

## South Bay Historical Society

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### Newspapers of the South Bay

The first newspaper in the South Bay was the *National City Record*, founded by William Burgess in 1882. Frank Kimball had persuaded the Santa Fe Railroad to build a National City, and he believed his town would soon outgrow San Diego that had the only other newspaper, the *Union*, in the county. The railroad boom of the 1880s gave new cities and newspapers, including the *Otay Press* in 1888. The *National City Record* became the *National City News* in 1903 and merged in 1954 with the *Chula Vista* had been founded by Herbert Crooks in 1919. This merger that created the *Star-News* was the result of the efforts of Ray Coyle who had taken over the *Chula Vista Star* and Larry Freeman who had taken over the *National City News* in 1950. This merger also included the *San Ysidro Border Press* that had been founded in 1946 and purchased by Freeman in 1950. The merger also included the *Bay Cities Press* that was renamed the *Imperial Beach Star* in 1960, and then the *Imperial Beach Star-News* in 1968. After Coyle died in 1961, the *Star-News* was taken over by Lowell Blankfort and Rowland Rebele. In 1972 the *Star-News* was sold to Harte-Hanks Newspapers of Texas and became one of the six-paper San Diego Urban Newspaper Group that included the Imperial Beach-San Ysidro *Reminder*. Blankfort and Rebele stayed on as editors until resigning in 1978. The *Star-News* was sold in 1986 to Worrell Enterprises.



The *Chula Vista Review* in 1911 was published by Henry Grant Rising in a building next to the Wigginton Pharmacy on the east side of Third Avenue between Center and Broadway Streets.

1851/05/29 - John Judson Ames established San Diego's first newspaper, *The San Diego Herald*, on Thursday, May 29, 1851. Publication continued until April 7, 1860, when he printed his last issue, packed his outfit and removed to San Bernardino where he established *The San Bernardino Herald*. For eight years San Diego was without a newspaper. Col. William Jeff Gatewood formed a partnership with Edward W. Bushyhead, rented a small frame building on San Diego Avenue, from Manuel de Pedrorrena, Jr. the printing plant was promptly installed. By the 3rd of October they had issued a prospectus, and true to its announcement the first issue of *The Union* was printed October 1868. (Richard Yale, "The Birthplace of *The San Diego Union*," *The Journal of San Diego History* 14 (October 1968))

1869/08/21 - A newspaper called *The Bulletin* was born in New Town on August 21, 1869, taking many *Union* subscribers. As a result, *The Union* and *The Bulletin* became rivals. *The Bulletin* was not published for very long, but it was not the only other newspaper trying to succeed in San Diego. There were many others appearing, but only *The Daily Bee*, established in 1887, was bought by *The Union* in December of 1888. The next month it was consolidated with *The Union*. *The San Diego*

established on Sunday, July 19, 1881. It was owned by Mrs. C.P. Taggart, and the office was located in a small frame building on the east side of the plaza. In 1886 it was Warren Wilson of San Bernardino. Then in November of 1892 The Sun was purchased by The San Diegan and the two papers merged into *The San Diegan-Sun*. Another newspaper was called *The San Diego Vidette*, established on August 6, 1892 by D.O. MacCarthy. Its motto was, "Thrice armed is he whose cause is just." This paper was March 8, 1900, and the plant was bought by *The Union*. On March 13, 1870, *The Union* became *The San Diego Daily Union*, and from that day on was printed every mo except Monday. This was so that the employees would not have to work on Sundays. On December 21, 1895, *The Evening Tribune* was established. It was bought in 190 Francisco editor named James MacMullen. Then finally in February 1938 both *The Union* and *The Tribune* were purchased by Ira C. Copley, already the owner of several Illinois. (Teri Thorpe, "Early Journalism In San Diego, *The San Diego Herald* and *The San Diego Union*," *The Journal Of San Diego History* 28 (Summer 1982)

1882/09/28 - *The National City Record* was founded by William Burgess Sept. 28, 1882. W. Wats Burgess, son of William, wrote a brief history of the old *Record* in a 19 anniversary edition of the *National City News*. The first title suggested was *National City Banner*, but changed to *Record*. Printing equipment, a Franklin hand press, cam defunct newspaper in San Diego. Burgess had two employees, Mrs. George Smith and Gus Kimball. In 1883, son Frank Burgess took over the paper. After the railroad le City and the boom collapsed, the paper was taken over by Gus Kimball. In 1890 C. A. Harris was the editor of the *National City Record*. In 1895 Gardener and Harbroug connected with the *National City Record* and in 1896, the editor was Frank Grandier, this was a familiar name to everyone as Mr. Grandier had been contributing his artic "Sweetwater Ripples" to the paper for some time. ( *The Chula Vista Star*, Feb. 23, 1969. Also, Alana Coons, *The Star-News*, May 28, 1987. )



The Otay Press, March 28, 1889

1888 - The town of Otay was the largest of the boom towns of the 1880s, with a townsite of 120 acres and lots 50 x 150 feet. Six months after the townsite was opened, Jenkins started the *Otay Press* weekly newspaper, published in Otay from 1888 to July 1900 when it moved to Chula Vista as the *Chula Vista Press*, but sold its equipmen later. ( Spencer Menzel, "The Development of the Sweetwater Area," M.A. Thesis, University of Southern California, 1942. Also, *The Chula Vista Star*, Feb. 23, 1969. )

1899/08/26 - *Otay Press* sold to D. N. Dodson of Escondido. Editor A. J. Jenkins recently died. ( *San Diego Union*, Aug. 26, 1899) 1903 - Frank Grandier moved the *Nat Record* into San Diego and it carried the heading of *The Record, San Diego*, but several months later was returned to National City by Cooke and Christianity as *The Nat News*. In 1904 the *News* was sold to Fred Atherton who decided to leave National City after less than a year. Frank Kimball wrote on June 3, 1907: "Gus Kimball decidec my advice and buy the *National City News* from Fred Atherton." Augustus Kimball had been a printer for the *National City Record* and was very familiar with the runnin paper. Once again the paper was filled with information on horticulture, and the Kimball name. The first photograph was printed in 1906, before that etchings and lithogr used for illustration. Gus sold the paper to one of his best friends, Kyle Alexander, in July of 1911. Kyle had been working on the paper as a printer since 1904 and Mr. A continued to publish the paper for close to a decade. The paper then went through several owners. Joseph Vurgason purchased it in 1937 ( Alana Coons, *The Star-News*, 1 1987 )

1911 - The *National City News* was sold to K. William Alexander in 1911. P. S. Packard was publisher for a short time in 1920. It was sold in 1921 to Rowon and Cornel Forrester (Frosty) Raymond. Richard Cornelius took it over Aug. 1, 1932. During World War II, Joseph Vurgason ran the paper. In April 1950 it was sold to Larry Freemar 1954 merged with the *Chula Vista Star*. ( *The Chula Vista Star*, Feb. 23, 1969. )

1911/12/15 - The year 1911 also brought a weekly newspaper, the *Chula Vista Review*, to the community. Henry Grant Rising published the paper in an office on Third A a yearly subscription cost \$1.50. The first edition appeared on Dec. 15, 1911, and the last one in 1918. Except for the first issue of this newspaper, all copies of later editi been lost and with them much of the early history of Chula Vista. ( Webster, *Chula Vista Heritage*, 1986., p. 48. )

1911/12/15 - H. G. Rising used the printing firm of the Denrich Press at 151 4th Ave to produce his *Chula Vista Review* until 1918. ( *The Chula Vista Star*, Feb. 23, 1969.

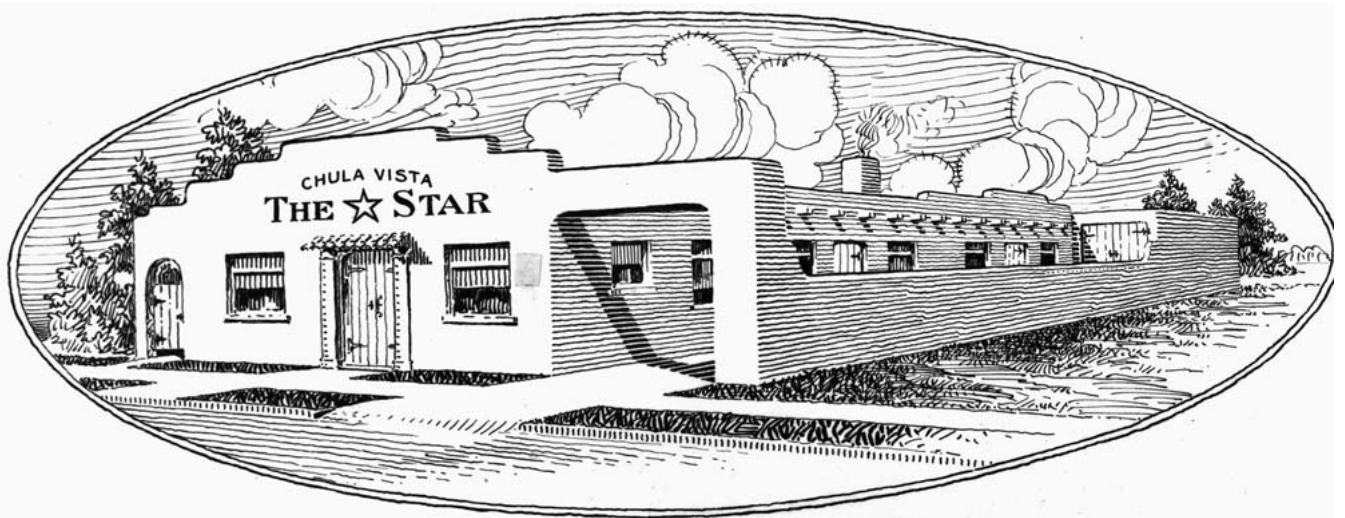
1916/10/01 - Sudden death of H. G. Rising of *Chula Vista Review*. ( *San Diego Union*, Oct. 1, 1916)

1917/07/26 - Kyle Wm. Alexander, proprieter of *Chula Vista Review*, offering for sale the *Review's* printing plant and property. F. W. Worcester from Los Angeles becam of the National City News and the *Chula Vista Review* in 1919. ( *San Diego Evening Tribune*, July 26, 1917, and the *San Diego Union*, Oct. 16, 1919)

1919/02/10 - Editor and Mrs. Crooks and family are to make their home in this city and this week expect to issue the first number of the *Chula Vista Star*. The print shop Worthington block on Third Avenue. ( *The San Diego Union*, Feb. 10, 1919)

1919/02/21 - Herbert Crooks published the *Chula Vista Star* vol. 1, no. 1.

1919/12/29 - Final publication of the *Chula Vista Review*. ( *San Diego Union*, Dec. 29, 1916)



The office of the *Chula Vista Star* was an adobe building at 331 F Street.

1922 - *Chula Vista Star* building at 331 F Street was constructed in 1922 for Herbert W. Crooks, the publisher of the *Chula Vista Star* newspaper. The structure is one of adobe buildings in the city. As originally built, the twelve inch thick adobe walls were not plastered but treated instead with a "solution of distillate and linseed oil" which poured over the exterior. The composing and press room of the newspaper occupied the front half of the building, while the rear was a large living room with a fireplace. capsule was sealed in the cornerstone of this building about the time the new newspaper headquarters was dedicated on Nov. 15, 1922. The newspaper remained at this at the 1930s, when the building was purchased by the Fuson family and became part of Fuson's Garage. The *Chula Vista Star* Building is one of the few Pueblo Revival str Chula Vista and the only commercial one made of adobe. Historical significance is added by the association with the newspaper and also with the Fuson family. ( *Webster Resources Inventory*, " 1985. )

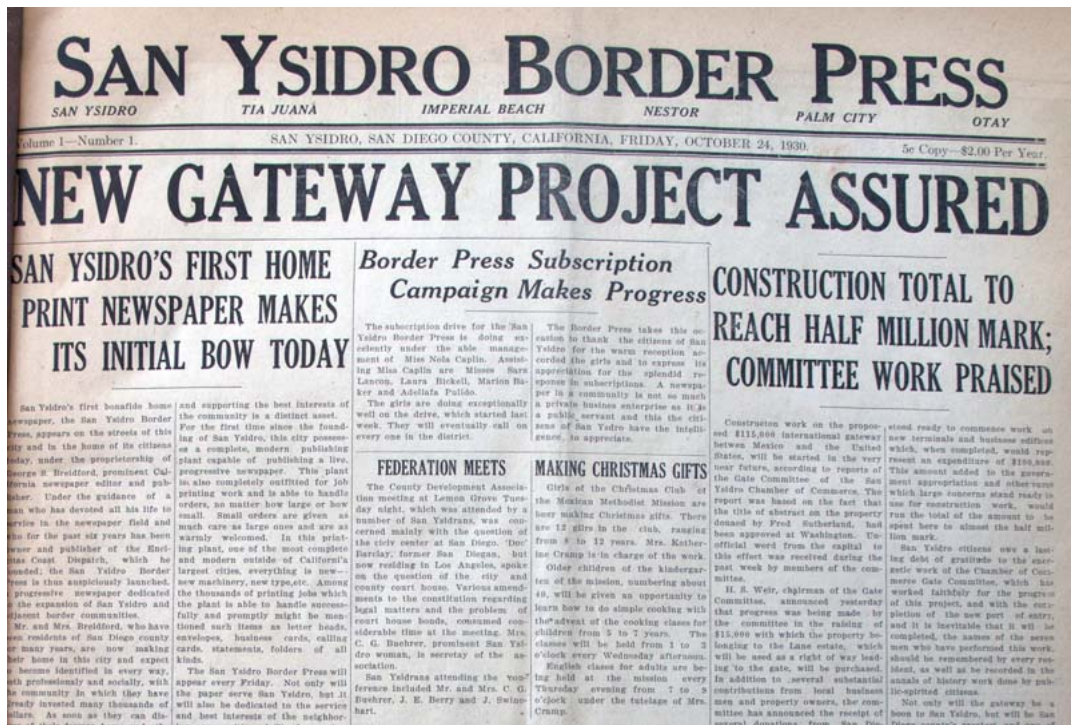
1922 - *Chula Vista Star* adobe built for newspaper publisher Herbert W. Crooks, became Fuson's Garage in 1938, then demolished 1986. ( *Chula Vista Historical Society. Vista, the Early Years. Vol. 3. San Diego CA: Tecolote Publications, 1994. )*



An advertisement for Lincoln Acres in 1925 reproduced a front page of the *Lincoln Acres Leader*.

1925/06/28 - *Lincoln Acres Leader*, vol. 1, no. 8. "Rube Harrison's Colony of Boosters, 1,200 Strong, Plan to give Away Carload of Watermelons. A Happy Throng. FRE WATERMELON! The Whole White Race Invited to the Place. Big Parade is Planned." ( *The San Diego Union*, June 28, 1925 )

1927 - H. W. Crooks died 1927, and Leafy Crooks kept the *Chula Vista Star* going until May 1930 when she sold to Lawrence Thompson. In 1938 Thompson sold to Ruc Reinbach and his wife Genevieve, and the *Star* moved its office to 271 Third Ave. Ray Coyle took over in 1944 and moved the newspaper in 1946 to 278-A Third Ave. I Coyle built a new two-story building with Ralph Cloyd at 429 G St and the *Star* moved in Sept. The Coyles formed Bay Cities Publishing Co. in 1954 with Larry Freeman Chula Vista Star Feb. 23, 1969. )



The first issue of the *San Ysidro Border Press*, Oct. 24, 1930

1930/10/24 - *San Ysidro Border Press* was published in San Ysidro by George S. Breidford. Vol. 1, no. 1 was Oct. 24, 1930. Publication moved to National City, Sept. 21 Mar. 6, 1936; publication returned to San Ysidro, Mar. 13, 1936 to Dec. 25, 1952.

1932 - *Bay Cities Press* began publication in Imperial Beach. (The *San Diego Union*, Jan. 19, 1962)

1932/04/01 - Leafy Crooks sold the *Chula Vista Star* to Lawrence L. Thompson two years ago, but she now has announced plan to launch a newspaper her called the *Chula Echo*. (The *Chula Vista Star*, Apr. 1, 1932.)

1938/01/28 - Larry Thompson won *The Times* cup trophy for best front page of newspaper, the *Chula Vista Star* (The *Chula Vista Star*, Jan. 28, 1938.)

1938/12/09 - *Chula Vista Star* sold to R. B. Reinbach by L. L. Thompson who had been owner since May 1930. Reinbach lived at 274 Church St, had been from Michigan years ago moved to Long Beach. Thompson had bought the *Chula Vista Star* in May 1930 from Mrs. Leafy R. Crooks, widow of the newspaper's founder, when it was at adobe on F Street next to Fuson garage. In Oct. 1931 he moved it to the current location at 271 3rd Ave. Thompson will retain ownership of the California Veteran, official publication of the VFW (Chula Vista Star, Dec. 9, 1938.)

1939/05/19 - *Chula Vista Star* circulation up by 250 since new owners took over late last year. Also, every issue has photos of women's fashions (The *Chula Vista Star*, May 1939.)

1939/08/04 - Benjamin Wigginton found a copy of the Jan. 4, 1912, *Chula Vista Herald*, published by Ray Sauers, father of the publisher of the *San Diego Herald*, but it been lost. (Chula Vista Star, Aug. 4, 1939.)

1944/08/18 - W. R. Coyle from Iowa became new owner of *Chula Vista Star* on Sept. 2. (Chula Vista Star, Aug. 18, 1944.)

1944/12/01 - *The Star* expanding size to 12 pages, full 8 columns wide, 21 inches deep. Isobel White will be special correspondent in the Pacific for the *Star*, was publicist at Rohr, is wife of Capt. S. R. White, Jr., supply officer of Naval Air Station in San Diego. (Chula Vista Star, Dec. 1, 1944.)

1945/08/31 - It has been one year since the *Chula Vista Star* has moved from old location at 271 Third Avenue to present location in the Moeser building at 278-A Third Avenue. (Chula Vista Star, Friday, Aug. 31, 1945)

1945/08/31 - New features of the *Chula Vista Star* listed since new owners took over a year ago, by editor W. Ray Coyle (Chula Vista Star, Aug. 31, 1945.)

1946 - Edgar Shaw established the *Imperial Beach News*. (The *San Diego Union*, Jan. 19, 1962)

1946/09/08 - Vurgason started the *National City Reporter* in 1931 and in 1936 he acquired the *National City News* and consolidated both papers. (The *San Diego Union*, 1946)

1948/01/18 - Vurgason named president of California Newspaper Publishers Association; came to National City in 1905, later got a job as a printer's devil in Chula Vista attending Sweetwater High School, then put a hand press in his garage and earned his way through State College. (The *San Diego Union*, Jan. 18, 1948)

1948/02/27 - The new *Bay Cities Advertiser* vol 1 now published, owned by the *Chula Vista Star* (Chula Vista Star, Feb. 27, 1948.)

1948/10/03 Joseph Vurgason was editor publisher of the *National City News* and the *San Ysidro Border Press*. (The *San Diego Union*, Oct. 3, 1948)

1949/04/01 - Jerry Champ buys part of the *Chula Vista Star*, new building coming at 429 Third Avenue. (Chula Vista Star, Apr. 1, 1949)

1949/09/02 - This issue of the *Chula Vista Star* was printed on new Duplex press in the new building at 429 Third Avenue. (Chula Vista Star, Sept. 2, 1949)

1950/02/02 - *Chula Vista Star* is now an afternoon paper, will be delivered Thursday afternoon, for first time by carriers, rather than by mail, on Friday mornings. ( *Chula Star*, Feb. 2, 1950. )

1950/03/17 - Joseph Vurgason sold the *National City News* to Lawrence A. Freeman, former publisher of the weekly Delano, California *Record*, who will take over April Vurgason has published the News for 10 years which he bought in 1940, four years after he had established the *National City Reporter*. Included in the sale to Freeman was *Border Press*, and the *South Bay Shopper*. Freeman is president of the California Newspaper Publishers Association. ( *The San Diego Union*, Mar. 17, 1950 )

1950/05/25 - 1st annual auto section published in the *Chula Vista Star* newspaper ( *Chula Vista Star*, May 25, 1950. )

1954/07/16 - Ray Coyle and Larry Freeman merged *Chula Vista Star* and *National City News* into the *Star-News* Aug. 1; Freeman to be president of the South Bay Press and Coyle president of the Bay Cities Publishing Co., the *Border Press* and the *Bay Cities Advertiser* and the National City-Lincoln Acres-Paradise Hills *Advertiser* and the *Bay Shopper* will be combined. Although owned by the same company, the *National City Star-News* will be published for readers in National City, and the *Chula Vista Star-News* will be published for readers in Chula Vista. ( *The San Diego Union*, July 16, 1954 )

1955/03/24 - Starting Apr. 11 the Monday issue of the *Star-News* will be issued weekly as a single newspaper covering both National City and Chula Vista and delivered subscribers of the Thursday edition of the *National City Star-News* and the *Chula Vista Star-News* who pay 55 cents per month for carrier delivery. ( *Chula Vista Star-News* 24, 1955. )

1955/04/08 - Vurgason died at his home at 710 K Avenue in National City; had sold his newspaper in 1950; was born in Tenn, moved to National City when he was 3. ( *San Diego Union*, Apr. 8, 1955 )

1959/10/25 - *El Mexicano* newspaper began publication in Tijuana, owned by Garcia Valseca; the other morning papers were *Noticias* (Mexico City) and *ABC* (Mexico City); afternoon papers are *El Heraldo* and *Baja California*. (The San Diego Union, Oct. 25, 1959)

1960/11 - *Bay Cities Press*, part of the Bay Cities Publishing Co. that was formed in 1954 when *Chula Vista Star* and *National City News* merged. The newspaper was rebranded *Imperial Beach Star* and offices operated in Imperial Beach. ( *Chula Vista Star-News*, Sunday, Mar.5, 1961 )

## PUBLISHER W. RAY COYLE TAKEN BY DEATH Community Mourns Close of 41-Year Newspaper Career

The image shows the front page of the *Chula Vista Star-News* from Sunday, March 5, 1961. The main headline reads "PUBLISHER W. RAY COYLE TAKEN BY DEATH" and "Community Mourns Close of 41-Year Newspaper Career". Below this, there is a large section titled "\$1.5 MILLION PLAZA EXPANSION" with a sub-headline "Half-Million Dollar Office Unit Included". To the right of the main headline is a portrait of W. Ray Coyle, an older man with glasses, wearing a suit and tie. The newspaper's masthead "The Star-News" is at the top, with "NATIONAL CITY and CHULA VISTA" below it. A small box in the upper right corner indicates "Twice Weekly SUNDAY - THURSDAY", "2 SECTIONS", and "12 PAGES". The date "SUNDAY, MARCH 5, 1961" and "PRICE TEN CENTS" are also visible. The main article text is partially obscured by the portrait and other layout elements.

Ray Coyle's death was announced on the front page of the *Chula Vista Star-News*, Mar. 5, 1961.

1961/03/05 - Headlines front page on death of W. R. Coyle. His credo reproduced on page 2, published when he took over the paper in 1944. Coyle died Thursday at his Sea Vale. ( *Chula Vista Star-News*, Sunday, Mar. 5, 1961 )

1961/06/01 - *Star-News* sold by Blanche Coyle to Lowell Blankfort and wife Alice, from Pacifica, and Rowland Rebele and wife Patricia, from Coalinga. ( *Chula Vista Star-News*, June 1, 1961. Also Feb. 23, 1969. )

1961/06/04 - *Imperial Beach Star* won local Annual Press Award for best news story of 1960, its coverage of the drowning of 8-year-old Jerry Eugene Farson body found near mouth of Tia Juana River Aug. 4, by Jamie Bryson and Bob Weaver ( *Chula Vista Star-News*, June 4, 1961. )

1961/07/13 - Jennevie Reinbach, 59, died in Spring Valley, was an owner with husband (whom she later divorced) of the *Chula Vista Star* 1937-45 when it was sold to Coyle. In Jan. 1958 she was convicted of embezzling funds from the South Bay Press and spent brief time in woman's reformatory. Funeral held at Humphrey Chula Vista. ( *Chula Vista Star-News*, July 13, 1961. )

1961/07/16 - Blankfort editorial argued that Chula Vista and National City had common interests, esp vs. the "Big City Boys" who sought to "gobble up" the South Bay. ( *Chula Vista Star-News*, July 16, 1961. )

1961/08/03 - New columns and features start today in the *Star-News*: South Bay Gardens, South Bay After Dark by Kathy Rolles, Lee Chilson's South Bay Scene, In the Sweetwater Valley by Barbara Childers, Women's Whirl by Johnnie Lou Looney, At Fredericka Manor by Amy Thoren Mekkelson, How's Business by R. K. Rebele, In the Service, All About Autos by Dan Putnam, Parade of Foods, Parent Problems, Library Notes, South Bay Gardens, The Wonderful World of Animals. ( *Chula Vista Star-News*, Aug. 3, 1961. )

3, 1961.)

1962/01/19 - The weekly *Imperial Beach Star*, formerly the *Imperial Beach News* established in 1946, yesterday published its final issue. Its subscription list, advertising and good will will be taken over by the Star-News Publishing Co.. Lowell Blankfort co-owner of the latter firm, announced in Chula Vista. The purchase agreement is su formal approval by stockholders of Imperial Beach Publishing Co. of which Clark W. Perry is president. "We expect to provide Imperial Beach with a bigger and better n and provide merchants with a better service in the combined newspaper," Blankfort said. The *Bay Cities Press*, established in 1954, was a forerunner of the present *Star-1* Printers, owners of the News' printing equipment plans to continue a job printing plant at the present location, 181 Palm Avenue (*The San Diego Union*, Jan. 19, 1962)

1962/02/11 - Reorganization of the management of *The Star-News* publications news departments was announced this week by Lowell Blankfort and Rowland Rebele, co publishers. Lee Chilson, managing editor of The Chula Vista and Imperial Beach *Star-News*, was also appointed managing editor of *The National City Star-News*. He will headquarters in *The Star-News'* National City office, and have primary responsibility for the National City newspaper's news content. Eugenia Boisseau Clarke, former m editor in National City, was appointed Sunday editor of both the Chula Vista and National City publications She will make her headquarters in Chula Vista and will speci Chula Vista news, a field familiar to her in the past as a Chula Vista city hall reporter. CHILSON, 40, has been with the *Chula Vista Star-News* for 10 years and is the aut popular column "South Bay Scene." He originally joined the Chula Vista newspaper as a reporter and was made managing editor of the Star-News publications after a m Chula Vista and National City newspapers six years ago. Both he and his wife Gloria came from the same small town in North Dakota. They live at 2231 Ilex St., Nestor, five children. Before coming to Chula Vista. Chilson was news editor editor for four years of the Williston (N. D.) *Daily Herald* and a sports writer for the Jamestown (N *Sun*. He served with the Army for five years during World War II, including two years with the infantry in the south Pacific. MRS. CLARKE, a native of Sioux City, Iow an 18-year career in the newspaper field, beginning in Los Angeles, where she worked for the City News Service and the United Press. She also has been editor of the Bu (Calif.) *News*, and a news writer for the Bridgeport (Conn.) Sunday Herald, the Post Press Newspapers in El Centro, and the Newburgh (N.Y.) Daily News. She was Imp correspondent for the U S . Information Service, *Newsweek Magazine* and the *Los Angeles Examiner*. Mrs. Clarke, who lives at 2036A Sweetwater Road in the Sweetwat returned to *The Star-News* in 1960. (*Imperial Beach Star-News*, Feb. 11, 1962; see [article](#) with photos of Chilson and Clarke)

**Imperial Beach Star-News**  
Formerly BAY CITIES PRESS, Established 1932  
Volume XXXII — No. 43 Imperial Beach, California, Thursday, September 20, 1962 5 SECTIONS—40 PAGES 10c PER COPY

# COUNCIL IN LAST DITCH BLOW AT PORT DISTRICT

## They Like It Here

### City Money Going To Hire Lawyers; Move Assailed

A last-ditch effort was made this week by the Imperial Beach City Council to halt a Nov. 6 election on the proposed Unified Port District—and it's going to cost the taxpayers money.

The council unanimously decided to join Chula Vista and Coronado in trying to get a court injunction to stop the election—and to hire a San Francisco law firm to do the work.

**THE LEGAL** firm—Heller, Ehrman, White and McAuliffe—estimated the cost at \$3,700, based on \$40 an hour for work in San Francisco and \$50 an hour elsewhere.

A spokesman for the Committee for a Unified Port (CUP) said his group is considering a taxpayers' suit to prevent expenditure of city funds for the move.

"This is a sad spectacle, to see taxpayers' representatives spending public money to try and block one of the taxpayers' basic rights—the right to vote," said Cecil Sparling of Chula Vista, CUP chairman.

The council vote was 3-1. Councilman Robert McAllister voiced a strong dissent to the action and maintained a stony silence during the rest of the proceedings. In favor of spending city money were Mayor Keith Menzel and Councilmen

tion for inclusion in the proposed district.

3) In the cases of Coronado and Chula Vista, the measure violates the terms of trust under which the islands were originally granted to the cities.

**THE CITIES** would split legal fees on a 40-40-20 basis, with Imperial Beach paying the smaller amount, Coronado Mayor William Sweeney predicted the lawsuit will be filed within a week.

The Chula Vista council indicated if the courts allowed the bill on the ballot and it was passed, further litigation would be introduced after the election.

"They're just whistling in the dark now," attorney Milkes said.

**Filing Dates Set for Port**

**YEA TEAM**—A group of South Bay girls set aside their batons to proudly display Imperial Beach letters they used to publicize their home city at half time when the Chargers played the New York Titans. Front row, Rory Freudenberg, Pat Max, Denise Butler, Nancy I Walker, Pam Brown, Tammy Mitchell, Cindy Camberg. Back row— Pat Rosten, Julie Anderson, Judy Ballard, Barbara Black and Betty Mahary. The girls are coached by Chris Goertler in a South Bay recreation program.

South Bay girls display home town letters at half time when the Chargers played the New York Titans. Front row: Rory Freudenberg, Pat Max, Denise Butler, Nancy I Walker, Pam Brown, Tammy Mitchell, Cindy Camberg. Back row: Pat Rosten, Julie Anderson, Judy Ballard, Barbara Black an Betty Mahary. (*The Imperial Beach Star* Sept. 20, 1962.)

1963/06/16 - Campus Viewpoint column began in *Star-News*, editor Judy Goering ( *Chula Vista Star-News*, June 16, 1963. )

1965/01/07 - Joyce Smith will teach class at Sweetwater High School adult school, "History of the South Bay area", she wants to make Montgomery wing a national mor She is a member of South Bay Historical Society; wants to mark beginning of Camino Real at Mexican border where Serra crossed, not at San Diego Mission. Her first h was John Hettich, editor of the *Border Press*. Before 1936 the couple edited the *San Diego News Chronicle* and *Mountain Empire Bulletin*. ( *Chula Vista Star-News*, Jan.

1965/04/08 - Wadie Deddeh gave his students in his political science class at Southwestern college the Alabama voter literacy test, all 126 flunked it, including Deddeh. t was first printed in March 25 *Star-News*, was picked up by national wire services. It was the third *Star-News* story to go national in a little over a year. The others were th

surrender in Imperial Beach of Frank Sinatra, Jr.'s kidnapers, and the denunciation last summer of Sen. Thomas Kuchel (R-Calif) of the Republican national convention *Vista Star-News*, Apr. 8, 1965.)

1965/07/29 - special supplement on expansion of the *Star-News* - chart of circulation growth 1961-65, from 24,073 to 42,255. ( *Chula Vista Star-News*, July 29, 1965.)

1966 - Lowell Blankfort received the Outstanding Layman award of the Sweetwater Education Association for his contributions to local education. ( *Chula Vista Star-News*, 23, 1969. )

1966/01/02 - Chester S. DeVore, 47, honored as the newspaper's first Newsmaker of the Year, for his role as the Great Compromiser among rival viewpoints, and his lead the Southwestern College that won a "ringing vote of confidence" in October when voters passed by a 3 to 1 majority a \$1.2 million bond issue to add four new buildings : theater and art gallery. DeVore said he wanted the college to be "a leader not only in education but as a cultural center for the entire community." ( *Chula Vista Star-News* 1966.)



Front pages of the 1882 *Record* and 1919 *Star* reproduced in the 1965 *Star-News*.

1969/02/23 - *Star-News* 50th Anniversary edition. Started in 1919 as a 4-page weekly. In 1930 went to 8 pages, but during depression would occasionally go back to 4 page new owner Ray Coyle took over 1944, and by 1945 was running 12 to 18 pages weekly. In 1948 the usual size was 18 pages, and by 1952 there were 25 page issue. In March when Ward's opened in National City, there was a 60-page edition. In the 1960s the Thursday average is 36-48 pages, and Sunday of 16 pages. Circulation grew from a few hundred in 1919 to 15,000 in mid-1950s. ( *Chula Vista Star-News*, Feb. 23, 1969. )

1972 - The *Bonita Valley News* began in 1972, Daniel F. Green, publisher; Mary Jane Perkins, news editor; Daniel Ayer, Asst. Editor; Mike Schnepf, Sports and Photo Editor; Dawe, Staff Reporter; Robb Hornbeck, Staff Photographer. ( *Bonita Valley News*, Oct. 20, 1973 )

1972/04/20 - Alice Blankfort began her series on C. Arnholt Smith in the *Star-News*, revealing the pattern of corrupt business practices that reached all the way to President Nixon. The Republican National Committee decided May 5 to moved the national convention from San Diego to Miami Beach. None of this was published in the *San Diego* or what Lowell Blankfort called the "Daily Monopoly" newspaper. ( *Chula Vista Star News*, Apr. 20 and May 4, 1972. Also, Vincent S. Ancona. "When the Elephants Moved from San Diego," *The Journal of San Diego History* 38 (Fall 1992) )

1972/06/04 - The *Star-News* received 8 county news awards; article by Mrs. Crowder on strange case of mother who married her own son and bore him a child; article by Peterson on beachfront riots in Imperial Beach; article by Alice Blankfort on red tape and inhumanity of state Medi-Cal program; best photo award for a picture of Valer lovers taken by late Charlie Phillips, one of his last photos, died of cancer 2 months later; community service award for in-depth coverage of Chula Vista's new year-round elementary school including editorials by Lowell Blankfort. ( *Chula Vista Star-News*, June 4, 1972. )

1972/06/04 - Last month the *Star-News* switched production to offset replacing metal type, resulting in clearer pictures and easier to read type ( *Chula Vista Star-News*, July 1972. )

1972/10 - In October, ownership of the *Star-News* changed hands. Lowell Blankfort and Rowland Rebele, co-owners, sold their stock in the newspapers and in Publisher: Harte-Hanks Newspapers, a fast-growing Texas-based newspaper chain, in \$3.8 million transaction. Harte-Hanks also bought several other non-daily newspapers in the San Diego area. Rebele and Blankfort agreed to remain as co-publishers and chief operating officers. ( *Chula Vista Star-News*, Dec. 28, 1972)

1972/12/28 - Alice Blankfort, *Star-News* investigative writer, this week was honored by the Suburban Press Association as Suburban Journalist of the Year. Mrs. Blankfort of the newspaper's "etc." page, received a plaque and a \$100 check at the annual association convention here. It was presented by Edward L. Dardanell of Monroesville, Pa, publisher of 10 suburban newspapers near Pittsburgh. Dr. Granville Price of Northern Illinois University, who rated the 28 contest entries, said judges were impressed with "wide variety of topics Mrs. Blankfort covered on the *Star-News* "etc." page; "the thorough research evident, the lively writing and the imaginative illustrations." He cited examples a two-part series on prisons, a three-part series on San Diego tycoon C. Arnholt Smith, and articles on Medi-Cal foulups, and on highways which raised new questions about unlimited freeway construction. The national prize is the latest in a series of honors won this year by the *Star-News*. In February, the *Star-News* was judged the best newspaper in California by the Newspaper Publishers Association, and in June, the weekly food page was judged the best in the nation for non-dailies. The *Star-News* also won more awards in county competition than any other newspaper, and its religion page was singled out last December for a full-page article in Editor and Publisher, national

weekly. ( *Chula Vista Star-News*, Dec. 28, 1972 )

1973/12/06 - *Frontera* paper in Mexicali has been sold to Fernando Gonzalez Diaz Lombardo, owner of Caliente Racetrack; is one of the two largest papers in Baja, the *Mexicano* in Tijuana. ( *The San Diego Union*, Dec. 6, 1973 )

**THE BONITA POST**  
Vol. 3 No. 18 Box 335, Bonita, Ca. 92002 475-0301 Wednesday, October 20, 1976

## New Valley Library Opens

Members of the Sweetwater Valley community gathered October 8 to witness opening ceremonies for the new County Bonita-Sunnyside Library. Only a few present withstood the hot sun and were seated, most observing from the shade of the library's attractive porch.

Following the ribbon cutting, the eager and curious crowd poured into the library where guests were served punch and cookies prepared by the Sweetwater Women's Club and served by members of the Agua Dulce 4-H Club. Guests were delighted by the pleasant and colorful atmosphere of the library.

The new facility was built as a joint venture between developer Scott Snell, general partner, and McMillin Construction Co., limited partner, headed by builder Corky McMillin. Both men are Bonita residents. (See the Bulletin Board, page 11, for the Library Schedule.)

Bonita-Sunnyside Librarian Elsa Faeth and Mike Perkins, Administrative Assistant to Supervisor Dick Brown, cut the ribbon officially opening the new Bonita-Sunnyside Library.

The *Bonita Post*, Oct. 20, 1976

1973/12/15 - The *Bonita Post*, began publication, was mailed on the 1st and 15th of each month to 5,000 residents in the Bonita area. ( *Bonita Post*, Dec. 15, 1973 )

1975 - The Imperial Beach-San Ysidro-South San Diego *Reminder* was part of the six-paper San Diego Urban Newspaper Group, along with *Star-News*, owned by San Antonio-based Harte-Hanks since 1972.

1975/04/10 - For five months Victor Santana, owner of a seafood restaurant, has been publishing a 20-page newspaper, *San Diego en Espanol*, billed as the county's only Spanish language weekly. In what was once a used car lot on Broadway south of Chula Vista, a 38-year-old Mexican-American is rolling his first dice in the risky world of newspaper publishing. There are half a million Spanish-speaking people in San Diego County. Each week 8,000 issues are placed in newsstands at liquor stores and shopping centers throughout the county and 2,000 go to Tijuana. Surprisingly, the paper sells best in North County, Santana said. "We put 20 issues in a newsstand in Imperial Beach and they sell four or five days to sell. But 50 copies in Oceanside - zip! - gone the same day." The lack of Tijuana papers account for the popularity of Santana's paper there. ( *Chula Vista Star-News*, Apr. 10, 1975. )

1975/04/24 - "Looking Back," a feature on the early history of the South Bay, will tell about meat men, ice men, good guys and bad guys of the past. Writing the weekly feature will be history buff Ruby Peters, born in Chula Vista 60 years ago. The retired school teacher's family was active in Chula Vista history, starting the Peters' Feed Store on 3rd and Center in Chula Vista. It carried hay, grain and eggs from surrounding farms. Ruby Peters Machado, who will use her maiden name as her pen name, taught 10 years at National City's El Toyon and Lincoln Acres Schools before retiring. She also taught abroad and in San Diego. The short "Looking Back" items will appear starting today on the *Star-News* editorial page. It will be printed as part of the on-going American Revolution Bicentennial celebration, giving South Bay residents a glimpse of their past. ( *Chula Vista Star-News*, Apr. 24, 1975. )

1975/07/27 - The *Star-News* moved its offices a mile south to 837 Third Avenue. "The spacious office is located between K and L St. on Third Ave., about equally between Interstates 5 and 805. The *Star-News* grew under Rebele and Blankfort from a 23,000-circulation community paper in 1961 to its 72,000 circulation figure today. Gross circulation last year stood at \$2.2 million. Rebele reported, a 400 per cent increase over the 1961 level. Its \$800,000 annual payroll and its 70 full-time employees makes the *Star-News* the largest employers in the area. Many a local resident can claim having worked for the *Star-News* as a carrier boy. Some 350 boys and girls now deliver the *Star-News* to 72,000 South Bay homes. The *Star-News* is a member of the six-paper San Diego Urban Newspaper Group, which includes the *Life News*, *Sentinel*, *La Jolla Journal*, *Coronado Journal*, and Imperial Beach-San Ysidro-South San Diego *Reminder*. The newspaper group is owned by the San Antonio-based Harte-Hanks, one of the largest newspaper chains in the country. Rebele and Blankfort, who bought the *Star-News* from the estate of Ray Coyle in 1961, sold the newspaper to Harte-Hanks in 1972. They remain co-publishers and hold substantial stock in the Texas-based corporation. The *Star-News* has grown from an 8-page Sunday and 32-page Thursday paper in 1961 to a 32-page Sunday and 44- to 64-page Thursday edition. The *Star-News* turned to new technology to keep up with its growing newspaper size. "We bought our first rotary press in 1962," Rebele said, explaining how the obsolete eight-page flat bed press was scrapped. "We had to start printing on Monday to get the paper out by Thursday. That's how the press was. We pre-printed and inserted." The 32-page rotary press was soon replaced by another letter press twice the size, which was used until The *Star-News* turned to modern photo-offset technique in 1971. The *Star-News* contracted with Clinton McKinnon's Publisher's Offset. Rebele and Blankfort soon became co-owners with McKinnon. Publisher's Offset printed the *Star-News* and the *Sentinel*. When the Harte-Hanks chain bought the McKinnon and *Star-News* interests in 1972, Publisher's Offset was part of the package. Printing for the papers is still done there, but for the past two months, the *Star-News* has been doing all offset type setting and paste-up work in its new building



Third Avenue, the former home of Yellow Front and Bradshaw's Market. Rebele and Blankfort started the *Star-News Shopper* which reaches 55,000 South Bay homes, the *Viewpoint* and the Imperial Beach Buy-Wizer. Backed by Harte-Hanks capital, The Star-News co-publishers have transformed the east county *Life News* from a 28,000 circulation weekly into the county's largest community newspaper with a 128,000 circulation. Blankfort is editor and co-publisher. Rebele is business manager and co-publisher. Johnnie Lou Rosas is the *Star-News* managing editor. ( *Chula Vista Star-News*, July 27, 1975. )

Imperial Beach

# REMINDER

Vol. 16 No. 5      Wednesday, Feb. 4, 1976

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## San Ysidro realtor's dream

# Border cities officials discuss monorail connecting San Ysidro, Tijuana and Caliente

by Bobbie Fink

This is the first in a two part series on a plan proposed by two San Ysidro realtors to construct a monorail system between San Ysidro and Tijuana.

San Diego city officials met in Tijuana last week with Tijuana Mayor Fernando Marques Arce and his assistant Luis Carlos Ibarra to discuss plans for a monorail system connecting San Ysidro with downtown Tijuana and Caliente Race Track, the *Reminder* Newspaper has learned.

According to Ibarra, the plan is still in the embryonic stage.

"We were presented with a draft copy of a request for proposals for a feasibility study for this system. The San Diego officials wanted to know if the City of Tijuana would pay half the cost of the study," said Ibarra in an interview Friday.

"Mayor Arce is very favorable to the idea of constructing the transportation system," according to Ibarra, "but he feels the city of San Diego should pay for the study, because Tijuana conducted a similar study ten years ago."

According to Ibarra, San Ysidro realtors Ray Zuniga and Jorge Castaneda, are the fathers of the monorail idea.

"Perhaps realtors and other business persons on both sides of the border would want to contribute to the cost of this project," he suggested.


The transportation system shall reinforce implementation of the San Ysidro, Otay Mesa, Tijuana River Valley Plan in the United States together with goals of the City of Tijuana in Mexico," according to the document.

The transit system should be in operation before major sections of the border area are fully developed, and it should actually encourage the implementation of these plans, states the RFP.

"The consultant shall clearly identify points of system interface which reinforce the Centre City Plan for Tijuana and the San Diego Community Plans for border area communities," it continues.

The RFP calls for the feasibility study, to "design a guide for evaluating the alternative concepts and designs for an integrated transportation system which will deal with the physical, economic, environmental and social impacts of such a system."

"It is clearly intended by the City of San Diego that the system design which is to be the product of this study shall be directly related to the current Regional Transportation Planning effort and shall focus on travel demands in and through the border area in a manner which will not conflict with the regional plan now being considered," according to



An artist's conception of what the San Ysidro Port of Entry will look like if the proposed monorail system materializes.

The *Imperial Beach Reminder*, Feb. 4, 1976

1978/01/21 - Mobile life is a new feature column in the *Star-News* about mobile home living, edited by John Kolsters. Some trailer parks such as Otay Lakes Lodge out 1700 Road have their own newspaper with every day social events. ( *Chula Vista Star-News*, Jan. 21, 1978. )

1978/05/13 - Blankfort and Rebele have resigned as co-publishers. ( *The San Diego Union*, May 13, 1978 )

1978/07/27 - Newspaper co-publisher Joseph A Coccozzo named by Blankfort to replace Rebele who will leave at the end of next week, spend a year in Europe. Blankfort as co-publisher until mid-November. ( *Chula Vista Star-News*, July 27, 1978. )

1979/02/22 - In the past five years, editorials by Blankfort have been judged either first or second in the statewide competition. In last year's contest, Blankfort's won second for a series of editorials advocating public takeover of the California-American Water Co which voters approved at the polls. ( *Chula Vista Star-News*, Feb. 22, 1979. )

1979/11/04 - Third Baja newspaper and the most independent, the tabloid *ABC*, was shut down by the government. *Ultimas Noticias* (Mexico City) and *La Voz de la Frontera* the other two newspapers. ( *The San Diego Union*, Nov. 4, 1979 )



*Bonita Style*, April, 1987.

1985 - The *Bonita Style* began monthly publication in the Sweetwater Valley, published by Mary Jane Perkins and the Style Publishing Company.

1986/12 - The *Star-News* was sold to Worrell Enterprises.

1992/02/01 - *The San Diego Union* prints its final edition before coming out tomorrow as *The San Diego Union-Tribune*. In Bonita, museum co-curator Richard Peña, writes a column in the *Chula Vista Star-News*, recalls, "I used to deliver *The Union* on horseback. Not as much noise as a motorcycle, more convenient than a bicycle. Yo horse can carry more." (*The San Diego Union*, Feb. 1, 1992)

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