





Since its beginning in Chula Vista in 1940, Rohr has grown to become the nation's largest subcontractor to the aerospace industry. Specially designed Rohr machines, along with a strong and continuing research and development program in the behavior of metals, have helped Rohr keep pace with the technological demands of modern flight. Today, in the business of building many types of major components, Rohr is proud to number among its customers most of America's leading aircraft and missile manufacturers.







Yes, it is a privilege to take part in the solid growth of Chula Vista

H. H. JOHNSON R. E. TYSON A. L. LYNDS

HOBART WESTATES CO.

HOBART INVESTMENT COMPANY
LESLIE H. EDWARDS CO.

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# A MESSAGE FROM OUR CHAIRMAN

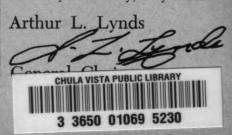
To those of you who settled here prior to 1911, may we all gratefully acknowledge your foresite in planning our beautiful City, so that we may enjoy living in a truly wonderful community.

To those of us, who are present day residents, may we with God's help, continue to feel the responsibility that is incumbant to each of us to keep Chula Vista beautiful, progressive, and morally clean.

To those of you who reside outside our lovely Community, may we extend a welcome in Chula Vista's most friendly manner. We hope that you will take part and enjoy all of the functions and activities during this Commemoration Week.

To those wonderful neighbors of ours in Baja California, Republic of Mexico, we extend heartfelt greetings, and most sincerely hope that you all will feel at home as you visit us here in "The Friendly City" of Chula Vista.

It has been a great honor and a real pleasure to serve as the General Chairman for Chula Vista's Golden Anniversary Committee. Working with so many of our splendid Chula Vistans, who, as usual, have given of their time and talents so unselfishly, may I say "Thank you all very, very much."



# Insured FIRST FEDERAL

COMES to...

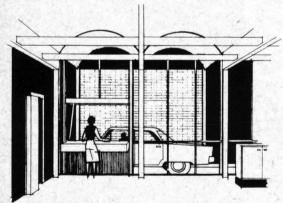
# CHULA VISTA

OPENING SEPTEMBER 12th, 1961



# DESIGNED TO SERVE YOU BETTER!

The attractive Lounge is furnished to assure comfort and convenience.

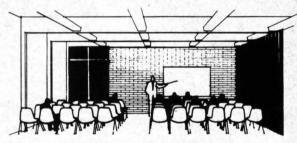


The DRIVE-IN WINDOW provides fast, convenient service without leaving your automobile.

### FIRST FEDERAL OFFICES IN SAN DIEGO

Downtown Fourth Ave. at "B" St.
On El Cajon Blvd. at 42nd St.
In Hillcrest, 5th and University Ave.

This ultra modern new FIRST FEDERAL office will provide complete facilities for Savings, as well as Home Improvement Loan and Real Estate Loan service . . . a spacious Lounge and Community Meeting Room is available for clubs and civic groups . . . Ample parking.



Community Room designed to accommodate 100 guests

HAROLD B. STARKEY, President Resident of Chula Vista for 29 years



SECURITY

FIRST NATIONAL

BANK



**50** 

GOLDEN YEARS 1911-1961

We are proud to have shared in Chula Vista's past and are dedicated to even greater service in the future.

UNITED STATES NATIONAL BANK



# 50 GOLDEN YEARS

Chula Vista's legacy to
the rapidly growing San Diego
area: robust years of development
with the promotion of new industry
and housing. We will join in Chula
Vista's ever-increasing development
early in the fall of 1962, with the
OPENING OF MARSTON'S
CHULA VISTA.

Marstons



# City of Chula Vista

OFFICE OF THE MAYOR

August 24, 1961

To The Citizens City of Chula Vista Chula Vista, California

Dear Friends:

It is with sincere appreciation that I have been extended this opportunity to express my enthusiastic support of the Golden Anniversary Celebration.

Indeed, this is an auspicious occasion, properly held in high esteem by all Chula Vistans who point with pride to the growth and development of our City over the past fifty years.

In retrospect, we will find that Chula Vista has grown from a relatively rural community to a city well known throughout the State for its residential, commercial, and industrial development. Obviously, many have contributed to our successful accomplishments, but none, I am sure, more greatly than you the citizens of Chula Vista.

I would therefore, commend each and every one of you for your contributions to our fifty-year progress and earnestly look forward to your continued support of a truly fine city

Sincerely,

Mayor

City of Chula Vista

California



Golden Anniversary Committee City of Chula Vista, California

Ladies and Gentlemen:

Please accept the sincere thanks and congratulations of all the personnel of the Police Department for your splendid efforts in preparing Chula Vista's Golden Anniversary celebration.

Through fifty years of growth, Chula Vista is still the friendly community it always was, and your police officers would join you in pledging that so far as it is humanly possible it will always be so.

As long as there are folks like you to keep interest awakened and public spirit strong we can look forward to the next fifty years with assurance that Chula Vista will remain a happy and growing city.

Very truly yours.

JAMES H. QUITNN

JHQ: vls

Chula Vista Golden Anniversary Committee Chula Vista Chamber of Commerce Chula Vista, California

Gentlemen:

On behalf of the Chief Administrator's Office, I wish to thank the Golden Anniversary Committee for the planning and program for the celebration of the City of Chula Vista's Fiftieth Anniversary.

It is very easy to live from day to day and soon forget the background that forms the character of a city. It is nice to stop and to look back and see where we have been, what we have done, and who were some of the responsible people who allowed our community to develop into the second largest city in the San Diego County.

The fiftieth anniversary is, indeed, a magic number and a suitable birthday to celebrate with the whole community. The citizens of Chula Vista are to be congratulated for the desire to incorporate as early as 1911, so that they might guide and assume the responsibility of making Chula Vista into a city in which local citizens enjoy living. Then, in 1949, the citizens once again re-evaluated their form of city government and after a great deal of research and investigation, decided through the vote of the people that they would like to become a Chartered city and to have the City Council-City Administrator form of government. As the community grew, they took a further look into their city government and added departments of service, at such time as they felt it necessary, so that at the present time the city of Chula Vista is a complete governmental body.

The City has major departments that can make decisions and recommendations to the City Council and take care of their present needs as well as to plan for the future.

As the present City Administrator, I wish the City of Chula Vista health, wealth, and happiness in the coming years and may it always stay the pleasant community that it has been in the first fifty years.

Sincerely

T. S. Fulwiler

Chief Administrative Officer

Golden Anniversary Committee Chamber of Commerce Chula Vista, California

Gentlemen:

The Planning Department is enthusiastic over your plans for celebration. What an opportunity to "look ahead" after we've reviewed the "last fifty".

As we look back, we recognize that the City we know and enjoy didn't "just happen; many people worked long and hard for it. May God continue to bless us with far-sighted, hard-working, energetic citizens. We have a lot of work to do to perpetuate the saying "Chula Vista - A Wonderful Place to Live".

Congratulations to you and the many people who have gone before you.

Very truly yours,

George H. Fretz

GOLDEN ANNIVERSARY COMMITTEE CITY OF CHULA VISTA CHULA VISTA, CALIFORNIA

GENTLEMEN:

THE STAFF OF THE RECREATION DEPARTMENT SINCERELY CON-GRATULATES THE MEMBERS OF THE GOLDEN ANNIVERSARY COMMITTEE FOR THEIR OUTSTANDING DEDICATION IN PRE-SENTING AN "EXCELLENT" BIRTHDAY PARTY.

IT HAS BEEN THE AIM OF THE RECREATION DEPARTMENT TO PROVIDE A PROGRAM OF LEISURE TIME ACTIVITIES THAT WOULD APPEAL TO BOTH SEXES AND ALL AGES. OUR MOST RECENT CONTRIBUTION TO THIS AIM IS THE NEW CENTER FOR SENIOR CITIZENS IN "NORMAN PARK". THE ADDITION OF THIS FACILITY WILL TRULY GIVE MEANING TO AN ALL INCLUSIVE PROGRAM.

AGAIN, WE CONGRATULATE THE GOLDEN ANNIVERSARY COMMITTEE AND COMMEND THEM FOR A JOB WELL DONE.

SINCERELY

W. G. JASINEK
DIRECTOR OF RECREATION

WGJ:LW

# GOLDEN ANNIVERSARY

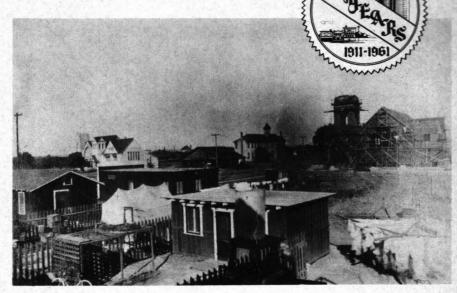
CHULA VISTA

Late last year, the Chula Vista City Council suggested a Golden Anniversary celebration to commemorate the day in 1911 when a previously unincorporated rural area formally adopted the city form of government.

A committee of the Chamber of Commerce considered many aspects of the idea during much of 1960-61. In March of this year, a group of Chamber members, City officials and businessmen met to take stock of proposals and solidify them into a unified plan. The resulting publicity brought forth an encouraging flood of ideas, and the initial meeting of six men grew to a gathering of more than 50 Civic leaders. Such impressive support assured the success of the project.

But now another element was injected into what had been planned as a purely local celebration. The people of Tijuana pleaded to be included as an evidence of friendship and of their close ties with their across-the-border neighbor. Their warm-hearted offer was gladly accepted, and Tijuana participation thence loomed large in all plans and preparations.

Thus grew the idea of a modest local affair into a colorful, ambitious program with international implications, the results of which



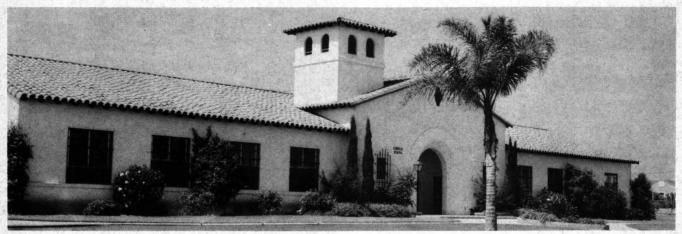
From the roof of Wigginton Drug Store

the reader of this booklet can now be viewing with vast enjoyment.

Chula Vista has much to celebrate. From a bucolic crossroads it it has, incredibly, expanded in half a century into the most modern of modern cities, one in which every convenience and amenity can be commanded by citizens. It is blessed with an outstanding city government, a population with high standards, exceptional business and industrial facilities. Yet, throughout this amazing period of growth it has maintained always its

atmosphere of charm, serenity and grace.

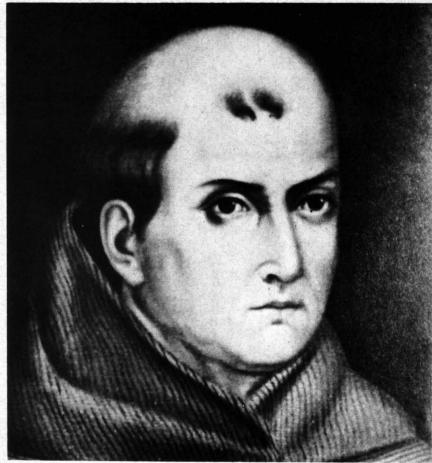
These, then, are among the many blessings Chula Vista can celebrate in the year A.D. 1961. In another fifty years we can mark a century of progress — and at the end of that time, beyond doubt the City will exceed the wildest and fondest imaginings of those who live here today. We pause, therefore, on this Golden Anniversary, to take a look at the fascinating past and dream of the glorious future awaiting our beloved Chula Vista.



Civic Center



# THE EARLIEST BEGINNINGS



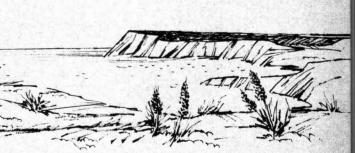
Father Junipero Serra

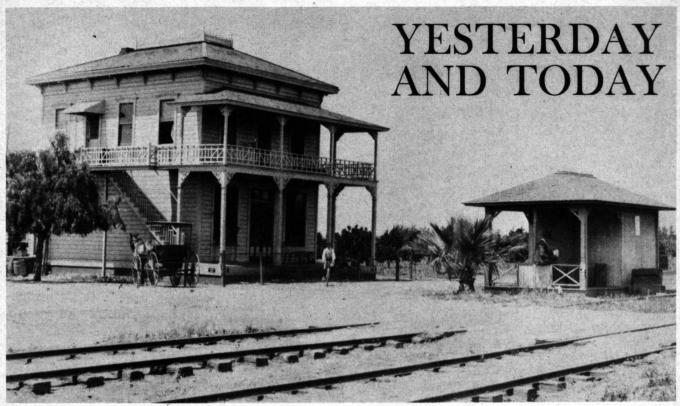
The Pre-European culture in the Chula Vista area goes back unknown centuries. The native son of those early days was of a reddish hue, sparse of raiment and unblessed by any high degree of technological or philosophical development. A huge land lay dormant, virtually unpopulated, basking in the rays of a sub-tropical sun, and cooled by temperate breezes blowing inland from the world's largest ocean.

The condition of the country and its inhabitants was to be radically altered when, on a summer's day in 1769 a remarkably devoted Spaniard with a sore leg led a tiny band of intrepid men into the area now known as San Diego.

This man was a man of God: Father Junipero Serra, a Franciscan monk. He and his little party had walked most of the forbidding length of Baja California. They had set forth at the bidding of King Carlos III of Spain as a result of his decision to incorporate "Alta" (upper) California into Spain's dominions.

continued on page 59





Chula Vista 1897

An odd fact about Chula Vista is that, with all its tremendous growth and development, it has remained what it was intended to be and started out to be — an exquisitely pleasant place to live. Chula Vista is a city designed for PEO-PLE. It is a town which, from its inception, was planned to inspire and continue the way of life of the early Californians . . . gracious, warm-hearted, expansive, generous.

For this we, today, have a number of remarkably forward-looking people to thank. First came two Bostonians of tremendous vision, Frank and Warren Kimball. From San Francisco they had journeyed to San Diego, and, development in mind, had become excited at the possibilities of the large area between that city and the Mexican border.

This was originally a grant of land known as the Rancho del Rey, handed out as largess to a grandee by the King of Spain. The grant comprised what is now National City, Chula Vista and part of the Sweetwater Valley. Otay Ranch bordered it to the South.

In 1821 Mexico wrested its freedom from the Spanish and the

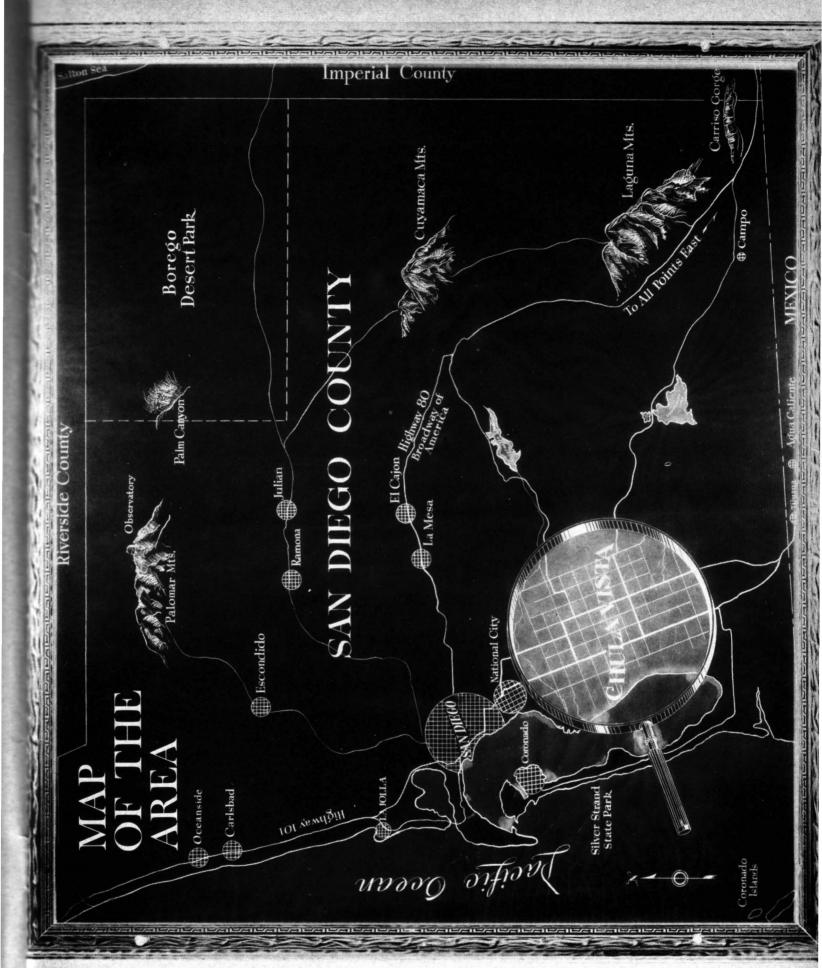
Rancho del Rey became the Rancho de la Nacion. It underwent little development until 1845, when, as a Mexican grant, it became the property of Juan Forster, an Englishman who had married the sister of the Mexican governor, Pio Pico. Forster, a great Don in his day, eventually suffered reverses ... after 10 years he sold out to a Frenchman, F.A.L. Pioche, of San Francisco. From Pioche (who had had plans of his own for the property, but through lack of means or initiative had failed to develop it far) the Kimball Brothers bought the 26,000 acres.

Frank Kimball was the spark plug. Often against great odds, he started and built the nucleus of National City, factories, and a great pier. He originated and developed a local olive industry. He brought the Santa Fe Railroad to National City at great sacrifice. Always he planned for the future, dreaming of the day when his National Ranch would achieve its present eminence. He provided the area's first water system in a fashion which proved his greatness as a developer.

It was through Kimball's untiring efforts that the way was paved for a group of Santa Fe directors to

put to work Col. W. A. Dickenson, the next key figure in Chula Vista history.





Dickenson was a professional town planner. With full approval of his supporting group, he laid out what he considered an ideal rural community, to consist of a tract of 5000 acres with streets 80 feet wide running throughout the town at quarter-mile intervals. It is interesting to note that through Dickenson's foresight, Chula Vista now enjoys the through thoroughfares which are seldom so plentiful in American cities.

The regular pattern thus created was sold to homesteaders in five-acre lots at \$300 per acre, the sale beginning in 1887. Purchasers were required to build modern (for those days) houses of \$2000 or more in value, within six months. A 125-foot set-back from the street lines was another requirement.

The area soon became one of flourishing lemon groves; in fact, Chula Vista eventually became known as the "lemon capital of the world." So productive were the lemon trees that two great packing houses were built to process the

fruit. Many present residents can remember the time (not so long ago) when large tracts now covered by modern homes bore heavy accumulations of the aromatic yellow lemons.

By 1889, ten homes were under construction, a school had been built, and land sales were humming. The next year the "boom" burst. A decision to raise water rates further slowed progress, but by 1895 a group of local citizens considered incorporating as a sixth-class city as a protest against the water rates. The incorporation idea was abandoned, but a water rate case was decided by the Supreme Court in favor of the Company.

Despite such discouragement, plus drought, the water problem was alleviated by completion of Otay Dam in 1897.

The next attempt to incorporate, initiated by the Sweetwater Water Company in 1911, resulted in a better response. The 500 residents of Chula Vista were heartened by passage of the State's 1911 Im-

provement Act, easing the problem of road and street building.

Enthusiasm for incorporation continued to grow until, at an election held on October 17, 1911, the citizens approved a measure to create a formal civic entity out of their bit of countryside.



Chula Vista Truck Gardens



3rd. & F left background - Chula Vista 1903

UNION TITLE HISTORICAL COLLECTION PHOTO





Chula Vista Downtown Area — Shoppers Square

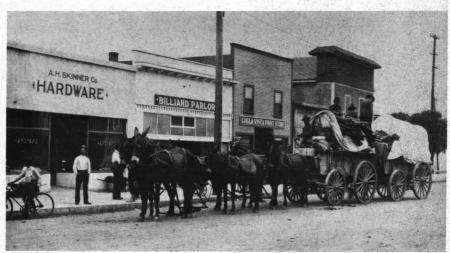
UNION TITLE HISTORICAL COLLECTION PHOTO

A board of trustees was set up and, at a meeting at the People's State Bank, a Mr. E. T. Smith was elected president, an office corresponding to Mayor. Coincidentally, another Smith—this time John Smith—is Mayor of Chula Vista half a century later.

The amazing growth of Chula Vista — more than doubling every decade — is illustrated by the following table:

1910 - 550 1920 - 1718 1930 - 3869 1940 - 5138 1950 - 16005

1960 - 42350

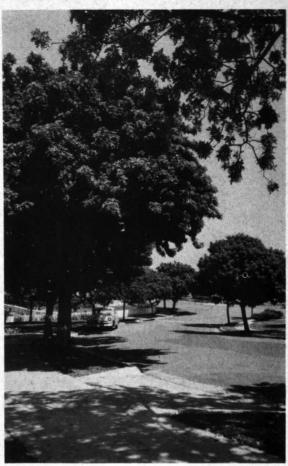


Third Ave. - 1911

UNION TITLE HISTORICAL COLLECTION PHOTO







UNION TITLE HISTORICAL COLLECTION PHOTO



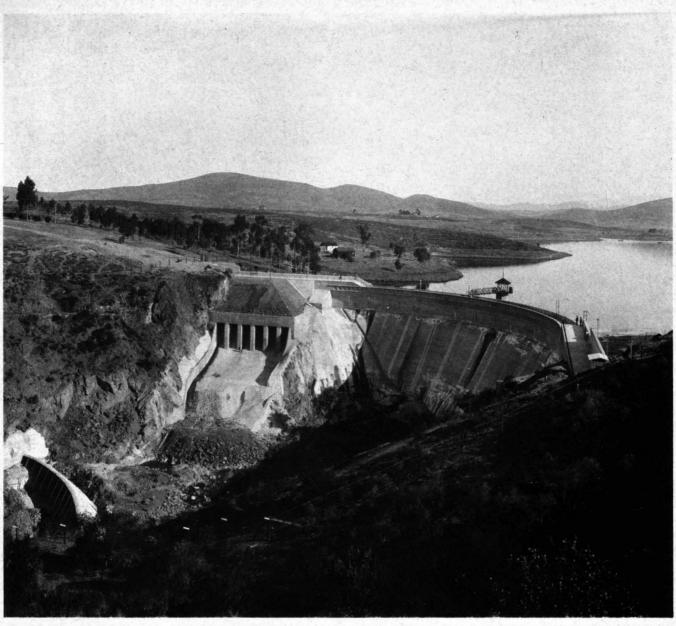






Photo, upper left: C. V. Flowers. Upper right: C. V. modern wide streets. Far left Middle: C. V. Police Department. Middle left: Women's Club, Below far left: C. V. Fire Department. Below left: C. V. Library.





Photo, above: Sweetwater Dam reconstructed 1917.

Right: Convair 880 in flight, built in San Diego. Far right: General Dynamics Corporation, Astronautics reception area.





UNION TITLE HISTORICAL COLLECTION PHOTO





# Chula Vista Chamber of Commerce

# A MESSAGE FROM OUR PRESIDENT

It is fitting that we pause and for a brief moment glance backward into the fifty years of Chula Vista history. One of the advantages we have over the men and women who founded this community is that we can review and profit by the triumphs and the errors that have marked the last half century. We can adapt the methods and ideas that were successful in so many civic undertakings, and we can avoid the mistakes that led others down the path to failure. There will be mistakes in the future because no one who accomplishes anything ever achieves a perfect record. The important thing is that we resolve to avoid making the same mistakes again.

No one is wise enough to accurately predict what the next fifty years will bring or, beyond a short span, even what they will be like. More changes have been wrought in virtually every field of human endeavor in the last ten years than were accomplished in the previous 500 years. And since this amazing progress has just started, we must be ready to adjust and adapt ourselves to a world the like of which most of us have not even dreamed.

Now, as we pause briefly to observe and commemorate the past, let all of us dedicate ourselves to keeping pace with the progress we have made, and pay tribute to those who had the foresight to give us a start — fifty years ago.

Very truly yours,

C. R. Campbell, President

Chula Vista Chamber of Commerce

C. R. Campbell

Chula Vista nonetheless continused as an agricultural center. Due to a number of conditions including weather and markets, lemon growing declined and was superseded by truck farming, with celery, cucumbers and and tomatoes playing a leading role. To this day, the city and its environs remains an ideal place for growing plants—and people.

An abortive move for disincorporation failed in 1934. In 1949, the advantages of a change from the status of a sixth-class city to that of a charter city had become evident and this important forward step was duly taken. At present, the city charter is under review with an eye

to improvements.



Rohr Aircraft, assembly line

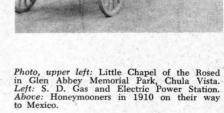
Paralleling Chula Vista's agricultural development has been industrial growth. A potash plant operated on the Bay front during World War I at a place still known as Gunpowder Point. The greatest industry of the city, Rohr Aircraft Corporation, burgeoned as a result of the second World War. It now employs thousands of workers in various phases of aircraft assembly, and is known as a pre-eminent producer of "power packages."

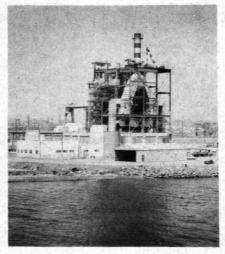
Despite Chula Vista's incredible development in the past, even greater things are in store during the coming years. The San Diego Gas and Electric Company has partly completed and under construction what is destined to become the largest steam-operated power producing installation in the Western United States. Tideland and harbor development is under way and in the planning stage. Competent writers have predicted a population for Chula Vista of 170,000 people by the year 2000.

Chula Vista can be proud of its past and of the pioneers who produced today's city. They can be equally proud of the pioneers of today and tomorrow who are to lead it to the equally amazing development of the future. Here is a city — a great and beautiful city — only half a century old, yet a city which today can well be called the germ of something much greater, much more beautiful, infinitely stronger and prouder within another five decades.

(For information in the above section the Golden Anniversary Publication extends its thanks to Mr. Sydney Cornell, representative of the South Bay Historical Society).











Chula Vista "Limited" - 1916

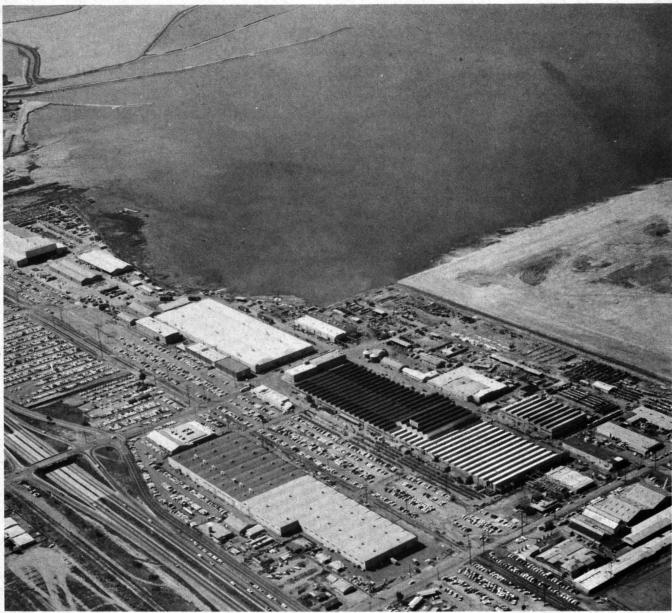
UNION TITLE HISTORICAL COLLECTION PHOTO



Chula Vista 3rd. & G St. 1957

UNION TITLE HISTORICAL COLLECTION PHOTO

# ROHR AIRCRAFT



Rohr Aircraft Aerial View

In the minds of many persons throughout the U.S.A., the name Chula Vista is automatically associated with another great name: Rohr Aircraft.

This may well be because for many years dignified institutional advertisements have appeared in numerous national magazines, the signature appearing as "Rohr Aircraft Corporation, Chula Vista, California."

What is now a huge industrial complex had its inception, in the

1920's, when aircraft makers turned from wood and fabric to metal. One man, Fred H. Rohr, owner of the Standard Sheet Metal Works of San Diego, grasped the importance of this change.

A deep student of engineering, he had become an expert in metal fabrication, and had handled complex sheet metal projects. This talent and knowledge he first put to work in aircraft with Ryan Aeronautical Company. There he played an active and vital part in the cre-

ation of Charles A. Lindbergh's immortal "Spirit of St. Louis," first plane to span the Atlantic non-stop, New York to Paris, in 1927.

When B. F. Mahoney, elected to move his Ryan plant east, Rohr joined Solar as factory manager, remaining with this San Diego firm until 1932. There he designed and introduced to the aircraft industry the drop hammer, a parts-forming method so successful that he was called to Seattle to install a battery of drop hammers for Boeing.

Returning to San Diego in 1935, he served as Ryan factory manager until 1940, when he resigned to form the company which bears his name.

Rohr set up a corporation based on the idea of a "feeder plant" to provide special components for the aircraft industry with increased efficiency and lower cost—an idea since become universally recognized.

A 20,000 square-foot warehouse at Eighth and "J," San Diego, soon became inadequate. Work began on the first Chula Vista building, nearly twice as large. The "works" was moved here in February, 1941.

was moved here in February, 1941. The plant was then "miles" from Chula Vista, and isolated during that first wet winter by a sea of mud. Yet near the end of that year, Rohr management instigated annother revolutionary move: the manufacture and assembly of "power packages."

To make a power package, the manufacturer furnishes a bare engine. Around this is built motor mount, sheet metal cowling, panels, diaphragms, supporting structures, air ducts, fuel and oil lines, electrical harness and other items necessary for the engines operations. The result is a complete assembly ready for installation on an airplane wing.

This work had never before been entrusted to a sub-contractor. The demand for wartime B-24 bombers, however, induced Consolidated-Vultee (now Convair) to turn the work over to Rohr. On St. Valentine's Day 1942, Fred H. Rohr, J. E. Rheim and other officials personally delivered the first power packages to Convair.

By 1945, Rohr had delivered a total of 37,887 power packages for use in B-24s, PB4Y-2s, and PBY2Y-3s. Sales by 1944 had mushroomed to \$70.7 Million. Employment rose to 9,800, space used to 25 acres, and production component operation to 600,000 square feet.

The war over, Rohr employment plummetted to 675. Sales dropped to \$6 million. The company then joined, as a subsidiary, International Detrola Corporation, a firm making radios, refrigeration equip-



Rohr Aircraft Site, between South Bay and Chula Vista Farms

ment, machine tools, furniture, and steel.

Then the aircraft industry began another upward march. By 1949, Rohr and a group largely composed of those in the company's active management, formed a new corporation and Rohr Aircraft was again an independent organization. In 1950, at the start of the Korean War, Chula Vista numbered 16,500 persons. Employment at Rohr rose to 6000 on the strength of power package production for the Boeing Strato-Cruiser, the Convair Liner, and the Lockheed Constellation.

The jet era provided yet another impetus. Power packages were succeeded at Rohr as early as 1952 with a contract to build jet engine pods and major airframe components for Boeing, as well as a large contract for power packages for the KC-97 tanker.

In the same year Rohr purchased a 95-acre tract near Riverside and set up a second plant. First shipment of power packages for the KC-970 left Riverside in January, 1953. Riverside, continuing to grow, is today a major manufacturing plant.

An assembly line was opened at Winder, Georgia, in April, 1955 to expedite assembly of power packages for the Lockheed C-130 propjet Hercules.

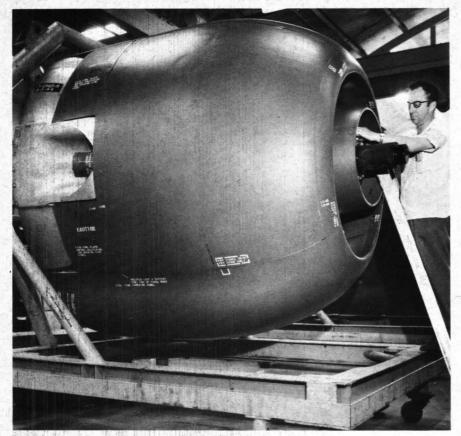
Expanding in yet another direction, Rohr in 1957 built a 39,000 square foot assembly plant at Auburn, Washington. There employees assemble engine pods for Boeing 707s and the KC-135.

Production orders in the commercial field for the Lockheed Electra and Convair 880 occupied much of 1956-58. Late in 1957, Rohr received a contract to build 43-foot fuselage sections for the 707, largest single airframe assembly job undertaken by the company.

By March of 1958, Rohr's total plant floor area exceeded 1,950,000 square feet. By then, Chula Vista had grown to 31,339. An orderly growth of both city and company had avoided many problems encountered elsewhere.

Rohr is a major factor in Chula Vista's economy, with a local payroll for fiscal 1960 totalling \$78,-805,043. Its first monthly payroll (August, 1941) had been \$1,104.74.

The company is presently building pods for Convair's 880, Lockheed's Jetstar, the P3V, C-130, P2V and Boeing's B-52H, KC-135 and 707 series, including the fan versions. It also manufactures thrust reversers and sound suppressors.



Power Package for Lockheed P2V-7



Power Packs for B-24 Liberators during World War II, 31,700 units were manufactured by Rohr Aircraft.

Assemblies are being bonded at Riverside for, in addition to more conventional craft, The Hound Dog missile, and the Ise's and Arcas sound rockets. The company also make brazed stainless steel honeycomb assemblies for the Convair B-58, McDonnell's F4H-I, and the B-70.

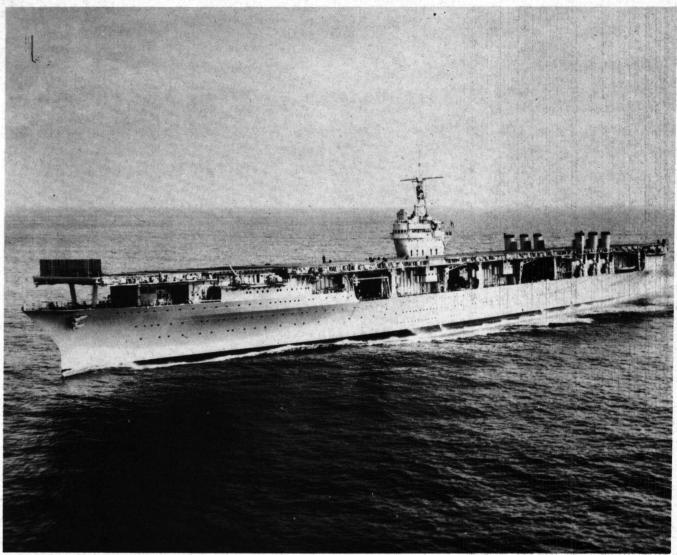
Rohr Aircraft is active in the development and use of fusion welding processes, and all known methods of welding are being exploited. An example is the buttwelded foil material which is being employed in the manufacture of heat shields for Lockheed's Agena satellite. Six of Rohr's units have already gone into orbit. Rohr's welders also are producing nuclear reactor tubes for advanced AEC research programs.

Among other research and development projects, Rohr has introduced a numerically controlled filament winding machine, capable of handling large missile first stage engine chambers. This particular piece of equipment has caused much interest among prime contractors of rockets and missiles. Rohr's Riverside facility has been manufacturing smaller filament wound structures for some time.

The Corporation, one of the largest subcontractors in the aerospace industry, is playing an important role in the development of civilian and military air transportation, as well as in the nation's space efforts.



Production workers in front of the 100th fuselage section built for Boeing's 707 Jet Stratoliner.



The 14,500 Ton USS Ranger, Commissioned 1934

USN PHOTO

# CHULA VISTA—A "HOME PORT" FOR OUR NAVY

An integral and vital part of Chula Vista's development has been due to the United States Navy. This proud service sent its first ship into San Diego Bay as early as 1842, when the USS Alert appeared, ready to protect American interests in the impending Mexican War.

Capt. Phelps, Commander of the Alert, took San Diego without firing a shot, under the misconception that war had already been declared. Discovering his error, he withdrew.

In 1846 the USS Cyane sailed into the harbor. This time the war

was on in earnest. Again sleepy little San Diego offered no opposition, and the U.S. flag was raised in the Old Town Plaza.

The visit of the Cyane was followed by half a century of Navy inactivity in this area. But in 1901 a Naval Coaling Station was set up on Point Loma. This caused an increasing number of vessels to stop here, there most famous early visit being that of the Bennington, which blew up in 1905 with a loss of 60 men — an event still commemorated here annually.

The Naval Radio Station - a

very early wireless installation was commissioned on Point Loma in 1906. This famous pioneer station was obsoleted into the Naval Electronics Laboratory in 1949.

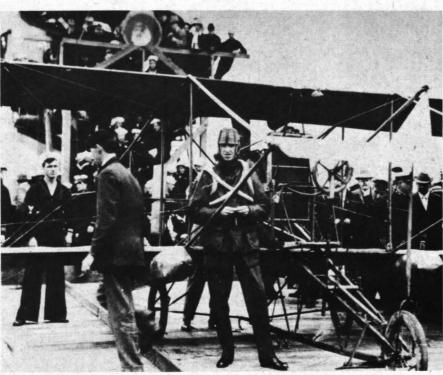
Naval aviation was born in this area. North Island's training school directed by Glen Curtis was the scene of the world's first hydroplane flight. Curtis' early operations during 1911-12 were augmented by a camp for the Fourth Marine regiment set up on North Island in 1914.

Permanent North Island installations came as the result of World



Curtiss Amphibian plane. Triad Navy's 1st

USN PHOTO



E. B. Ely and his flying machine on USS Pennsylvania

USN PHOTO

War I. These included a mechanics' school. The Navy also took over a number of Balboa Park buildings for training recruits, which were returned to the city in 1919.

By 1923, the Naval Hospital, the Naval Training Station (now Center), Naval Base, Destroyer Base, and Supply Depot had been permanently established.

The Marine Corps Recruit Depot came in 1921; the headquarters of the Eleventh Naval District during the same year.

After a lull during the 30's, World War II saw the area swarming with "White hats." In quick succession our Navy added improvements at the Air Station on North Island, the Naval Amphibious Base near Coronado, Auxiliary air fields throughout the country, and a great ammunition depot at Fallbrook.

Climate and location made this region an ideal training site. The harbor, among the world's finest naval anchorages, and the all-out support of the area's communities also contributed greatly to Naval development here. Purchases of land were supplemented by gifts for the hospital, training Center and other installations.

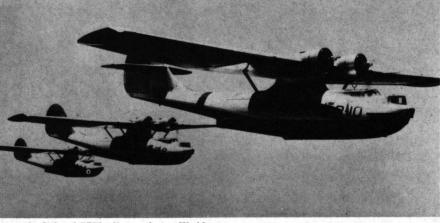
Among the most important of these immense Naval facilities may be listed:

- 1. The Naval Training Center, established in 1923 to accommodate 5000 men, and enlarged to serve an additional 3000 recruits. Today the Center covers about 1500 acres. At its peak in 1940-41, its capacity boasted over 30,000 men. Today the Center trains 45,000 men yearly, and is valued at more than \$25 million.
- 2. The Naval Hospital notably the world's largest Military institution of its type. It has grown from two 25-man wards to a vast complex occupying over 92 acres of land.
- 3. The Naval Station, started in 1919 with a city grant of 98.2 acres. By 1943, land acreage of 659 was included, with a water acreage of 262. Its value today lies above \$55 million. It is home for many ships undergoing repairs.
  - 4. North Island, taken over by

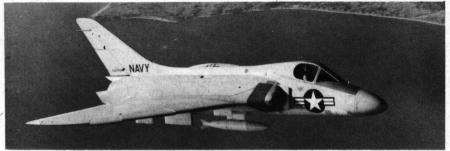


Photo, above: Sea plane being catapulted, Note catapult cradle falling from plane. Below: In Feb. 1943 the Corsair the F8U Fighter entered combat against the Japanese. It was widely used by shore based Navy and Marine pilots and at the close of 1944 it was taken aboard Carriers to meet the threat of improved Japanese aircraft.





An early flight of PBY's. Known during World War II as the Catalinas.



F4D Skyray ALL PHOTO'S BY USN

the Navy in 1927 from the Army, which had called it Rockwell Field. With the filling of Spanish Bight, an inlet separating Coronado from North Island, its area was vastly increased. Adjacent shoreline was dredged to accommodate the largest carriers. Hundreds of acres have been reclaimed for air field use, the installation being noted as having today the largest paved landing area of any field in the world.

5. Miramar, one of the Navy's largest Master Jet air bases. An auxiliary and heavy bomber training base during World War II, it has been incorporated into the jet age to the degree where fleet carrier aircraft train there every day and night of the year.

6. Other auxiliary fields, including Ream Field at Imperial Beach, "helicopter capital of the world," Brown Field, home of the "drones," and other smaller emergency strips.

7. The Naval Amphibious base, on the Silver Strand, established in 1944. One of two such bases in the world, its activities are devoted to training underwater demolition teams.

8. The Naval Supply Center, built in 1921. This includes a main

depot, and the huge Navy Pier.

9. Headquarters of the Eleventh Naval District, a mammoth command controlling one-seventh of the Navy's funds and homeporting over a fourth of the entire fleet. The primary mission of the district is support of the Pacific Fleet, including training supply, maintenance, repair and other activities.

Altogether there are 30 major Naval Commands in the district and more than 20 Naval Reserve Training Centers. The district contains 47 per cent of the total land owned or operated by the Navy, its value plus buildings and equipment, totalling better than \$1.2 Billion.

Every type of Navy ship can be seen in San Diego's harbor at one time or another. In 1960, these (and shore installations) were visited by more than half a million people. General visiting of selected ships is permitted each week-end at the foot of Broadway in San Diego.

The area's Naval complex employs every third worker in San Diego County, contributing nearly \$1 million per day in payroll, not including Marine payrolls.

Its bakery bill is \$12 million an-

nually; its electric bill, \$3 Million. Navy ships in the harbor buy \$3 million worth of dairy products each twelve-month.

About 175 of the Navy's 817 active ships call San Diego "home port." South San Diego's "mothball fleet" includes another 220 Reserve Fleet ships.

Navy men and 19,000 civilian Navy workers, retired Navy personnel and dependents constitute over a quarter of San Diego's population, and contribute \$750 million a year to its economy.

The Navy has more than 35 million squarte feet of floor space in over 5000 buildings in this immediate area. An average of \$24 million is spent annually on new public works. In 1960 \$43 million in new plant facilities was added.

Chula Vista has long received its share of the magnificent benefits the Navy has provided in adding to the greatness of all the San Diego region, and extends its heartfelt gratitude to this wonderful organization which has, throughout U.S. history, played such an indomitable and formidable role in the protection of our Nation.



# A GLIMPSE OF TOMORROW'S CHULA VISTA



What will our lovely, liveable Chula Vista be like 15 years from today? The answer is obvious. If history is to be trusted, it will continue lovely and liveable as ever, but with improvements, enlargements and developments designed to make it an even more ideal place to live and work.

Paramount amongst these will be vast industrial developments now being planned and soon to be realized. Mr. William H. Link, co-chairman of the Industrial Development Steering Committee of the Chamber of Commerce, points to these in the following order:

A channel will be cut through the South Bay, enabling Chula Vista to become a port, capable of handling up to 10 huge ships at one time. More piers from "D" to "L" Streets, will house warehouses to handle cargoes. Thousands will be employed at these locations.

The installation of port facilities will create small service industries on a portion of Chula Vista's additional tidelands . . . result, hundreds more jobs. All of the city's remaining tidelands will be completely filled in and occupied by industries numbering thousands of additional workers.

Not counting city-owned tidelands, there remains the prospect of developing hundreds of private acres nearby.



Chula Vista Truck Gardens 1920

JNION TITLE HISTORICAL COLLECTION PHOTO



A major industry will be shipbuilding, with its supplementary supplying industries. Small boat manufacture may also be a large contributing factor.

The cooling water made available by the South Bay channel will provide the means for construction of at least six enormous power generating units by the San Diego Gas and Electric Company. This industry will contribute hugely as a tax source due to its permanent or fixed assessed valuation.

Chula Vista will also probably annex much more land, a great part of it suitable for industrial parks, in areas duly zoned under a Master Plan for industry. Such plants as electronics, toys, plastic containers, fertilizers, etc., may—and no doubt will — spring into being on these tracts.

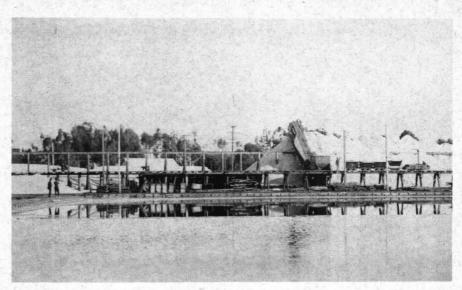
Rohr Aircraft Corporation will probably continue as Chula Vista's largest single industry for years to come, its activities expanded into several other fields than those in which it now specializes.

The possibility of a Marina, boatels, motels, restaurants, etc., on the north end of the tidelands is exciting great interest. This could be a show-place attracting visitors and tourists in great numbers. Boating and other water sports would provide the principal attraction.

If — or perhaps when — Chula Vista builds a 5000-seat auditorium, the city could become a convention center of great importance. The "Shelter Island" type of development, the proximity to Mexico, the possibility of deep sea fishing, the uncrowded conditions yet nearness to Naval Institutions, the San Diego Zoo, and innumerable other attractions would add to the city's ideal clinatic conditions as a perfect convention site.

Chula Vista's agricultural position will also be maintained and expanded with the probability looming large of a produce distribution center and canneries being located here.

Such other factors as a Saline Water Plant, increased Mexican trade, Brown Field as an air freight terminal also contribute to the picture of a rosy future for our community.



Photo, upper: Western Salt Works - 1912 Lower: Western Salt Works - 1957





Shipbuilding - 1961, San Diego

# GOLDEN ANNIVERSARY PROGRAM

# FRIDAY, OCTOBER 13 SATURDAY, OCTOBER 14

"Golden Garter Review," a gay 90's musical review, sponsored by the Chula Vista Junior Women's Club.

Two showings, October 13 and 14. Open to the general public. Admission fee \$3.00-\$2.00-\$1.00

At the Chula Vista Recreation Center.

# SATURDAY, OCTOBER 14 SUNDAY, OCTOBER 15

A two-day fiesta south of the Border. Good neighbors of Tijuana and areas in Baja California, Mexico. Join their American amigos in Chula Vista upon the occasion of the 50th anniversary. All of nearby Mexico will participate in a colorful array of rodeos, parades, concerts, society ball, special attractions at the races and sports. All roads lead to Tijuana, Mexico for this special fiesta. Movie Actress Jayne Mansfield will be Queen of the Fiesta.

### TUESDAY, OCTOBER 17: HISTORY IN RETROSPECT

The Civic Center Mall is transformed into a scene of circa 1911. The council is seated immediately in front of the Civic Center Hall on a raised platform. Depicting the regular council meeting room. Seated are also visiting dignitaries. Everywhere in the immediate area are exhibits reminiscent of the era 1911. Council Members, Government Officials and all participating persons are dressed in the costumes of the year. Off in the distance an old fashion gramaphone is heard playing the songs of 50 years ago.

6:00 p.m.: Arrival of Padre Junipero Serra and his entourage at Chula Vista Civic Mall.

Padre Serra plants a lemon seed on the Mall grounds. Symbolic of a re-dedication of good will between the peoples of the United States and Mexico. With the seed Padre Serra places a tube deep in the soil, containing messages of good will from Government Officials of both nations.

7:00 Chula Vista Mayor John Smith convenes the City Council for a regular public meeting.

7:05 First order of Business: The re-enactment of the presentation of the certificate of incorporation as presented in 1911. The Secretary of State makes the presentation.

The City Mayor accepts in behalf of the citizens. Calls on guest speaker to read "Chula Vista Yesterday-Today-Tomorrow."

Chula Vista Mayor welcomes and identifies visiting dignitaries. Then calls for Council Members to conduct a regular session of the Council.

### WEDNESDAY, OCTOBER 18: CHULA VISTA HAS ITS ARTISTIC CULTURE

Throughout the day and evening historical, creative arts, fine arts, modern and futuristic exhibits will be on display at the Memorial Park and Recreation Center. Excellent photography of yesterday will be shown at the Chula Vista Library. In the evening the Chula Vista Community Theatre group will offer a public showing of an adult western. Melodrama with a modern twist.

6:30

7:30

# THURSDAY, OCTOBER 19: EDUCATION IN CHULA VISTA

Yesterday-Today-Tomorrow.

A look back, a study of today, and a prophecy of the future. On exhibit at all schools in the Chula Vista community. Children of the elementary ages, students of the secondary schools, will give voice, display artistic creations, graphically predict the school of tomorrow. A day every parent, every citizen will want to visit the schools. Be witness to a golden era.

### FRIDAY, OCTOBER 20: CHULA VISTA INDUSTRY-AGRICULTURE ON PARADE.

The turn of the 50th year for Chula Vista heralds a golden past in the economic strength of this southern California city. Out of the glorious past when rich lemon groves, truck farming and lush pastures were the predominant economic assets, through the past decade when a world wide conflagration brought a new era to southern California — the super-sonic airplane — and into the bright future of a diversified economy. These will be on display in every nook and corner that is Chula Vista. The highlight of the Golden Anniversary, when Chula Vista invites the world to see what a progressive southern California city envisions for the future. All of Chula Vista's industry and agriculture will be on parade! Open house at every plant, farm, office and government department.

# SATURDAY, OCTOBER 21: GOLDEN TOURNAMENT OF SPORTS

### Daytime Schedule

Fun in the sun in Chula Vista means a day on the golf courses, on the tennis courts, at the beach, in the recreation centers. Wherever Chula Vistans will assemble on this day, there will be a sports program for the young and the adult.

- · Golf Tournaments at the City's three beautiful courses.
- · A junior bowling tournament at the two bowling alleys.
- · Swim events at the Chula Vista Recreation Center.
- · Tennis matches at the Recreation Center.
- Baseball as it was played 50 years ago. In 1911 costumes. Beards and all.
- Shuffle board play at the Recreation Parks.
- An International Golf Match between Chula Vista's and Tijuana's top golfers.

### SATURDAY, OCTOBER 21: FUN FOR ALL IN THE OLD FASHION WAY.

### Evening Events

Sponsored by the South Bay Historical Society, an old fashion costume ball. Come in costume, dance to the rhythms of the turn-of-the-century strains. The polkas, square dances, round dances and a host of old fashioned entertainment.

Admission only 50 cents.

Refreshments of Yesterday, Today and Tomorrow.

### SUNDAY, OCTOBER 22: THE CHURCH IN CHULA VISTA

Morning Events

7:00 P.M.

All churches in the area will have special services. Every resident of the community is asked to attend the church of their choice. Special speakers will review the spiirtual life of the community; Yesterday, Today, Tomorrow.

### SUNDAY, OCTOBER 22: THE FIESTA DE LA LUNA PARADE

Continuance of Boy's Club Bar-B-Que.

Afternoon
Events
The Boy's Club City-wide Bar-B-Que.

1:00 P.M. Start of Boy's Club Bar-B-Que.

2:00 P.M. Annual Junior Chamber of Commerce Parade.

4:00 to

(See you at the Centennial. The year 2011)



Golden Anniversary Executive Committee



Kick-Off dinner for Golden Anniversary Celebration



It was not all hard work for the city officials. Costume and wardrobe fittings brought chuckles and laughs. On opening night, Tuesday Oct. 17, members of the City Council and city guests dress in styles and fashions of the early 1900's.



Yesterday and Today, Yesterday's bathing beauty couldn't believe what she saw when today's water ski enthusiast stepped forth for the picture. Chula Vistans, garbed in 1900 styles set the mood in the background,



Chula Vista housewives, learned to kick high and smile wide when presenting the kick-off show for the Golden Anniversary celebration. Weeks of rehearsing and home practice was demanded of the cast to ensure a gala start for the 50th anniversary. Ladies of the Junior Women's Club staged the first phase of the ten-day celebration.

ALL PHOTO'S BY CHARLES J. PHILLIPS



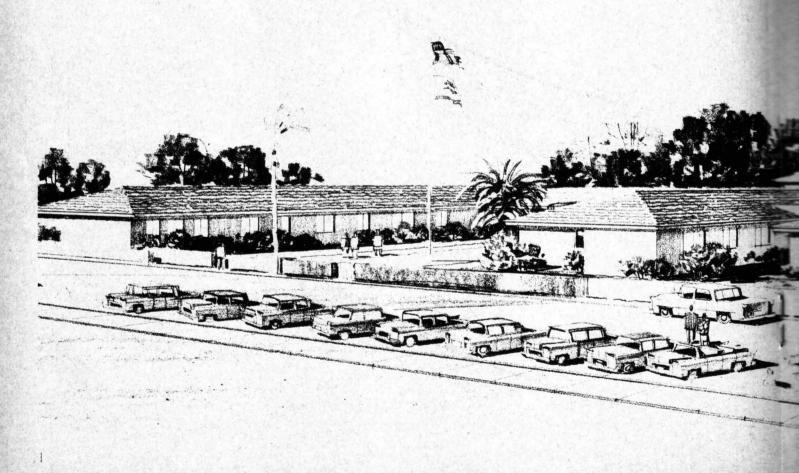
Photo, above: Chula Vista residents participating in the 50th Anniversary celebration, went far afield to study costumes and styles for turn-of-the-century decor. Nearby San Diego hotel, Town and Country, cooperated with soubrettes and authentic golden garters. Junior Women's Club Golden Garter Review was kickoff of Golden Anniversary. Above right: Committee work was mostly burning the midnight oil for most members. After office hours, hundreds of volunteer workers gathered at homes and offices to work out details of the 50th Anniversary celebration and to spread the word to the world. The program and publicity committee met weekly coordinating information from other committees and disseminating news. On the committee were professionals from newspapers, magazines, television and radio. Right: An outdoors western bar-b-que marks the closing event for Chula Vista's 50th Anniversary celebration. Mother's of the Boy's Club members volunteer their services to feed the thousands of visitors viewing the spectacular parade. Hundreds of boys are on hand to share the chores around the chuck wagon.







# **WE CONGRATULATE CHULA VISTA ON 50 YEARS OF PROGRESS**





# CHULA VISTA COMMUNITY HOSPITAL

"friendly, dedicated, skillful, fully accredited"

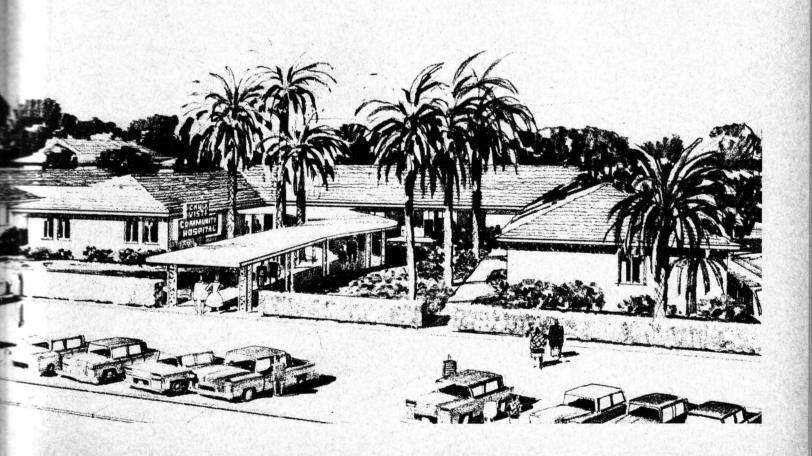
In 1944, When Chula Vista was beginning its explosive growth, an old house was converted into a nursing home to meet the war-time shortage of beds for patients not acutely ill enough to be admitted to the larger hospitals. There were beds for only 14 patients.

Today the Hospital is licensed for 88 beds and 30 bassinets—a whooping 600 percent increase in only 16 years!

Thus the growth march continues to parallel the needs of this community.

553 F Street — Chula Vista, California

# SS AND TOGETHER LOOK FORWARD TO A PROSPEROUS FUTURE



# TIJUANA PROGRAM

# SESQUINCENTENARIO ANNIVERSARIO DE LA FUNDACION DE CHULA VISTA

# PRIMERA CABALGATA PORTOLA-SERRA EN LA FUNDACION OF LAS CALIFORNIAS

Fiestas en Tijuana, Baja California Octubre 14 y 15 de 1961

Sabado 14 1961 Saturday Por la mañana Morning

CHARREADA end Lienze del Charro Rodeo in the Mexican style

A mediodía Noon

DESFILE CHARRO Charro Parade

En la tarde y neche Afternoon and night

SERENATA en el Parque Music in the park

JUEGOS ESPECIALES EN EL FRONTON Special Games in the Jai Alai

BAILE DE LOS GOBERNADORES DE LAS CALIFORNIAS Grand Californias Governors Ball

Domingo 15 de 1961 Sunday

Por la mañana Morning TORNEO DE GOLF — "CHULA VISTA-TIJUANA"

Golf Tournament — Chula Vista-Tijuana

A mediodía Noon

DESFILE DE LA CABALGATA PORTOLA-SERRA Y LAS VIEJAS MISIONES DE LA CALIFORNIA ANTIGUA Portola-Serra Cavalcade and Old Missions of Old California Parade

Por la tarde Afternoon

DESPEDID A PORTOLA Y SERRA Farewell to Portola and Serra

GRAN HANDICAP "JAYNE MANSFIELD" en el Hipodrome Jayne Mansfield Handicap

GRAN FIESTA MEXICANA
Germesse in the Mexican Style

Tijuana, B.Cfa. a 17 de agosto de 1961

MADRINA DE LAS FIESTAS

JAYNE MANSFIELD





L. A. TODD PHOTO

(upper) Hollywood cooperation. Claire Grimes, executive manager of the Hollywood, California Chamber of Commerce, (right) offered the assistance of his office to the Chula Vista Chamber of Commerce, co-sponsors of the Chula Vista's 50th Anniversary. Charles Kopeland, program co-ordinator visited Hollywood personality Jayne Mansfield to arrange her visit to the golden anniversary. Miss Mansfield, currently working on her new picture "The George Raft Story" participated in the

Tijuana, Baja California two-day fiesta commemorating Chula Vista's Golden Anniversary. (lower) Golf Pros of two nations teed up at Golden Anniversary Headquarters to set stage for International Matches between Tijuana, Mexico and Chula Vista. A two day event, more than 80 sports enthusiasts participated in the commemorative matches. Success and enthusiasm among golfers leads to make the competition an annual event.



United States-Mexico border at Tijuana

Aerial View Tijuana Downtown



# TIJUANA

# OUR GOOD NEIGHBOR TO THE SOUTH

Chula Vista lies very near the southwest extremity of the United States. The City of Tijuana lies at the extreme northwest of the Republic of Mexico.

Within a radius of 500 miles, 10 million Americans and half a million Mexicans live amicably side by side.

Tijuana, together with Mexicali 125 miles to the east, represents the Gateway to Mexico via the State of Baja California and the Territory of Southern Baja California. Together these constitute the enormous Baja California peninsula, stretching south a thousand miles. This area, much of it relatively unoccupied today, is destined for an unprecedented and spectacular development.

That this must be true is indicated by history. In 1925 Tijuana was a very small village; today its



Border, American Side in 1887

UNION TITLE HISTORICAL COLLECTION PHOTO

population exceeds 180,000. Continued immigration from throughout Mexico is certain to make Tijuana one of the greatest cities of the Republic. Many organizations are now operating to insure this growth—International Service Clubs, cultural and religious organizations and other Civic groups.

Annually, 15 million persons cross the border between California and Tijuana, more than 7 million of them American citizens, the balance-Mexican citizens visiting, shopping or commuting to work in Chula Vista and nearby cities. These people are transported in 5 million automobiles, headed for Tijuana, Ensenada and other points of interest. Yet, interestingly enough, the accident rate is reported by Mexican authorities as only one two-thousands per cent of visiting vehicles.

Tijuana itself boasts 20,000 private cars, 400 cabs, 355 buses. Bank deposits there total in checking accounts alone, 158,629 million pesos; savings deposits, 89,137 million pesos, these figures placing the city third in all Mexico.

There are 68 schools, 21 churches, eight international service clubs, 20 social clubs, 95 hotels and more than 60 restaurants.

Tourists find Agua Caliente Race Track a prime source of entertainment. Originator of the fabulous "5-10" feature which sometimes pays up to \$80,000 for a \$2 bet, this magnificent track is in operation every Saturday and Sunday the year around.

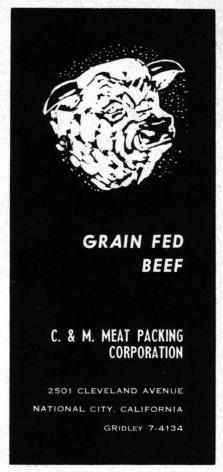
Jai-alai, the king of indoor sports, is also a favorite feature. Tijuana's impressive, tasteful and costly "Fronton Palace" houses this unusual pursuit Thursday through Sunday each week, with betting similar to that at the horse race track.

Dog races Wednesday through Sunday weekly (except in January) are made possible at Agua Caliente by a special facility.

Tijuana boasts two bull rings, one among the country's largest. Located near the ocean, it has a seating capacity of 25,000. The other in downtown Tijuana, seats about half as many. In both these rings during the April-October season, renowned "toreros" perform their ancient art to the awe and delight of hundreds

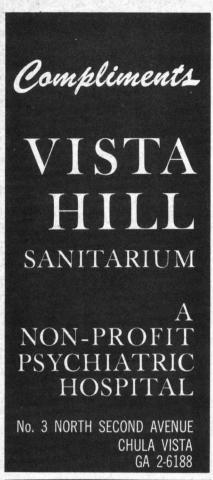


U. S. Highway 101 leading to









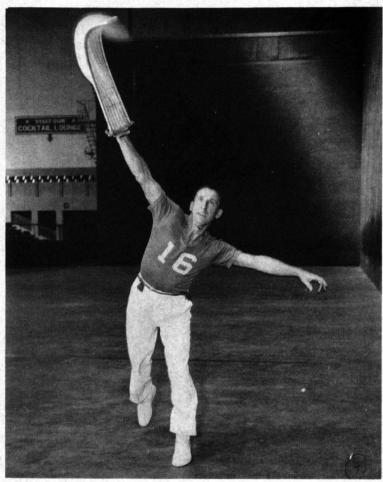


3765 Sixth Avenue, P.O. Box 3266 San Diego 3, California Phone CYpress 7-4011 of thousands of spectators.

Among other outstanding attractions may be listed a superb 18-hole golf course, complete with bar, restaurant, instructor and equipment store.

Many visitors to Tijuana confine their trips almost exclusively to the fascinating downtown section where they may purchase intriguing and valuable objects of Mexican arts and crafts as well as articles imported from throughout the world. Interspersed among shops, bazaars and arcades are a variety of night clubs featuring Mexican and Spanish folk-lore, shows, burlesque, international attractions and music. First-class restaurants and ladies' bars with a cosmopolitan atmosphere abound.

Economically, Tijuana offers location, excellent international communications networks, enormous



Jai-alai player in action

# AZURE POOL

MAINTENANCE



We Have Everything for the Pool!



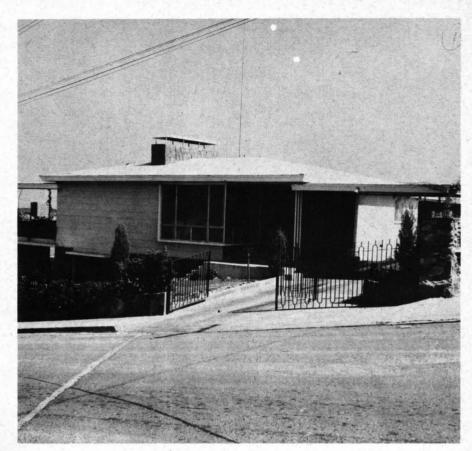
299 "J" St. (3rd and J) CHULA VISTA GA 2-9334 or HA 0-1989 growth in consumption demands, and low taxation as inducements for the establishment of industry and commercial business.

It also has great residential attractions, due to its excellent climate with an average annual temperature of 69 degres in summer and 66 degrees during the winter. Summer recreation possibilities include the shoreline, while in winter many sports may be practiced without discomfort.

Tijuana is certain to progress rapidly, both economically and population-wise, within the coming years. Construction of a modern power generating plant has been begun at Rosarita, 15 miles south. This will supply Mexicali, Tecate, Ensenada and Tijuana, both for home use and industry.



UNITED NATIONS DAY



Modern Tijuana Home



# GATES - ADMIRAL

TOWEL AND UNIFORM SUPPLY COMPANY



Rental specialists in work clothes, dress clothes, industrial wiping material and supplies, dust mops & cloths

Lint free - clean room care

3554 DALBERGIA STREET SAN DIEGO 13, CALIFORNIA PHONE BE 4-6561



교육은 경험 회사 (8) 그림 말레이지 않는다.

LAND TITLE BUILDING

225 Broadway

San Diego

**BElmont 4-7192** 

The Federal Government is author of a far-reaching plan, "Programa Nacional Fronterizo," aiming at the development of cities, the creation of employment, tourist enterprises, and diversified industries. Also well advanced is a project to complete the transpeninsula highway from Tijuana to the tip of Baja California, a distance of over 1300 miles.

New freeways and routes to the border from California in the U.S. will add impetus to all these projected improvements.

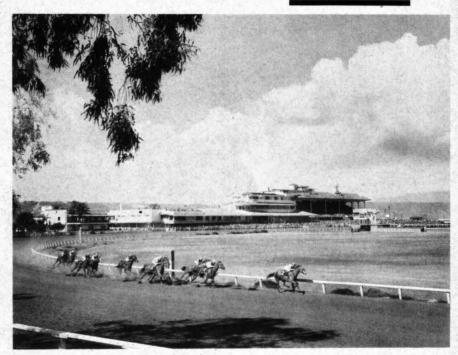
Further adding to Tijuana's excellent communications and transportation facilities are excellent daily flights to and from Mexico City and the North and Northwest portions of the Republic. Two buslines served by first-class equipment, and the Sonora-Baja California railway eastward from Mexicali, complete a complex giving the city and state excellent service.

Tijuana's excellent private schools, up to the college level, its 68 public grammar schools, and the recently created University of Baja California, are soon to be supplemented by the Technologic Institute of Baja California, privately sponsored with the full support of State and Federal authorities.

Included among the city's industries are the following, which together make an impressive list: Cigarettes, sea-food canning, vegetable oil, animal fat canning, varnish and paint, wine and liquor, popular crafts, dairy products, pressed brick, steel and iron doors, windows and grill work, automobile, bus and trailer assembly, and many others.

Tijuana is today one of Mexico's most interesting cities, and will become an even greater attraction to its own citizens and to visitors in the years to come. Readers interested in further details may get in touch with the State Tourist Department or the State Industrial Development Department at the State Government Building in the City of Mexicali.

(For facts in the above section, "the Golden Anniversary Publication" is indebted to Carlos J. Escalante Guerra, Sub-director de Turisino Del Estado.)



Special events at Tijuana's Agua Caliente race track called attention to the Golden Anniversary. Thousands of followers of the sport of kings were on hand for the special races on Saturday, October 14 and 15. The feature race, presided over by Motion Picture Star Jayne Mansfield, was named "Chula Vista Golden Anniversary Trophy Handicap."





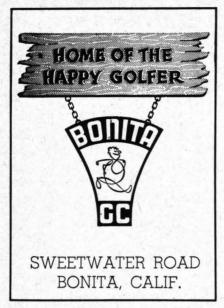
# RECREATION....

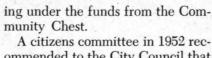
Recreation in Chula Vista received its initial start in the postwar years following World War II. In 1948 an agreement was drawn up between the City of Chula Vista and the two school districts to provide playground facilities for the children. A Board of Recreation Commissioners was formed to represent the three agencies, and a part-time Recreation Director was hired to coordinate the program. The Commission was vitally interested in promoting a municipal pool for the city, however, the Korean War postponed the planning

for a few more years.

As the playground program began to flourish, a definite need arose to provide facilities for our teenagers. The old U.S.O. Building was turned over to the Recreation Department and Chula Vista's first Youth Center was born. Enjoying the same success as the expanding playground program it became evident that Chula Vista was ready for a full-time Recreation Director. By 1952, when the Director was hired, the playground program had tripled its budget and services while the Youth Center was thriv-







A citizens committee in 1952 recommended to the City Council that a bond issue be passed to provide a municipal gymnasium and a pool. After a successful campaign by enthiusastic citizens a bond issue for \$375,000.00 was passed in 1953, construction began in 1954 and was completed in 1955. Chula Vista can be proud that it has one of the finest recreation facilities in Southern California.

In 1958, an improvement program was begun on Eucalyptus Park. This twenty acre site located on C Street at 4th Avenue had long been somewhat of an eyesore. Over the past three years, development

of the park has proceeded at a steady pace with this facility receiving abundant usage during the past summer.

An additional specialized facility was completed in mid-1961. An adult center which was named Norman Park Center in honor of Chester Norman, Park Superintendent for the City of Chula Vista. This Center will be used for senior citizens and other adult activities.

During the next few years, with the city expansion expected, additional recreational activities and facilities will be required. Already under consideration is a joint effort by the City of Chula Vista and the Chula Vista Elementary School District. The plan calls for a school





We consider it a priviledge to join in saying, "Happy Golden Anniversary, Chula Vista!"

We extend our pledge of continued service throughout the coming year.



Water & Telephone Company
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and park jointly developed and jointly used by both bodies. The selected site is on East Naples Street at Oleander. The plot totals some twenty acres and will accommodate both outdoor active recreation programs as well as indoor leisure pastimes.

Also to be considered in the very near future is a large community recreation park which will accommodate many diversified facilities. This park which it is hoped will be located East of the present corporate limits will be of 200 acres or more. Horse back riding, day camping, picnicking, etc., are only a few of the major type specialized areas which will be located there.

As the city grows so grows the need of open space for leisure time hours. The Park and Recreation Commission and the Parks and Recreation Departments will continue to keep pace with a growing community and its growing leisure.

The Recreation Center and swimming pool opened in March, 1956. This half million dollar facility is owned and operated by the city. The gymnasium is equipped for indoor sports such as basketball, volleyball, and ping-pong. The youth center provides evening programs of supervised games and educational projects for Chula Vista youth. The swimming pool is for children from ages one to a hundred.

For those who enjoy nothing better than the thrill that comes with getting around the golf course in less than par, one of the finest 18-hole courses in the county—the San Diego Country Club course—is just at the southern edge of

the city. Little did those who had a hand in moving the Country Club to the outskirts of Chula Vista in 1920 realize that one day not too many years hence the club would be almost completely surrounded by the City of Chula Vista.

In Sept., 1956, an eighteen hole course was opened in the quietly beautiful hills of Bonita Valley, only a few miles to the east of Chula Vista.

If golfing doesn't appeal to you however, perhaps the mountains, the desert, or the beaches will. They're all within a few minutes driving time. So is a trip to Old Mexico, just fifteen minutes to the south. Or maybe you prefer hunting, fishing, boating or horseback riding — all sports that Chula Vistans enjoy.





Modern Golfing Facilities. One of three Eighteen Hole Courses close to Chula Vista!

# CONGRATULATIONS ON YOUR GOLDEN ANNIVERSARY

DENTISTS OF CHULA VISTA

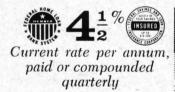
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# **SERVICES**

# CHULA VISTA COMMUNITY HOSPITAL

The Chula Vista Community Hospital had its origin in Rankirk Nursing Home which was located at 553 F Street in Chula Vista. Mr. and Mrs. Jack P. Raney bought an old home in 1944 to convert into a Nursing Home to meet the wartime shortage of beds for those not acutely ill enough to be admitted to the larger hospitals.

There were accommodations for 14 guests when the home formally opened in October, 1944, with Mrs. Dora Raney, a trained nurse and well known in nursing circles, in charge.

And in the midst of lemon groves, the hospital began to grow. There was room for twenty-seven beds, and on November 15, 1945, Rankink Nursing Home became licensed to operate as a hospital.

Today...your Chula Vista Community Hospital reflects the inspiring confidence of its friends and patrons. It is dedicated to preserving and restoring health; to seeking and curing the cause of disease.

A tower of strength and healing, the Chula Vista Community Hospital in 1961 serves the community with 88 beds, 25 private rooms (including obstetrics), 10 semiprivates, 3 surgery rooms, an emergency room, a medical records library, 2 auxiliary powerplants, 2 delivery rooms, 2 nurseries and full facilities for personnel and staff.

Your Chula Vista Community Hospital will always strive to improve its facilities and give its patrons the highest quality of service to a deserving community, and thanks the community for its support.

# CHULA VISTA FIRE DEPARTMENT

Our fire department is 40 years old. It was started by a group of Chula Vista men who gathered at the old Hugh Skinner Hardware Store on 3rd Avenue to discuss forming a baseball team—then a still, small quiet lemon growing community with a population of about 2,000.

The first piece of fire equipment was a soda-acid cart, hand drawn, that was parked at the corner of



Chula Vista Community Hospital



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3rd Avenue and Center St., then the center of the city. A large iron band suspended from a cross arm, served as the fire alarm.

Later the Department got some new equipment, a Model T Ford which was housed at the Helm Garage at F Street and Church Avenue and more often than not this equipment was pushed most of the way to fires.

During the war years the Department grew and more modern equipment was purchased. In 1948 the fire station on F Street adjacent to the Civic Center was constructed.

Chula Vista was growing and so was the fire department. To meet the city's needs in 1957 a sub-station was constructed at 80 East J Street. And today the Chula Vista fire department stands as one of the best equipped fire departments in the Southland.

### GLEN ABBEY MEMORIAL PARK

Glen Abbey Memorial Park, one of the most beautiful memorial parks in America, established in 1924, rests on a high mesa overlooking Sweetwater Valley, just East of Chula Vista. In the distance to the east rises majestic Mount San Miguel, and to the west is seen the vast expanse of the blue Pacific. As the eye surveys the panorama of the park, the luxuriant trees, shrubs and flowers and the gently rolling hills harmonize to form a vista of everlasting beauty. Had the founders of the park searched the world over they could not have found a more suitable natural setting of peace and tranquility, so accessible from San Diego and surrounding cities, yet far enough removed to never fear encroachment.

Among the many interesting and beautiful spots of the park is the Little Church of the Roses, truly an architectural gem. This chapel is a faithful reproduction of the famous Tennyson Church in Somersby, England. The original church rectory was the scene of Tennyson's birth on August 5, 1809. His father, the Rev. George Clayton Tennyson, was vicar of the church. Alfred was baptized and worshipped regularly

here. He spent a few years in the grammar school at Louth and later studied at Cambridge. His beautiful poetry gained him world renown and the titles Lord Tennyson and the Poet Laureate of England. No lovelier spot than this chapel could have been chosen in which to hold a wedding, christen a child or to say farewell to a departed loved one. The tender appeal, the flowers, the birds and the mellow light streaming through the beautiful stained glass windows will bring sweet memories or a soothing balm to aching hearts. Above the altar is a beautiful window symbolic of Tennyson's immortal poem, "Crossing the Bar." At the rear of the nave is the infinitely lovely resurrection window. Within the chapel, on either side of the nave, are fragrant and lovely botanical gardens, a feature that was the inspiration of Mrs. C. S. Dudley, who gave so much of her time and effort to the construction of this beautiful haven.

### CHULA VISTA HAS RADIO

Radio station XO, call letters XEAU, is owned and operated by residents and business leaders of Chula Vista. With studios and offices at 391 Third Avenue, Shoppers Square, Chula Vista, the station is the only radio voice that operates on a twenty-four hour basis airing country and western music exclusively. At 1470 on the dial, XO's 5000 watts, non directional power blanket the rich San Diego market. The success of the station has been outstanding and is now recognized nationally. As a strong and influential voice XO radio salutes Chula Vista on its 50th anniversary.



### THREE "R's"

You can well imagine the difficulties in building schools fast enough to keep up with a city that grows so energetically: Yet, Chula Vista has. With sixteen elementary schools, three junior high schools, two senior high schools, and two parochial schools, there are no double sessions here.

### VISTA HILL SANITARIUM

One of Chula Vista's most interesting organizations is the Vista Hill Sanitarium, owned and operated by the Vista Hill Psychiatric Foundation at 3 North Second Avenue.

Only short-term acute psychiatric patients may share the 66-bed capacity of this unique institution. Men and women of all ages are accepted. Facilities are available for acutely disturbed patients.

A wide range of therapies (including occupational) are offered, as are exceptional recreational opportunities and organized picnics and other social events.

The medical staff is composed of 10 psychiatrists plus 10 on courtesy staff, all in private practice. All are either certified or eligible for certiMARRY at the



LITTLE CHAPEL of the ROSES

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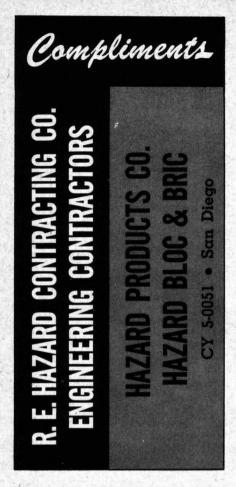
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fication with the American Board of Psychiatry and Neurology. Psychologists, occupational and recreational therapists, aides, attendants, dieticians and others complete the staff of 37 full time employees.

The Sanitarium, a member of many hospital and sanitarium associations, has developed an enviable reputation since 1946, and is now planning an outstanding psychiatric treatment and day 'care center, with out-patient clinic, expected to be completed in 1962, at which time the present facilities will be converted for geriatric care.



# Fiesta de la Luna

September 20-24, 1961 marks the twenty-seventh year of the fun full Fiesta de la Luna celebration. Originally sponsored by the Chula Vista Women's Club, for the last seven years it has been organized by the Chula Vista Junior Chamber of Commerce.

The Chula Vista's Fiesta de la Luna received its name from the exciting country of Mexico which annually at harvest time, at the full of the moon, celebrates the Feast of the Moon (Fiesta de la Luna).

Each year Fiesta de la Luna brings back memories of the California of a century ago...an era when the people gathered and played, sang and danced at the Fiestas they loved so well, and recalled the delightful customs of their Spanish ancestors.

Each September we are able to recapture, as nearly as possible, some of the atmosphere in which the pioneers of this community lived.





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on the occasion of the city's GOLDEN ANNIVERSARY



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# CHULA VISTA'S MODERN EFFICIENT POLICE DEPARTMENT

On November 28, 1911, Darwin Black was appointed City Marshal, thus some 42 days after the community became incorporated, Chula Vista had its first law enforcement officer.

Many changes have taken place in the police department over the years. In 1924 prisoners confined to the city jail were to be fed twice a day and the cost was not to exceed 25 cents a meal. The motorcycle officers received \$175.00 per month, and the city marshal \$150.00 per month, plus 7 cents a mile for the use of his automobile.

In 1935 the first patrol car was purchased at the cost of \$587.00 fully equipped, and in 1936 police two-way radio equipment was installed in police cars and a direct communication system was set up between Chula Vista and San Diego.



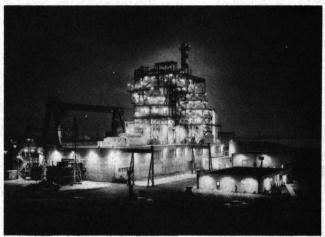
# A Growing, Glowing "Citizen"

This year Chula Vista, as a city, celebrates its "Golden" anniversary. We extend most sincere congratulations to the hundreds of business and civic leaders who have given of their time and talent to help plan and guide the destinies of their community over these 50 years.

During these same 50 years, the San Diego Gas & Electric Company has been one of the community's consistent taxpayers, and we hope . . . good citizens.

Since the establishment of our South Bay Power Plant, most of which is within the city limits of Chula Vista, we have become one of the city's largest taxpayers. We now have a plant investment of over \$22,500,000 and a distribution system investment (gas and electric) of over \$6,300,000.

San Diego Gas & Electric Company's 1960-1961 property tax payment to the City of Chula Vista was \$110,544 and its 1960 franchise tax payment \$66,585. The Company's 1960-61 Chula Vista School District tax payment amounted to \$332,080.



Generating Unit No. 2 at the South Bay Power Plant will go into commercial operation in midsummer of 1962, after which our tax payments will become even greater. We know that these payments are contributing to the healthy growth of a progressive community and we are happy to be associated with such growth.

# SAN DIEGO GAS & ELECTRIC COMPANY

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Today James H. Quinn is the City's Chief law enforcement officer. There is now a total of 48 officers protecting the boundaries of this thriving community. The basic wage today is \$432.00 per month and a top of \$538.00 after two and one half years in the department. Not the top wages for a city of this size but a fair wage which shall undoubtedly rise with the ever increasing burdens of a police department.

In the coming years, undoubtedly many more changes and additions will take place. A community progressing as rapidly as Chula Vista must realize that police problems increase correspondent with population increases, geographical changes, and national crime trends.

The Chula Vista Police Department of today, celebrating 50 Golden years with Chula Vista, salutes those who in the past years combated the same elements that they combat today, and by their efforts made it mandatory that today's police officer be a man well-trained, well-educated, physically fit and capable of handling properly the most complex problems.

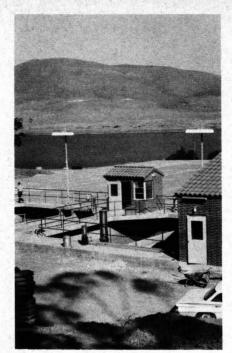


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The Sweetwater Filter Plant, now bringing filtered water to Chula Vista, is pictured here just prior to completion. The new 1½ million dollar plant, capable of filtering 25 million gallons of water per day, was dedicated and officially placed in operation September 7, 1961.

# **CALIFORNIA** WATER TELEPHONE **COMPANY**

The San Diego Bay division of California Water & Telephone continued on page 56





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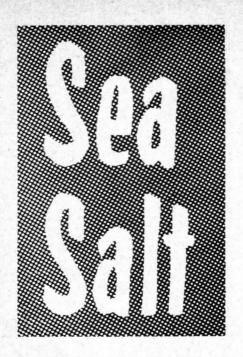
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Hundreds of motorists travel down Montgomery Freeway every day toward the Mexican border. They see a rather strange and incongruous scene just to the right of the highway — two large coneshaped piles of snowy white. From the highway, it looks as though it could be snow. Actually, it's piles of salt at the Western Salt Company plant located on the fringe of Chula Vista.

Some motorists give only a fleeting thought to the oddity of it, since



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1063 THIRD AVENUE CHULA VISTA, CALIFORNIA SALES SERVICE REPAIRS it's difficult to tell just exactly what's going on here anyway as they whiz past the big plant at sixty miles an hour. Regular commuters, of course, are so used to the scene that they scarcely notice it at all any more.

A few of the more curious passers-by, however, wheel their automobiles to the side of the road for a close up of the big salt piles. But even at close range, they don't get the feeling that it is really salt, for it still looks more like two mountains of ice crystals.

Western Salt Company has a staff of 30 employees, and while the actual harvesting activities go on for only half of the year, just clean-

ing and painting the equipment to get it ready for the next harvest takes another three to four months.

While the equipment and methods are new and up to date, the salt making process and the salt company itself are old. The Western Salt Company was incorporated more than 50 years ago by Mr. Graham Babcock, an early century financier, and has operated continuously over the years - through times both good and bad. At the time Mr. Babcock took over the company just before the turn of the century, the plant produced less than 1,000 tons of salt a year. By enlarging the plant, Babcock stepped up production to more than 5,000 tons of salt a year by the time of his death in 1910.

Elisha S. Babcock, one of the builders of the famous Hotel del Coronado took over the plant upon his son's death. The salt company operations rolled along smoothly until 1916, when things suddenly took a turn for the worse. The big flood, breaking through the lower Otay Dam, gushed hungrily through the plant destroying practically everything in sight, including the series of crystallizing ponds. The salt plant, considered as one of Mr. Babcock's liquid assets at the time, was now well past the liquid stage - it was virtually afloat.

The simplest solution for Mr. Babcock would obviously been to forget the whole thing. He couldn't afford to quit, however, since the company had just recently been refinanced by the Merchants National

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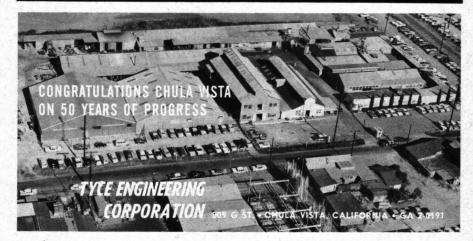
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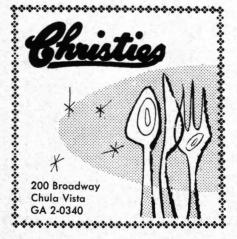
# South Bay Savings



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Bank. Besides, other holdings had likewise been damaged by the untimely flood. So he immediately set about drying out the soggy plant and rebuilding it to put it back on a paying basis.

In the meantime, however, the Bank of Italy bought the Merchants National Bank and decided to call in Babcock's loan. In 1922, Mr. Henry Fenton, already interested in the Otay Valley and the south end of the bay, bought the company's stock.

Mr. Neil B. Dittenhaver, Superintendent of the company at the time Mr. Fenton purchased it, continued under Mr. Fenton's ownership. His experience and salt production knowledge were invaluable in increasing both the quantity and the quality of Western's salt. Today — 35 years later — Mr. Dittenhaver heads the list of oldtime employees. He is Treasurer of the company.

Mr. Frank Riehle, also with the company at the time Mr. Fenton purchased it, stayed on and continued to handle the outside management, sales and business details for a number of years.

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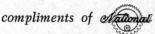
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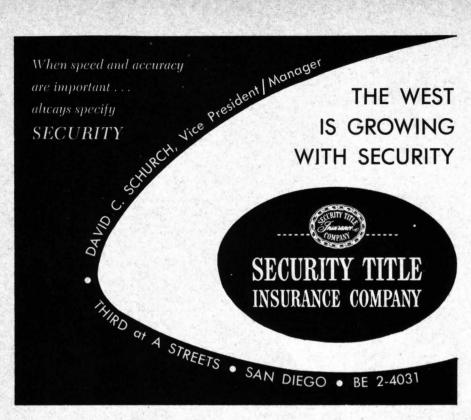


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continued from page 51

Company is a major segment of a statewide, investor-owned public utility which provides water and telephone service to approximately 1,000,000 Californians in some 40 cities and towns. The division, which supplies water alone, is divided into two districts, Sweetwater and Coronado. Chula Vista lies within the boundaries of the company's Sweetwater District.

Sweetwater and Loveland Lakes form the nucleus of the Sweetwater system, which altogether serves approximately 100,000 persons. The watershed which supplies these reservoirs covers an area on 184 square miles. Loveland Dam, located 18 miles above Sweetwater Reservoir just south of Alpine, California, was completed in 1945. The dam is 213 feet high, 563 feet long and the reservoir has a capacity of 25,400 acre feet.



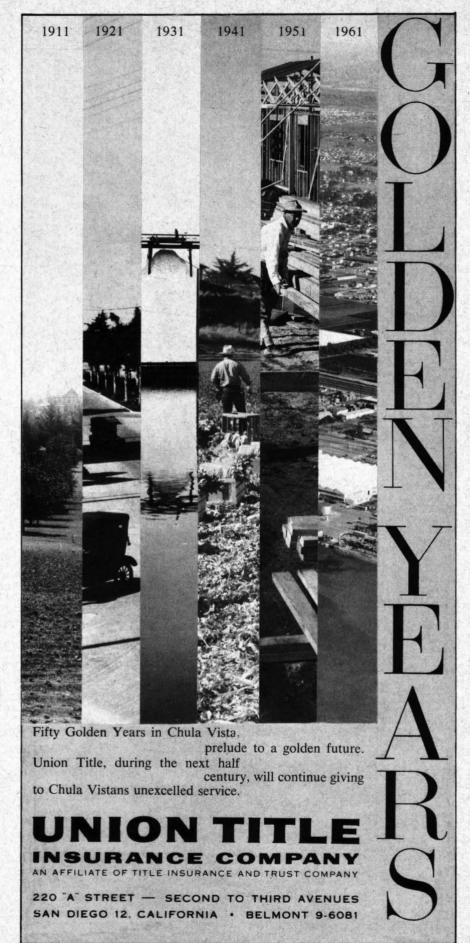
Sweetwater, eight miles east of National City was completed in 1888. Originally 90 feet high, it was said to be the highest dam in the United States and was hailed as one of the wonders of the world. The height was raised to 100 feet in 1896 and to 110 in 1910. It is 396 feet long and the reservoir has a storage capacity of 27,000 acre feet.

One of the most significant developments in the water story of this area took place in May 1948 when the waters of the Colorado River were brought in to alleviate the drought which occasionally plagues the section. Another line was completed in October 1954. A second aqueduct was completed in December, 1960, increasing the total yearly capacity of imported water into San Diego County to 320,000 acre feet. Outlet of the giant pipeline into Sweetwater Reservoir is 295 miles from its Colorado source.

The desire of the California Water and Telephone Company to keep up with the changing conditions and continue to give the best service at reasonable cost led to the construction of the Sweetwater Filter Plant. The new plant, dedicated on September 7 of this year, occupies 10 acres of land adjacent to the north side of Sweetwater Dam. In the earlier years the greater portion of water used throughout the Sweetwater District was for irrigation. Although turbidity, taste and odor problems typical of an impounded and unfiltered surface water existed, the water had always met the sanitary standards of the U.S. Public Health Service. The economy of the area served rested upon inexpensive irrigation water. Today little water is used for irrigation, because most of the land has been subdivided and the water is now used for domestic purposes by a far larger population than could have been anticipated by the most far-seeing prophet a few decades ago.

The filter plant, built at a cost of more than \$1,500,000, is able to turn out 25,000,000 gallons of clean, clear water every day in the year.

The four filter beds, designed for gravity flow, treats water purchased directly from the Colorado River



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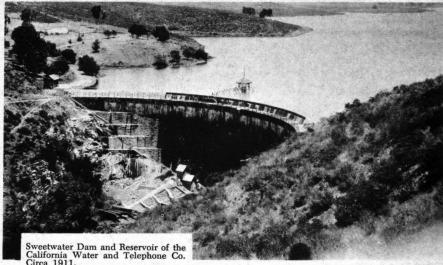


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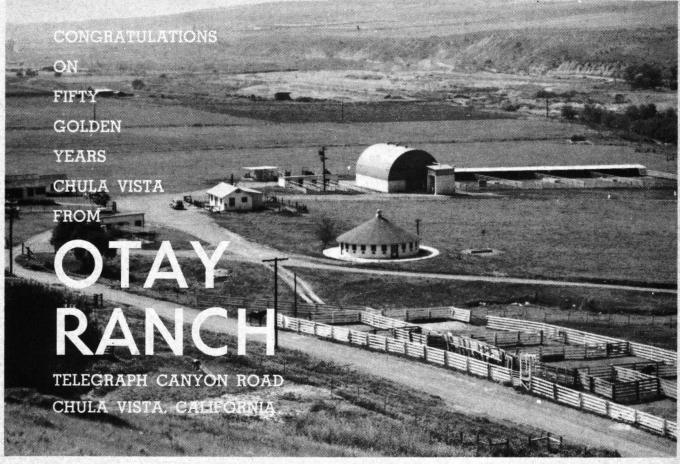
CAL WATER & TEL CO. PHOTO

Aqueduct, which runs nearby or from local run-off pumped from Sweetwater Lake, or Colorado River water stored in the Lake, or any mixture of waters from these sources. A 10,000,000-gallon reservoir holds the filtered water prior to its distribution into the system.

The system is composed of more than 280 miles of transmission

mains and pipelines. In addition to the many miles of pipes, wells are maintained to provide auxiliary supplies, pumping equipment is provided to lift water to the higher levels and vast amounts of various materials are carried for construction and maintenance.

The Loveland Engineers, headed continued on page 64



# The Earliest Beginnings

Father Serra had blessed, at Paz, the "San Carlos," a Mexican-built vessel whose size today would compare unfavorably with a pleasure yacht. The "San Antonio" set forth shortly after (in January 1769). Fernando de Rivera arrived overland on May 14 with a token troop of soldiers. But with the arrival of Gaspar de Portola — and the redoubtable Junipero Serra — and the

planting of a cross at San Diego's Presidio July 16, the permanent history of San Diego began. Our area had become a part of the civilized and Christian world.

En route—and nearly at his destination—Father Serra had taken note of the Chula Vista region. In his journal he recorded "a wondrous sight, a marvelous plain stretching out before us" (the area between Tijuana and San Diego).

"We found (he wrote) that the country was not only nice pasture land, but that it also had a pleasant river of good water." With the one thought always uppermost in his mind, he contemplated the area as a good site for a mission. At the very location of modern Chula Vista, he observed that "the beginnings of the port we were seeking are partly visible."

Thus Tijuana, San Ysidro, Otay, Chula Vista and National City fell at last into the march of Western Civilization on two days — June 30 and July 1, of 1769.

The influence of Father Serra and those who followed with and after him cannot be exaggerated. His great trek to San Diego and later ones to Northern California sowed many seeds: those of European culture, Christian thought, agricultural development, grace, beauty and spiritual uplift. More than 200 places, institutions and monuments keep, and will continue for centuries to keep, his memory green in the heart of every Californian.

(For facts in the foregoing section, the Golden Anniversary Publication is greatly indebted to Father Maynard Geiger, O.F.M., Ph.D., archivist of the Old Mission, Santa Barbara, and an outstanding authority on California history and Father Serra).





# San Diego County's Largest and Strongest Savings & Loan Association





# FEDERAL SAVINGS AND LOAN ASSOCIATION OF SAN DIEGO

DOWNTOWN SAN DIEGO Broadway at 7th Avenue NORTH PARK 3921 30th Street COLLEGE CENTER College Ave. at El Cajon Blvd. PACIFIC BEACH 1000 Garnet at Cass EL CAJON 200 So. Magnolia at Douglas FEDERAL-EUCLID 5100 Federal Blvd. at Euclid ESCONDIDO 200 W. Grand Ave.

BElmont 9-7581

**CYpress 7-2851** 

JUniper 3-1292

HUdson 8-1031

Hickory 2-9201

COngress 2-8661



Tourists find Chula Vista a thriving southern California community located on Route 101 only six miles south of San Diego and only minutes north of fabulous Mexico. Business route 101, the tourist strip, offers excellent overnight facilities, for the visitor, courteous service for the car and a diversity of business constantly on the alert to impress the tourist.

(upper left) The new Marston's department store pictured is part of the future of Chula Vista.

# CLASSIFIED LISTINGS ....

# 

**ADVERTISING AGENCIES** 

### **AUCTIONEERS**

HIGH \$ AUCTION MART
7061 Broadway, Lemon Grove.....HO 6-2192
(See ad on Page 55)
PALOMAR AUCTION CO.
1179 Frontage Rd., C. V.......GA 2-2272
(See ad on Page 46)

### **AUTOMOBILE DEALERS — NEW**

SOUTH BAY CHEVROLET Broadway at "K", C. V......HO 0-5900 (See ad on Page 52)

### BANKS

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION 295 "E" St., C. V. ......HA 0-1070 (See ad on Page 4)

### BANKS-Cont.

FIRST NATIONAL TRUST AND SAVINGS	BANK
OF SAN DIEGO 530 Broadway, C. VGA : (See ad on Page 4)	2-1163
SECURITY FIRST NATIONAL BANK 279 "F" St., C. V	2-0151
UNITED STATES NATIONAL BANK 481 Broadway, C. VHA (See ad on Page 4)	0-8020

### **BARBER SHOPS**

CHULA VISTA BARBER SHOP
280 Third Ave., C. VGA 2-9878
COUNTRY CLUB SQUARE BARBER SHOP
21½ Naples St., C. VGA 2-6600

BOOK STORE	CONFECTIONERS	DAIRY PRODUCTS
BOOKFINDERS 283 Third Ave., C. VGA 2-8400 (See ad on Page 58)	TOM'S TOASTED PEANUTS COOKIES and CANDIES	COMPLIMENTS OF DAIRY MART FARMS
BOWLING		DEPARTMENT STORES
CABRILLO LANES 740 W. "E" St., C. VHA 0-6350	OLIVER L. SMITH  653 First Ave. Chula Vista	THE LEADER DEPARTMENT STORE 233 Third Ave., C. V
(See ad on Page 48) CEE VEE PLAYDIUM	HA 0-7602	(See ad on Page 64) THE MARSTON COMPANY
318 "F" St., C. VGA 2-1780		548 "C" St., S. DBE 2-4211 (See ad on Page 5)
BUILDERS — HOMES	CONTRACTORS	DREDGING
HOBART HOMES, INC. 856 "G" St., C. VGA 2-8361 (See ad on Page 1)	PULLARO CONTRACTING CO. 6061 Fairmount Ext., S. DAT 1-6759	FRANKS DREDGING COMPANY 2100 Wilmington - San Pedro Rd. San Pedro, CalifTE 2-2605
STAFFORD-GARDNER, INC. 865 Broadway, C. VGA 2-5343	CONTRACTORS — ENGINEERING	(See ad on Page 56)  DRUGGISTS
BUILDING MATERIALS	L. B. BUTTERFIELD, INC.	LOU'S DRIVE-IN PHARMACY
TOM THUMB LUMBER	SEWERS — WATER MAINS	WE DELIVER — FREE 248 Landis, C. VHA 0-0855
1295 National Ave., C. VGA 2-9251	STORM DRAINS	R I SMITH PHARMACY
CAFES	1211 S. 32nd St. BE 2-1063	299 Third Ave., C. V
SPANGLER'S CAFE COMPLETE DINNERS — FEATURING	San Diego 13	THIRD AVENUE PHARMACY 772 Third Ave., C. VGA 2-1776
Chicken Pies — Sea Food — Fried Chicken Cor. 4th & C St., C. VGA 2-3297		(See ad on Page 37)
CANDY	CONTRACTORS — GENERAL	ELECTRIC POWER PLANTS
THE CANDY STICK	V. E. POSEY GENERAL CONTRACTOR	RALPH MANUFACTURING & DISTRIBUTING 636 Broadway, C. V
256½ Third Ave., C. V	RESIDENTIAL & COMMERCIAL CONSTRUCTION	ELECTRIC SUPPLIES — WHSLE.
CASH REGISTERS	TRACT IMPROVEMENTS GENERAL ENGINEERING	PACIFIC WHOLESALE ELECTRIC CO.
NATIONAL CASH REGISTER CO. 2350 Fifth Ave., S. DBE 3-01-31 (See ad on Page 55)	711 "E" St. Chula Vista HA 0-2208	711 Union St., S. DBE 2-7371 1194 N. Johnson Ave., El CajonHI 2-9804
CEMENT	SELPH'S	ENGINEERS & CONTRACTORS
H. G. FENTON MATERIAL CO.	BUILDING CONSTRUCTION	FRANKS DREDGING COMPANY 2100 Wilmington - San Pedro Rd.
702 W. Washington, S. DCY 8-8824 (See ad on Page 47)	CUSTOM BUILT HOMES COMMERCIAL BUILDING	San Pedro, CalifTE 2-2605 (See ad on Page 56)
CEMETERIES	3501 Glen Abbey Blvd. GA 2-0527 Chula Vista	EQUIPMENT & SUPPLIES
GLEN ABBEY MEMORIAL PARK Bonita Road, C. V	E. C. YOUNG, GENERAL CONTRACTORS 3256 "F" St., S. DBE 4-8288 (See ad on Page 46)	AZURE POOL MAINTENANCE & SUPPLY CO. 299 "J" St. at 3rd Ave., Chula Vista
CHILDREN'S WEAR		(See ad on Page 38)
IRVING'S 269 Third Ave., C. VGA 2-7757	CONTRACTORS —	ESCROW SERVICE
THE LEADER DEPARTMENT STORE 233 Third Ave., C. V	SIM J. HARRIS COMPANY Hwy. 395 - S. of Mirimar Air Station	WESTERN MUTUAL ESCROW CORP. 249 Broadway, C. VGA 2-8308
	San Diego	FLOOR COVERINGS
CIVIL ENGINEERS  HENRY W. ALGERT 580 "G" St., C. V		MODERN FLOORS 449 Broadway, C. VHA 0-2209
300 d 3t, 0. 1dn 2-1220	CONTRACTORS — MASONRY	FLORISTS
CLEANERS & DYERS	CUSTOM MASONRY	MUELLER'S FLORIST
BOB BURNS CLEANERS 768 Third Ave., C. VGA 2-2922	SERVICE & SATISFACTION GUARANTEED	209 Third Ave., C. VGA 2-0888
237 Third Ave., C. VGA 2-9522 (See ad on Page 37)		FUNERAL DIRECTORS
CONCRETE	EXPERT WORK IN BRICK HO 6-1769	HUBBARD MORTUARY 321 "E" St., C. VGA 2-6151
H. G. FENTON MATERIAL CO.	SEVING San Diago County 9485 LAKEVIEW DR LA MESA	ROBERT R. McALLISTER MORTUARY 666 Third Ave., C. V
702 W. Washington, S. DCY 8-8824 (See ad on Page 47)		(See ad on Page 54)

FURNITURE	LAND
BURNETT'S	PUR 3517 (See
for Fine Furniture	LAUN
Term Payment Plans To Suit Your Needs Free Parking	GAT
345 "E" St., Chula Vista GA 2-5315	SUP 3554 (See
GAS LIQUIFIED PETROLEUM — BULK & BOTTLED	LAUN
SOPER BUTANE SERVICE, INC. P. O. Box 10187, S. D. 10JU 2-7652	
GOLF COURSES	
BONITA GOLF CLUB Sweetwater Rd., BonitaGR 7-2731 (See ad on Page 42)	669 B
GRAVEL	LAWN
H. G. FENTON MATERIAL CO. 702 W. Washington, S. DCY 8-8824 (See ad on Page 47)	BEC Law 409
HARDWARE — WHSLE, STEEL, PLUMBING	LOAN
WESTERN METAL SUPPLY CO. 215 7th St., S. DBE 3-3111	CEN 227 (See
HOBBIES & ACCESSORIES	FIRS

COOPER'S NEWS & HOBBY SHOP 392 Third Ave., C. VGA	2-1373
HOMES	
HOBART HOMES, INC. 856 "G" St., C. VGA (See ad on Page 1)	2-8361
ROBINHOOD HOMES, INC.	2-0123

HOSPITALS	
CHULA VISTA COMMUNITY HOSPITAL 553 "F" St., C. V	
VISTA HILL SANITARIUM #3 No. Second Ave., C. VGA (See ad on Page 38)	2-6188

IN	DUSTRIAL	EQUIPMENT
&	SUPPLIES	
	HAMMOND MA	ACHINERY & SUPPLIES

3033	India	St.,	S.	D.	CY	8-6155
INSUR	ANC	E				

DON M. CHASE 400 Cedar, S. DBE	3-6356
INTERIOR DESIGN	

WALTER BRODERICK 9333 El Cajon Blvd., (See ad on Page 40)			
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ĕ	LADIES WEAR	
	THE LEADER DEPARTMENT STORE 233 Third Ave., C. V	0-2331
	THE MARSTON COMPANY 548 "C" St., S. DBE (See ad on Page 5)	2-4211

# LANDSCAPE CONTRACTORS

<b>PURDY &amp; FITZPATRICK</b>				
3517 Camino Del Rio,	S.	D.	AT	3-2048
(See ad on Page 39)				

# LAUNDRIES

GATES-ADMIRAL	TOW	EL	& UNI	FORM	
SUPPLY CO. 3554 Dalbergia (See ad on Page		S.	D	BE	4-656

### **LAUNDRIES**

# SOUTH BAY LAUNDROMAT

Commercial Size Washers

FINISHED LAUNDRY — DRY CLEANING
669 Broadway, C. V. GA 2-4108

### **LAWN MOWERS**

BECKER'S WELDING -	- PAINTS & SUPPLY
Lawn Mower Repairs	& Sharpening
409 Third Ave., C. V.	GA 2-4688

### LOAN ASSOCIATIONS

2	ENTRAL FEDERAL SAVINGS & LOAN ASSN. 27 Third Ave., C. V
B:	RST FEDERAL SAVINGS & LOAN ASSN. roadway at "H", C. VHA 7-1212 200 Fourth Ave., S. DBE 4-7421 ee ad on Page 3)
B	OME FEDERAL SAVINGS & LOAN ASSN. roadway at Seventh, S. DBE 9-7581 ee ad on Page 59)
12	AN DIEGO FEDERAL SAVINGS & LOAN ASSN. 265 Sixth Ave., S. DBE 4-2121 Buth Bay Plaza, Nat. CityGR 4-4681 Bee ad on Page 44)
44	OUTH BAY SAVINGS & LOAN ASSN. 14 Third Ave., C. VHA 0-5000 ee ad on Page 53)

# MANUFACTURING ENGINEER

TYCE ENGINE	ERING	CORPORATION	
809 "G", C.	V	GA	2-019
(See ad on Pag	e 53)		

### **MARKETS**

SPEEDEE MART - No. 10 & No. 46	
437 Broadway, C. VGA	2-9784
	0-0455
(See ad on Page 52)	

### **MAUSOLEUM & MORTUARY**

CYPRESS VIEW		MAUS	OLI	EUN		
3953	Imperial	Ave.,	S.	D.	CO	4-316

### **MEAT MARKET**

THE	BUTC	HER C	)F	SEV	ILLE	
398	Third	Ave.,	C.	٧.	GA	2-1383

### **MEAT PACKERS**

C & M MEAT	PACKIN	IG CC	RP.	
2501 Clevelan		Nat.	CityGR	7-4134
(See ad on Pag	e 37)			

# MEN'S WEAR

LANES					
293 Third	Ave.,	C.	٧.	GA	2-5177

### MOTELS

CHULA VISTA MOTEL 394 Broadway, C. VGA	2-9203
THE LARK MOTEL 1221 National Ave., C. VGA (See ad on Page 52)	2-1135

### MUSIC

MELHORN ALL MUSIC			
for SCH00 380 Third	120		2-4405

### **NURSERIES** — PLANTS

S & M NURSE 841 Broadway	GA	2-2111
YOSHI'S NURS 366 Broadway	GA	2-5198

### OFFICE EQUIPMENT

FRIDEN, INC.		
3765 Sixth Ave., S. D.	CY	7-4011
(See ad on Page 38)		

### **OPTOMETRISTS**

DR.	W. L.	<b>NELSO</b>	N 8	DR.	W. I	K. WIL	SON
571	Thir	d Ave.,	C.	٧.,		НА	0-3010

### **PAINTS**



### BECKER'S

WELDING, PAINTS & SUPPLY Locks & Key Service Power Lawnmower Repairs

409 Third Ave. GA 2-4688 Chula Vista

FRAZEE'S — CHULA VISTA						
239	Third	Ave.,	C.	٧.	GA	2-8331

### **PAVING CONTRACTORS**

DALEY CORP. 2400 Murphy Canyon Rd., S. D.....AT 3-6101 (See ad on Page 52)

### **PLUMBING CONTRACTORS**

NALCO PLUMBING & HEATING CO.	
1420 Tidelands Ave., N. CGR	7-2133
FULLER'S PLUMBING SERVICE	
315 Center St., C. VGA	2-2459
(See ad on Page 46)	
CHULA VISTA PLUMBING CO.	
741 "E" St., C. VGA	2-0133
EDWARD F. LANE PLUMBING	
1063 Third Ave., C. VHA	0-2060
(See ad on Page 52)	

### POKER & POOL

CHUB'S CLUB FOR YOUR RECREATION 275 Third Avenue, Chula Vista

### **PRINTERS**

BUSINESS FORMS PRINTING CO. 2950 National Ave., S. DBE (See ad on Page 51)	9-1395
EYER PRINTING 342 "F" St., C. VGA (See ad on Page 53)	2-6785
SCOTT PRINTING CO. 207 Third Ave., C. V	2-1052

PROPERTY MANAGEMENT	SAVINGS & LOAN ASSOCIATIONS	TELEPHONE ANSWERING SERVICE
COLDWELL, BANKER & CO. 1450 Seventh, S. D	CENTRAL FEDERAL SAVINGS & LOAN ASSN. 227 Third Ave., C. V	CHULA VISTA TELEPHONE ANSWERING SERVICE SERVING THE ENTIRE SOUTH BAY AREA G. LATHEN Physicians' Calls GA 2-8222 GA 2-8060
CALIENTE RACE TRACK Agus Caliente, Baja Calif., Mexico (See ad on Page 45)  RANCHES  OTAY RANCH Telegraph Canyon Rd., C. VGA 2-5266 (See ad on Page 58)	(See ad on Page 59)  SAN DIEGO FED. SAVINGS & LOAN ASSN. 1265 Sixth Ave., S. DBE 4-2121 South Bay Plaza, Nat. CityGR 4-4681 (See ad on Page 44)  SOUTH BAY SAVINGS & LOAN ASSN. 444 Third Ave., C. VHA 0-5000 (See ad on Page 53)	TELEVISION STATIONS  BAY CITY TELEVISION — CHANNEL "6" 7th & Ash, S. D
COLDWELL, BANKER & CO.  1450 Seventh, S. DBE 2-9113 (See ad on Page 49)  HARVEY REALTY: BROKER-REALTOR 682 Broadway, C. VHA 7-1771 (See ad on Page 46)	BILL'S HILLTOP SERVICE 3 Naples St., C. V	726 Broadway, C. VHA 0-5575  TITLE INSURANCE  LAND TITLE INSURANCE COMPANY 225 Broadway, S. DBE 4-7192 (See ad on Page 39) SECURITY TITLE INSURANCE COMPANY Third Ave. at "A", S. DBE 2-4031
N. E. STEINBACH	#1—1574 Palm Ave., Imp. Bch., GA 4-9070 #2—356 Third Ave., C. V. HA 0-1446 #3—1304 Third Ave., C. V. HA 7-1417	(See ad on Page 56) UNION TITLE INSURANCE COMPANY 220 "A" St., S. DBE 9-6081 (See ad on Page 57)  TRAILER SUPPLIES
596 Third Ave. GA 2-4510 Chula Vista  YAVORSKY AGENCIES	W. P. INMAN CENTRAL SHELL STATION 445 Third Ave., C. V	BROADWAY TRAILER SUPPLY 36 Broadway, C. V
638 Third Ave., C. VGA 2-8589 (See ad on Page 47)  RELIGIOUS OBJECTS	DON STEEBER'S HANCOCK SERVICE 948 National Ave., C. VGA 2-7032 SHOES	CORNELL'S 288 Third Ave., C. V
BOOKFINDERS 283 Third Ave., C. VGA 2-8400 (See ad on Page 58)  RENDERING COMPANY	THE LEADER DEPARTMENT STORE 233 Third Ave., C. V	CHULA VISTA UPHOLSTERY 439 Broadway, C. VGA 2-8348
OMAR RENDERING Otay Valley Rd., C. V	SHOPPING CENTERS  SOUTH BAY PLAZA 1175 Highland Ave., N. CGR 7-6549 (See ad on Page 54)	UTILITIES — PUBLIC  SAN DIEGO GAS & ELECTRIC CO. 311 "F" St., C. V
RESTAURANTS  BOB'S COFFEE SHOP 100 Broadway, C. V. GA 2-0542 BOB'S INTERNATIONAL FAMILY REST. 784 Broadway, C. V. HA 0-8653 BOB'S CASA BONITA	DAN PUTNAM ADVERTISING 238 Broadway, C. VGA 2-4076  STATIONERS	VARIETY STORES  SPROUSE-REITZ CO. 261 Third Ave., C. V
Bonita Valley Shopping CenterGR 4-5574 (See ad on Page 48) CHRISTIE'S 200 Broadway, C. V	CORNELL'S 288 Third Ave., C. VHA 0-6280 (See ad on Page 51)  SURPLUS  B & H METAL CO.	CALIFORNIA WATER & TELEPHONE CO. 386 Third Ave., C. V
NORMAN'S WESTERN FOUNTAIN LUNCH 256 Third Ave., C. V	"We Buy and Sell Anything" SURPLUS — SCRAP METAL	LITTLE CHAPEL OF THE ROSES  Bonita Rd., C. V
H. G. FENTON MATERIAL CO. 702 Washington, S. DCY 8-8824 (See ad on Page 47)	GA 2-3098	WELDING  BECKER'S WELDING In the Trade Since 1929 409 Third Ave., C. VGA 2-4688
CHULA VISTA SANITARY SERV. & SANITAINER, INC. 305 Center St., C. V	AZURE POOL MAINTENANCE & SUPPLY CO. 299 "J" at Third Ave., C. V. GA 2-9334 — HA 0-1989 (See ad on Page 38)	YARDAGE  YARDAGE CITY 285 Third Ave., C .V

continued from page 58 by Chester H. Loveland, acquired the Sweetwater District in 1927. The company name, California Water & Telephone, was adopted in 1935.

The Sweetwater's sister district—the Coronado—embraces an area of 16 square miles. It primarily serves the cities of Coronado and Imperial Beach, which have a total population of approximately 45,000 people.

In effect, the San Diego Bay division is an individual operating company, even though it is a part of a corporation providing water and telephone service throughout many areas of California.

The division has its own manager, engineering staff and accounting personnel and performs all of its operating functions as a separate unit. More than 125 employees make up the division staff, constituting an annual payroll of \$580,000.

to the many volunteer citizens and public-spirited advertisers who made this commemorative publication possible.

This

Golden Anniversary edition

published by

CITY OF CHULA VISTA

and

CHULA VISTA
CHAMBER OF COMMERCE

MCMLXI



sportswear coats dresses foundations beachwear infants girls mens boys shoes

with two floors to serve you



THE LEADER DEPARTMENT STORE



WE WISH TO CONGRATULATE CHULA VISTA ON FIFTY GOLDEN YEARS OF PROGRESS

> We are proud to have published this 50th Anniversary Publication

FOR A COMPLETE PACKAGE



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ert & meyer advertising

SAMMY PASTO, art director/designer

ADVERTISING
3264 ROSECRANS STREET
AC 4-3404

# ETSIN REED

Golden Anniversary Publication



Chula Vista Chamber of Commerce

298 FOURTH AVENUE CHULA VISTA, CALIFORNIA