

Silver Dollar - This bar at 341 3rd Avenue was founded in 1934 by Willis Fullerton as the Owl Buffet. Starting in 1950, owner Lou Vallin led the annual March of Dimes campaign by donating the gross receipts for all drinks on the day designated as Silver Dollar Day. The Masonic Lodge met upstairs in this building from 1937 until 1955.

Lou Vallin's Silver Dollar Cafe

**Celebrate the New Year
At the
Silver Dollar**

Frank Fernandez
Kay Schortzer
Eloise Estes
"Jo" Tucker
Florence Raistrick
Ethel McKee
Georgia Byrne
Veda Young
"Irish" Carrol
Jim Cole
Mary Workman
Adelle Chambers

Lou Vallin Owner
Red Spencer . . . Mgr.



FUN, FAVORS, HATS
AND NOISE MAKERS

★


SEE THE ROSE BOWL
PARADE AND FOOTBALL
GAME

★

Luscious
Charcoal
Broiled
STEAKS

★

CHICKEN
With Plenty
French Fries



**Remember 4th Annual March of Dimes Day
At The Silver Dollar Cafe, Monday, Jan. 26th**

from Star 1953/1/6

1933 Family Liquor Store (W W Fullerton, C C Chapman) 341 3d av. -- Fullerton W Willis (Rose B) (Chula Vista Family Liquor Store) h507 E -- Fullerton W Willis (Rose P) patrolmn h507 E -- . . 1936 Fullerton, W Willis (Rose B) liquors 341 3d av h507 E. -- 1938 Fullerton, Willis (Rose) liquors 341 3d av h200 1st av -- 1940 Fullerton Willis (Rose) liquors 341 3d av h200 1st av. Finnerty, Loy bartndr Willis Fullerton r Otoy. -- 1945 Fullerton Willis (Rose B) liquors 347 3d av h324 Park way. -- 1950

Silver Dollar Cafe (Louis Vallin) 341 3d av. Vallin, Louis (Silver Dollar Cafe) r San Diego. Spencer, Edw E (Yvonne) h159 J. (City Directories)

1934 - Silver Dollar was founded in 1934 by Willis Fullerton as The Owl Buffet at 341 3rd. (Chula Vista Star-News Feb. 23, 1969)

1950/01/27 - March of Dimes for polio campaign, contest between Exchange Club and Lions, 10 men from each on either side of 3rd ave, will take one step for every dollar collected, Lloyd Lee pres of Lions, tomorrow is Booster Day for the campaign, merchants with special ads incl Silver Dollar cafe (list on p 6A), Mason Baity is merchants committee chairman of CofC (Chula Vista Star Jan. 27, 1950.)

1952/01/31 - March of Dimes has raised \$5377, incl \$1771 from Rohr employees, and \$1402 from Silver Dollar Days that was an idea formulated by Edward E. Red Spencer, manager of the local cafe Silver Dollar, 3 years ago. Spencer's idea has been picked up by 3 more bars in the area (Chula Vista Star, Jan.31, 1952.)

1953/01/15 - March of Dimes underway Jan. 2-31, Monday Jan. 26 will be Silver Dollar Day at the Silver Dollar Cafe, gross receipts from all drinks that day go to March of Dimes, in the last 3 yrs the cafe has contributed \$3500, the largest individual donor. -- ad show 15,000 dimes buys one iron lung for polio. (Chula Vista Star, Jan. 15, 1953.)

1955/01/27 - march of dimes campaign under way for polio victims, Rohr gave donations, 6th annual Silver Dollar Night by owner Lou Vallin, and manager Red Spencer, at 341 3rd ave (Chula Vista Star-News, Jan. 27, 1955.)

1960/02/11 - The 11th annual Silver Dollar March of Dimes party at Lou Vallin's Silver Dollar Lounge, 341 3rd ave, will be Monday. Will feature entertainment donated by bands and vocalists from this area, performing every half hour, acc to Alex Balich, lounge manager, incl Ella Mae Morse and the Dick Ryan Band from the Hidaway, Jose Manaois and his Troubadors, Howard Hill from the Hacienda, the Hazlett Hasslers from the Honey Bucket, the Lala Latin Quintet from the Bear Club, Ron Cradit from the Cosmopolitan, the Powerhouse Stokers from Del Mar, Henry Kaiminouku from the Bali Hai, Smokey Rogers and the Bostonia Ballroom and Charlie Johnson from the 21 Club. During the past 10 years the lounge has donated a total of \$18,875.35 to the March of Dimes. Last year, a total of \$2,750.60 was raised. The first year of the party the firm raised \$805.72. In 1951 the party raised over \$1005. In 1952 \$1,407.11. In 1953 \$1602.92. In 1954 \$2501.74. In 1955 \$2110. In 1956 \$2237. In 1957 \$2517.10. In 1958 \$2037.50. Vallin said that 22 employees were planning to donate their services during the day. These include 7 bartenders and 15 waitresses and kitchen workers. The recent Mothers' march raised some \$3063 in the South Bay. (Chula Vista Star-News, Feb. 11, 1960.)

1961/03/02 - (photo) wedding party for Florence Carrol, waitress at the Silver Dollar cafe for 15 years, will marry Ray Pauls (Chula Vista Star-News, Mar. 2, 1961.)

1965/02/18 - The 16th annual Silver Dollar March of Dimes benefit will be held at Lou Vallin's Silver Dollar Cafe, 341 3rd ave. Vallin has contributed over \$24,000 to the March of Dimes, making his the largest single special event held for the March of Dimes, campaigning against polio. -- Feb. 21 (photo) Lou Vallin with 2 jars of money (Chula Vista Star-News, Feb. 18, 1965.)

1967/02/23 - Dine Out ads - Silver Dollar, host Alex Balich (Chula Vista Star News, Feb. 23, 1967.)

1967/03/09 - (photo) Lou Vallin watches sign go up for Silver Dollar March of Dimes party polio drive, March 13 Monday -- Mar. 16 - the top prize this year for those who attend the party is a pair of tickets to Mexico City (Chula Vista Star-News, Mar. 9, 1967.)

1968/09/19 - Lou Vallin opened the Silver Dollar in 1943. Manager Frank Fernandez joined staff in 1946, has special salad and dressing made from Vallin's "secret recipe" (Chula Vista Star News, Sept. 19, 1968.)

1969/10/05 - Silver Dollar roof burned, at 341 3rd ave. (Chula Vista Star-News, Oct. 5, 1969.)



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