

Dock's is oldest bar, at 317 3rd Ave, started in 1933, named after Verne H. ("Doc") Spice



1937 downtown, Post Office at 315 3rd, Dock's Dutch Lunch at 317 3rd, Dutch Lunch Liquor Store at 319 3rd, CENT_0077 from CV Library

1930 United States Federal Census about Vern H Spice Name: Vern H Spica [Spice] Home in 1930: River Rouge, Wayne, Michigan Estimated Birth Year: abt 1897 Birthplace: Indiana Spouse's Name: Delilah T Spica Race: White Occupation: hotel proprietor Household Members: Vern H Spica 33 Delilah T Spica 32 James E Spica 12 Jane C Spica 8

1933 City Directory - Spice, Bros (V H and Wm) restr 387 3d av

1933 - Dock's is oldest bar, at 317 3rd Ave, started in 1933, named after Verne H. ("Doc") Spice, father of present city poundmaster Jim Spice, was orig called Dock's Dutch Lunch. (Chula Vista Star Feb. 23, 1969.)

1933/07/21 - Dutch Lunch new location at 319 3rd (Chula Vista Star, July 21, 1933.)

1933/09/01 - Doc's Dutch Lunch at 319 3rd - free lunch with large glass of A. B. C. Beer 10 cents all day Saturday (Chula Vista Star, Sept. 1, 1933.)

1935/07/19 - (photo) ad for Dutch Lunch "Cool Off! Introducing the Dutch Lunch afternoon cocktail hour, mixed drinks 15 cents - "be seein' Ya' Doc and Art" - our new chef Mrs. Burnett, merchants lunch 35 cents - fried chicken dinner 50 cents. (Chula Vista Star, July 19, 1935)

1936/05/01 - (photo) ad for Dutch Lunch at 319 3rd ave "Doc -- Art -- Come and See Us" (Chula Vista Star, May 1, 1936.)

1936/09/25 - (photo) full page ad for gala opening Sept. 26 of the Dutch Lunch by Art and Doc, at 317 3rd ave (The Star-News, Sept. 25, 1936.)

1937/09/17 - (photo) ad (partly torn) for 1st anniv of Dutch Lunch Sept. 18 -- also ad (with Fiesta) Sept. 24 on page 4 (Chula Vista Star, Sept. 17, 1937.)



Vern Spice with his swordfish, Aug. 16, 1940, in front of Dock's - CENT_0495 from CV Library

1939/09/22 - Chula Vista Sportfishing Club was organized nearly 3 yrs ago by ten charter members, owns and operates its own boat, the Cee Vee. Charter members include V. H. Spice, L. Y. Quay, Jack Glatting, King Heath, R. V. Brown, Bill Rutledge, Gene Miller, Nicj Wiley, Fred Sherman, Les Jaeckel, Fred Parker, Joe Lowe, Jimmie Zurcher. (Chula Vista Star, Sept. 22, 1939.)

1941/09/12 - Dock Spice will serve free marlin fish dinner at his Dutch lunch that he caught on the Cee Vee (Chula Vista Star, Sept. 5, 1941.)

1943/04/30 - V. H. Doc Spice and his son-in-law Bill Ham purchased the old Starkey building that formerly housed the Ford motor sales a few years ago on F Street and will open a bowling alley in mid-June. (Chula Vista Star, Apr. 30, 1943.)

1943/06/11 - Cee Vee Playdium of Doc Spice will soon open (Chula Vista Star, June 11, 1943.)

1943/06/25 - Cee Vee Playdium bowling alley to open July 1 with 8 Brunswick Centennial lanes, owned and managed by Dock Spice and his son-in-law Bill Ham and his brother-in-law Mack Pennigar, built for \$20,000 at 318 F St -- big full page ad on page 4 (Chula Vista Star, June 25, 1943.)



Dock's July 22, 1943 - CENT_0495 from CV Library

1943/07/22 - CCHU_205 Title Dock's Creator Unknown Date Created 1943, July 22 Subject (Topic) Restaurants; Bars Physical Description 1 black and white photographic print; 3.5 x 4 in. Subject (Place) 317 Third Ave., Chula Vista, CA. Description Exterior view of Dock's restaurant/bar. Filename 305.jpg ()

1944 City Directory - Spice, Vern H (Delilah) (Dutch Lunch) h255 Garrett av

1944/11/03 - Dock Spice sold Cee Vee Paladium to Meldon V. Presher. (Chula Vista Star, Nov. 3, 1944.)

1947/01/31 - Dock's Dutch Lunch reopens jan. 31 after remodeling (Chula Vista Star, Jan. 31, 1947.)



Many, Many Thanks - -

FOR THE FINE RECEPTION and good will with which our re-opening was received. Many of the visitors told us that Dock's is now one of the nicest places for dining and relaxing in this entire area. We hope to continue to merit your patronage.

From

SPICE, COOK, HOOPER and the GANG

Announcing . . .

We are now serving Chinese food with your favorite Chinese dishes prepared the way you like them. However, if you prefer to dine at home, we will be happy to package this food to take with you.

Open From

**10:00 A.M. TO
12:00 MIDNIGHT**

DOCK'S DUTCH LUNCH

317 Third Avenue

Phone C.V. 42

from Star 1947/2/7

1947/02/07 - (photo) dock's dutch lunch.pdf (Chula Vista Star, Feb. 7, 1947.)

1949/04/29 - Old Landmark building to be demolished in 1949 at 319 Third ave. Was formerly occupied (since 1933) by Dutch Lunch Liquor Store of Mrs. Odessa Gosling, will also occupy new building with Marcello's shoe store. Gosling's store is the oldest licensed liquor business operating continuously in CV since repeal, believed to be the oldest in SD county. The original bldg was built before 1911, was remodeled in 1912, served briefly as private housing, then late 1912 housed the CV Review, predecessor of the CV Star. Later, used by a confectionary store, tea room, and offices of Dr. Worthington. (Chula Vista Star, Friday, Apr. 29, 1949.)

1951/12/13 - Vera Berliner Howe's music store was in a building constructed about 1910 acc to Charles Hazzard of Madrona Street when his cousin purchased the structure. The Hazzard family occupied two rooms for several years, and there was a real estate and insurance office and jewelry store and an attorney. Through the 1930s it was the first home of Dock Spice's much-talked-about 5-cent hamburger and nickel beer. Then came a gypsy with a fortune-telling business until she was evicted by Chief Kelly. P. G. Hersum had an insurance and real estate office with Mrs. Daisy Bigelow as his secretary [323 Third in 1936] . Herb Bryant had his photo business here when he was the city's official photographer. Recently the north half is a shoe repair business and the John Long Yardage store [297 Third], Mrs. Howe has occupied the corner room with her music store of the past 8 yrs, the last six as owner of the property [at 323 Third]. (Chula Vista Star, Dec. 13, 1951.)

1953/04/30 - Vern Doc Spice, 56, died at Lake Morena where he has been living past 7 yrs since 1947 with wife Delilah Penninger Spice, b. in Indiana, came to CV 1931 (Star, Apr. 30, 1953.)