without violating any of the essential laws of the city or state, was presented to the council. The City Attorney reported that the use of the building as it is at present by this number of persons would be a violation of the state law due to the lack of necessary lighting and ventilating facilities as well as the lack of toilets, that he had contacted Mr. Hersum regarding the matter and that he was sure they had arrived at the idea of abandoning it. In the light of this disclosure the matter was laid on the table. (City Council Minutes, Dec. 5, 1938.) --

1947/02/14 - South Bay Lumber moved to National ave and L street, had been at 160 national ave, manager Don Randolph. Old location will become the Hersum Lumber Co. of San Diego, owned by H. A. Hersum a graduate of Sweetwater HS and brother of W. G. Hersom who lives on Seavale avenue. (Chula Vista Star, Feb. 14, 1947.)

1947/03/14 - Hersum Lumber now open at 160 National Ave, formerly South Bay Lumber Co. (Chula Vista Star, Mar. 14, 1947.)

1949/07/01 - 2 new stores in Castle Park shopping area on south 3rd ave. Dickie's Store is a clothig stoe at 1207 3rd ave, and next door is Castle park Children's shop . Robert's Variety store at 1088 3rd ave is in a brand new bldg that opened last week. This is Mrs. Roberts third and largest store since the end of the war. Hersum Lumber has opened a Castle park branch at 1123 3rd ave. Not long ago Hod Peacock opened a nursery at 908 3rd on corner with Moss. Sisemore Chevron station is at 1140 3rd ave (Chula Vista Star, July 1, 1949.)

1950 - Judy Hersum Archbold has photo of lumber company on Broadway, mother b. in LA and came to SD when grandfather worked for Sun newspaper, mother worked at bank (had to be single to work at bank) met at cafe near Glenn's Market, across from Highlander office building, he had Hersum trucking co, Judy b. '38 and sister b '36. Grandfather owned block on Broadway, sold it in the 1950s. Judy has photo of her in dancing costume in front of garage where she lived during the war. (Archbold, Judy Hersum, interview Sept. 24, 2010 by Susan Walter.)

1950/01/20 - There is avg of 15-20 children attending Baptist mission sunday school in CP behind Hersum Lumber at 1117 3rd ave, sponsored by the First Baptist Church of Palm City (Chula Vista Star Jan. 20, 1950.)

1954/07/08 - Hersum Lumber Co. purchased by George Winn, residents since 1935, will change name to Chula Vista Building Supply (Chula Vista Star, July 8, 1954.)