

60 E Street



Zurcher home at 60 E Street

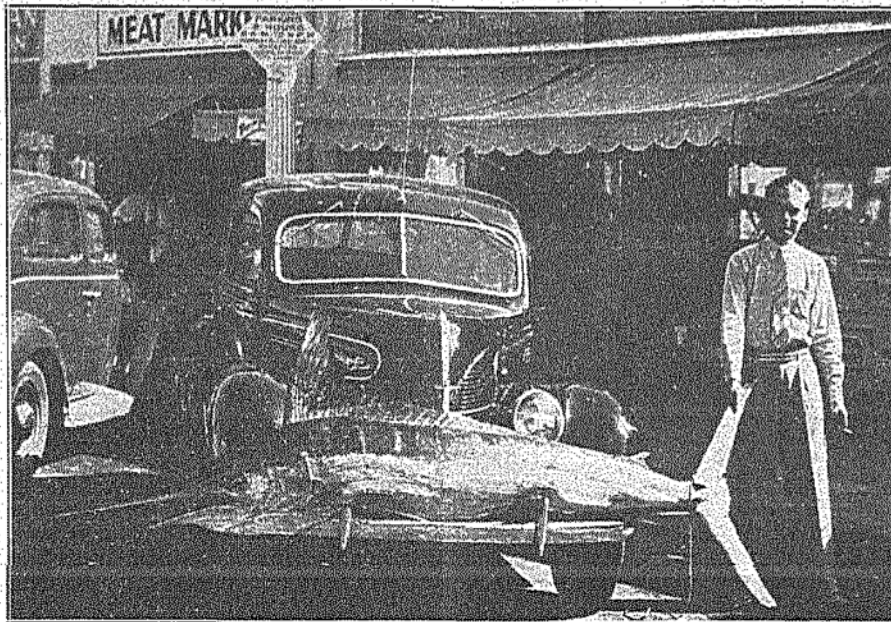
James Edward "Jimmie" Zurcher was born in Ohio in 1910. His father, Charles L. Zurcher, came to CV 1916 and worked as clerk at Peters Feed Store, lived at 350 Church Avenue, died in 1952 at age 67. Jimmie began work at H. DeForest Smith's drugstore at age 17 in summer of 1927. That drugstore was the oldest in town, began Sept. 15, 1910 by Wigginton Bros, then bought by H. D. DeForest Smith 1917 and became a Rexall in 1923. Jimmie took over in 1930 when Smith retired. But Jimmie was laid low with polio, slowly regained his health and resumed duties in the drugstore on crutches in 1937 when he officially bought the drugstore and became its sole owner. Jimmie emphasized advertising, added a cosmetics section, lengthened the fountain, remodeled in 1938, and by 1945 Zurcher's Rexall drugstore was 1st in state and 2nd in nation in sales volume. His chief hobby was deep-sea fishing, so he began the annual free fish fry at his drugstore from the year's first marlin caught serving up to 240 customers. He was one of the 10 charter members in 1936 of the Chula Vista Sportfishing Club that owned and operated its own boat, the Cee Vee. He and his wife Lois had twins, Jimmie Jr. and Jeanette, born in 1934. He began a regular Reel and Gun column in the weekly Star newspaper in 1937, and was a founder of the South Bay Pistol and Revolver Club in 1938, only club south of LA with its own range paid by members, located one mile south of city limits. He was one of the 5 businessmen who formed the Merchants Association in 1937. Zurcher developed a subdivision at Hilltop and E Street in 1950, and built a house in 1951 at 60 E Street, just below the Boltz house at 52 E Street and next to the Ed Cord house at 66 E Street built in 1953. Zurcher also bought a lemon ranch behind Ella B. Allen school. (Star-News, Apr. 23, 1937; Sept. 22, 1939; Sept. 26, 1941; June 29, 1945; Sept. 20, 1946; Mar. 2, 1950; Jan. 10, 1952. Schnepf, interview July 31, 2010. Wolfe Vert. File, San Diego Historical Society.)



Free swordfish lunch at Zurcher's Rexall fountain (Star Sept. 2, 1938)

Chula Vista, California, Friday, September 1, 1939

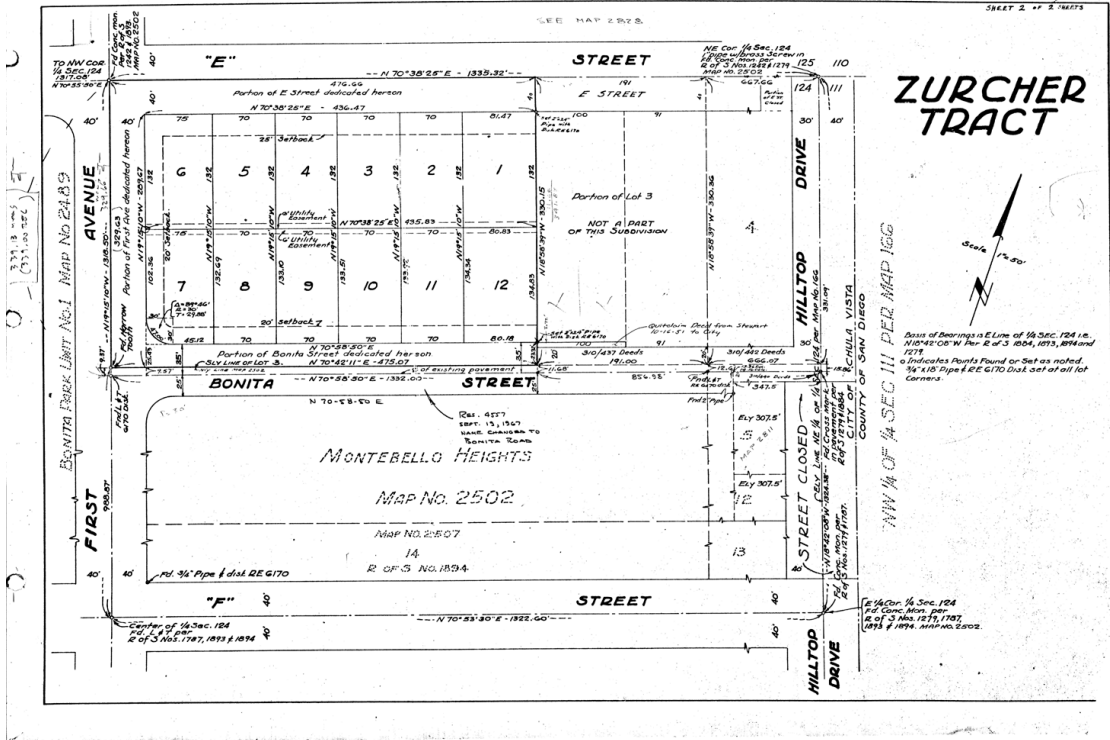
This Is One 188-Pounder That Didn't Get Away



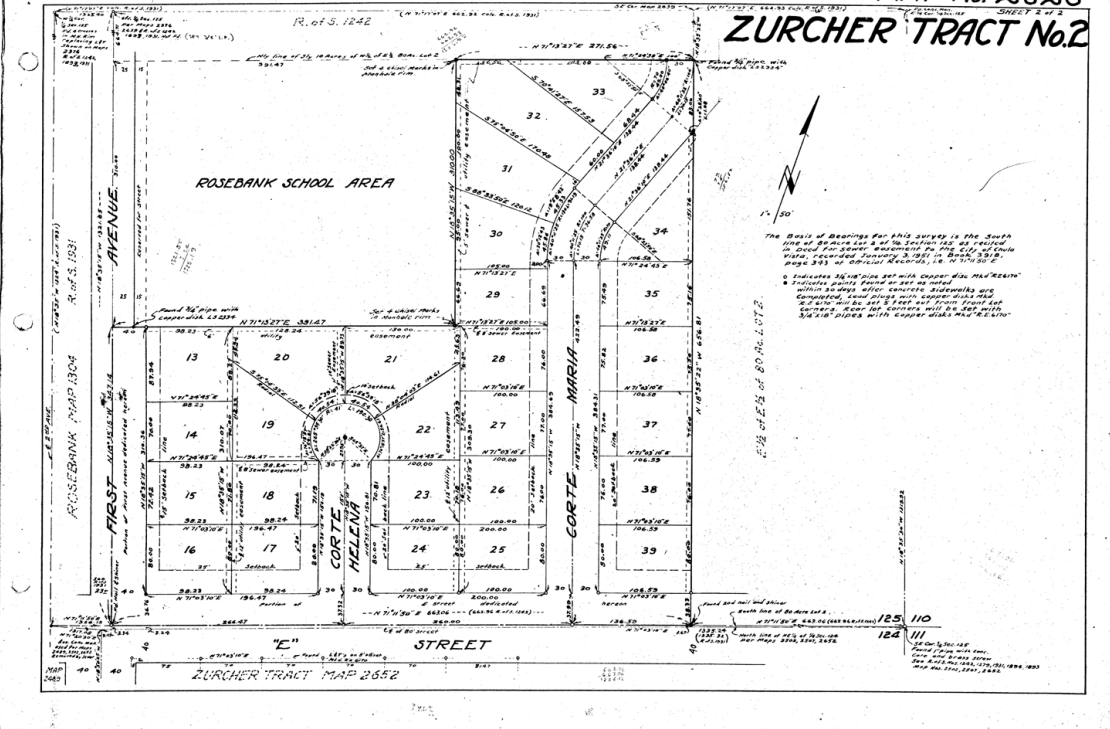
James Zurcher

... who, after several trips with other members of Chula Vista's Sportsmen's club on their boat Cee-Vee, last week landed this 188-pound swordfish. Reduced to steaks, it made exactly 188 and he served them free at his store.

from Star Sept. 1, 1939



Subdivision map 2652



Subdivision map 2828

