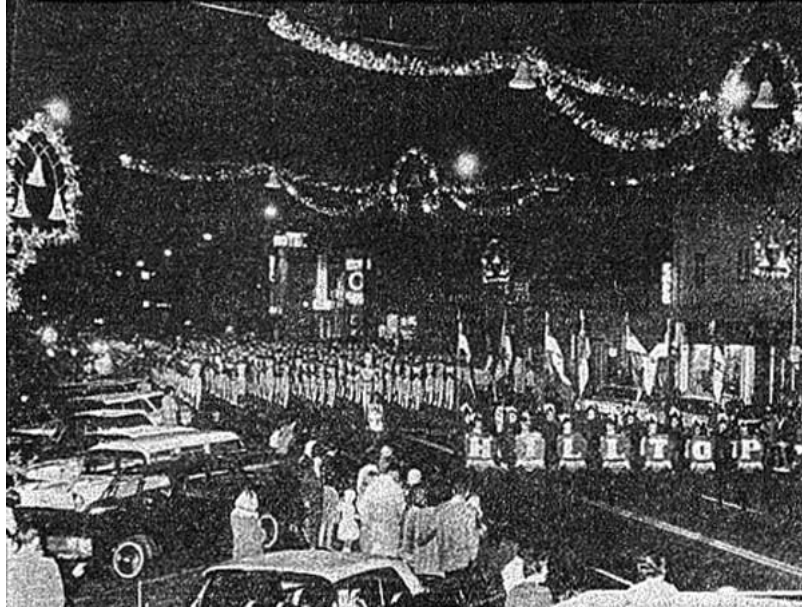


Starlight Yule Parade 1964-1983

These newspaper articles describe the annual Christmas parade held in downtown Chula Vista.



This is a photo of the first Starlight Yule parade in 1964. According to the newspaper caption, "Some 10,000 onlookers watched the 15-unit parade on the newly decorated street. It featured bands and marching units from Chula Vista, Hilltop and Castle Park high schools; cars bearing city, Chamber of Commerce and parking place officials, high school homecoming queens, and a firetruck Santa." (*The Star-News*, Dec. 3, 1964)

1964/12/03 - Annual Yule Parade Planned Along Third. Delighted by an estimated turnout of 10,000 people, the Chula Vista Downtown Assn. this week decided to make the Third Avenue Christmas parade an annual event and named a committee to select next year's theme. About 20 units appeared in the first downtown parade this week, which also celebrated the opening of new off-street parking lots, all within a block of the Third Avenue business district. Planning the next parade was the job of William Jasinek, park and recreation director, and Fred Bergquist, *Star-News* advertising agent. They will name others to a committee. The association this week awarded Tom Huntington, theater manager and chairman of the Parking Place Commission, a plaque for his work in forming the parking district and bringing parking lots to a reality (see picture on Page B-2). The association urged all members to purchase parking tokens to give shoppers for free two-hour parking and free one-hour parking on the streets. Dwight Gove reported for a nominating committee that candidates have been selected for five directorships which will be open. Nominated were Berniece Storm, Leader Store manager; David Hoppaus, Security First National Bank; Charles Ellis, attorney; Bud Isham, Higgins & Croswait Sports Supply; and Bergquist. Guests at this week's meeting were William Eckhart, parking commissioner; Ellis; Otis Pemberton, San Diego Gas Electric Co.; Larry Freeman, San Diego Union; Jasinek and Jack McClendon, McClendon Jewelry. (*The Star-News*, Dec. 3, 1964)

1966/11/29 - Santa Claus left his reindeer and sleigh at the North Pole last night and rode into Chula Vista on a fire truck. But if the hundreds of youngsters who turned out to greet him were disappointed, their faces didn't show it. Before the night was over, most of them had plopped on St. Nick's lap with requests for candy and informing him of their good behavior. The occasion was Chula Vista's Starlight Yule Parade, officially kicking off the shopping season in the city. Sponsored by the Downtown Merchants Association and the Sweetwater High School District, the parade also featured color guards and bands from district high schools and the Marine Corps Recruit Depot. With Santa riding in the fire truck, the parade moved north on Third Avenue from H to E Street. At the end of the route Santa was whisked back down the avenue to F Street where a special area was roped off. Sitting on a throne he heard the children's Christmas wishes. Ten little elves, five of the Chula Vista Girls' Club, and Rose Marie Perfect, 17, the city's "Junior Miss," helped Santa distribute candy to the children. (*The San Diego Union*, Nov. 29, 1966)

1966/12/01 - Santa Claus Parade Thrills Thousands. A crowd estimated by Lin Drake, captain of police reserves, as between 25,000 and 30,000 jammed both sides of Third Avenue in Chula Vista to greet and cheer the arrival of Santa Claus Monday night. The crowd stood in line despite a slight drizzle as Santa and floats carrying Homecoming Queens from the high schools, city dignitaries and officials of the Chula Vista Downtown Association and many others went by. There were also bands and marching units from the Sweetwater school district plus the U. S. Marine Band from the San Diego Recruit Depot to keep the crowds entertained. The Chula Vista Chamber of Commerce entered a float showing Santa and Miss Junior Miss, Rose Marie Perfect, framed against a background of soft green. Homecoming Queens from the high schools, city dignitaries and officials of the Downtown Assn. were also part of the parade. Enthusiastic youngsters waited impatiently for Santa following the parade Monday night. Many parents and children stood in line despite a light rain that failed to dampen the festive scene. As the rain waned Santa's location was changed to a nearby canopy. (*The Star-News*, Dec. 1, 1966)

1966/12/03 - Santa Brings Yule Spirit To South Bay. Santa peeked as National City turned on its "Christmas Lane" lights last night and then skimmed into Chula Vista on a parade hydroplane as the Christmas season opened in the South Bay Area. It was a night of music, gaiety, short speeches, unveiling of new decorations and hope. Commercialism was kept at a minimum but stores have begun night shopping hours. National City's ceremony was prefaced by 15 minutes of Christmas songs by the Christian Church school choir directed by Miss Patty Sorensen near the public library. The choir also closed the ceremony in song. Dr. George

Parchen Jr., chamber of commerce president, made opening remarks and the Rev. Tommy Beard of First Assembly of God Church gave the invocation. The Kile Morgan, switched on lights along 12th Street between National and C Avenues for the "Christmas Lane" that will remain lighted nightly for visitors. It "Christmas Around the World" by the National City Girls Club and religious displays by Congregational, Lincoln Acres Community, First Methodist, First of God and First Baptist churches, the St. Mary's School Guild and the Boys Club. Lorna Harris is decorations chairman for the chamber. Lights went on all down Chula Vista's Third Avenue to herald the annual "yule parade" from H Street north through the downtown shopping district. Some lights are on poles v gothic arches and bells. Some are on overstreet garlands, and still others new to the scene twinkle on bottle brush trees along sidewalks. "This is the additic year," said Niek Slijk, chamber manager and executive of the Downtown Association. Every junior and senior high school band in the Sweetwater Union Hi District was in the Chula Vista parade. Leading off this year was Bonita Vista Junior High School, newest in the district, and closing ranks were the Castle P School Trojans. Each year the bands rotate, said Verne Chandler, parade chairman. The spearhead included a color guard composed of representatives from : schools and there were marching school patrol boys. Officials rode in golf carts to get into the youthful spirit of creation. They included Kenneth Dunn, dow association president ; Mayor Daniel A. McCorquodale, and the councilmen; Eugene H. York, chamber president; city administrator Fred A. Ross, Mrs. Kitt and Miss Chula Vista, Mary Lambertson. There even was a car promoting San Diego's 200th Anniversary next year. And the ambassadors, a club of red-coat chamber membership leaders, had their junior ambassadors, their children, following in red coats, also. Santa has set the scene in the South Bay. (The San I Union, Dec. 3, 1966)

1967/11/23 - This will be 3rd consecutive year for Starlight Parade, will have 17 grand marshals (members of the Chula Vista world champion pony league team); Hilltop HS band, recently won competition to represent San Diego county in Rose Bowl Parade, will be 11 bands, due to cooperation between Sweetwater School District and Chula Vista Downtown Assoc. Santa Claus will appear in the parade right ahead of the Hilltop High band. "This is the one parade of the year where no competitive situation exists," Huntington told the board. "This is one parade where these kids can let down and have a good time." (Chula Vista Star News, Nov. 23, 1967)

1967/11/30 - Yule Parade Entry. Christmas Around the World was the theme of the Chamber of Commerce's entry in the annual Starlight Yule Parade held this week. Niek Slijk, chamber manager, said the float almost didn't make the parade due to a bad towing chain. The parade marched down Third Avenue. (The Star-News, Nov. 30, 1967)

1969/11/23 - Plans for the fifth annual Starlight Yule Parade are set and the event, believed the only night-time Christmas parade in the county, will be at 7 p.m. Dec. 1. Phyllis Foster, executive secretary of the Visitors and Convention Bureau, said yesterday the parade committee met last week and outlined final plans for the parade. This year's event will include non-commercial floats, marching units. 13 high school marching bands and representatives of city government and service clubs. The main attraction will be the arrival of Santa Claus on a float designed by the Chula Vista Lions Club. Another feature of the parade, according to Mrs. Foster, will be the turning on of the Christmas lights in the Third Avenue business district. The parade route will be down Third Avenue between H and E streets. Also part of the parade will be the nine-man bicycle from Imperial Beach and the baton twirlers from the National City Parks and Recreation department. Mrs. Foster said the parade boasts sufficient size and color to be one of the leading Christmas parades in the county. (The San Diego Union, Nov. 23, 1969)



Chamber of Commerce float, *Star-News*, Nov. 30

1969/11/27 - The annual Chula Vista Christmas Parade will be Monday night at 7 pm according to parade chairman Jack Harper. More than 1,500 people will in the parade to the beat of 14 bands from area junior and senior high schools. Chula Vista's downtown Christmas lights and street decorations will light up f first time to spotlight the parade featuring jolly old St. Nick on a float sponsored by the local Lions Club. A special police escort, ROTC color guard from th Sweetwater High School District and a color guard of Chula Vista Police Explorer Scouts will lead the 1,500 marchers, a record turnout for Chula Vista. The highlights include appearances by 20 clowns from the San Diego Clown Club, baton twirlers from the National City recreation department, an ancient fire tr the Chula Vista fire department, a nine-man bicycle act from the Imperial Beach and the Naval Training Center Band. Foreign exchange students and homec queens from area high schools and city officials will ride in open cars provided by the Thunderbird Club. Floats will be interspersed with marching groups f Cajon, Chula Vista Girls Club, Camp Fire Girls, Chula Vista Elementary Safety Patrol and the Bonita 4-H Club. The annual event is sponsored by the Chula Downtown Association of which Ken Dunn is president with assistance form the Chula Vista Chamber of Commerce. Jack Harper is in charge of parade arrangements. A complete listing of parade participants will appear in the Sunday edition of *The Star-News*. (The Star-News, Nov. 27, 1969)



On left, Will T. Hyde, new mayor of Chula Vista, makes his first public appearance in 3rd Ave. downtown Christmas parade. Driving car is Jerry Olmstead accompanied by Vicki Dinger. On right, Police Sgt. Bob Zeitelhack, Chula Vista traffic control officer popular with children and adults alike, rides in Christmas parade. it was his first public appearance since being injured in a traffic accident at 3rd and F St. Oct. 26. (*The Star-News*, Dec. 4, 1969)

1969/12/04 - Parade Opens Christmas Season Here. Thousands of person from all over the county turned out Monday night to watch the Christmas season ushered in with Chula Vista's 5th annual Starlight parade. Drums, band music, sparkling Christmas lights and a record turnout provided a festive air for the hour-long parade started at H St. and moved down 3rd Avenue to end at E Street. (*The Star-News*, Dec. 4, 1969)

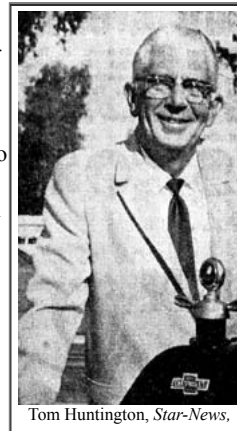


Fire truck "Old Goose" in *Star-News*, Dec. 4, 1969)

1970/11/29 - The yule season officially gets under way at 7 p.m. tomorrow with the eighth annual Starlight Yule Parade sponsored by the City of Chula Vista, Sweetwater Union High School District, Downtown Association and the Chamber of Commerce. A sparkling array of floats, marching bands, antique cars, officials and clowns are scheduled to march down Third Avenue between H and E streets. Raffie, a San Diego television personality, is parade honorary grand marshal and Tom Huntington, local business leader, will be parade marshal. The Chula Vista police motor escort will lead the 48-entry parade down Third Avenue. The Montgomery High School band, newest in the district, will lead the parade of bands. It will be followed by the Chula Vista Safety Patrol, the Chula Vista Junior High School band and Supt. Joseph Rindone of Sweetwater Union High School District. Mayor Tom Hamilton and the City Council will extend holiday wishes to parade spectators and will be followed by the Granger Junior High band, Chula Vista Lions float, San Diego Clown Club, Hilltop Junior High band and a float entered by the Blue Birds. An antique car driven by Tom Hoefert will be followed by the Mar Vista Junior High band, Bird Club and Norval Richardson, president of the Chamber of Commerce; and Ken Wessel, Downtown Association president. Parade chairman Jack Harper is next in the lineup followed by the National City High band, National City Recreation Baton Corps, Southwest Junior High band, Chula Vista Eagles Newcomers Club clowns, Bonita Vista Junior High band and a float from the Bonita 4-H Club. The 10-man bicycle, pedaled by members of the Imperial Beach 20-30 Club, will also appear in the parade followed by the Castle Park Junior High band and the Girls' Club. The second division of the parade will be led by the Chula Vista Police Explorer Color Guard and will be followed by units from Chula Vista High School, float from the Camp Fire Girls, Knights of Columbus float, a unit from Castle Park High, a Chula Vista fire truck, the Chula Vista Ambassadors and a unit from the Bonita Vista High School. Residents of Continental

Country Club, a mobile home park, will offer a float to this year's parade and it will be followed by Bonzo and Bonzoette, a unit from Sweetwater High School from the Parks and Recreation Department, Visitors and Convention Bureau, Mar Vista High School, Our Little Miss, Chula Vista 20-30 Club's Santa Claus float, a unit from Hilltop High. Judie' Cush, Chamber secretary, said there are more floats scheduled for this year's parade than in the past. Trophies will be awarded to the winning floats. The remaining parade entries are non-competitive. The parade committee this year includes Harper, Fred Vernoy and Phillis Foster. (*The San Diego Union*, Nov. 29, 1970)

1970/11/29 - Originator of parade to be grand marshal. The annual Chula Vista Starlight Yule Parade owes its existence to Tom Huntington who organized the first parade eight years ago so local families could see their children in their own hometown parade. "Before then, Chula Vista youngsters were always going off to march in parades in and around San Diego or up in Long Beach," Huntington said. "Half the time their mothers and fathers and brothers and sisters didn't even get to see them. We got up a Chula Vista parade as a family affair and we've had hundreds of letters of appreciation for it." Huntington, the owner of the Vogue Theater, stressed that the parade is a family affair rather than a promotional scheme. "There's no advertising or commercial angle to our parade," he said. "This one is just for the folks here at home to see their children and have a good time." the first parade Huntington organized consisted of bands, pom pom girls and local dignitaries. There were no floats the first two or three years and there were about 750 marchers in the early parades. Last year more than 2,000 participated in the parade and 10,000 wide-eyed children and proud parents watched the floats and bands go by. This year Huntington will be honored as grand marshal of the parade he originated. A long-time resident of Chula Vista, he first operated the Vogue Theater 36 years ago where Cal-American Water Co. now stands. In 1945 he built the Vogue theater at its present location. he has served five years on the Downtown Association's board of directors and was president for two years. He currently serves the city as chairman of the Downtown Parking District and chief cheerleader for the annual Starlight Yule Parade. (*Chula Vista Star-News*, Nov. 29, 1970.)



Tom Huntington, *Star-News*.

1971/11/30 - They don't make Santa Claus parades like they used to. They make them bigger and better these days. More than 50,000 people, a record here, lined both sides of Third Avenue from H to E streets last night for the 9th annual Starlight Yule parade. Half of them were adults recapturing childhood glimpses of St. Nicholas, plum puddings, Christmas stockings, and sugar plum fairies. A lot of them were watching tots, too, of course wasn't any letup in the buzz of excitement created by the youngsters along the eight-block route from the moment Joseph Rindone led the march down the street. Santa Claus appeared some 45 minutes later with his elves on a float prepared by last year's winners - residents of Continental Country Club Mobile Home Park. There were about 1,830 marchers, majorettes and musicians among the 40 units participating. Fifteen junior high and high school bands contributed to the mood created by the biggest Starlight parade here. Besides Santa and Mrs. Santa, the favorites of the curb sitters were the members of the San Diego Clown Club who wandered in and out of the crowd and made the children laugh when the procession looked might be lagging. But the parade never slowed down although a clutch of fathers glanced at it only periodically as they watched a football game on television sets in a store window. The winner among the eight floats was listed among the entries. It was prepared by the Castle Park Campfire Girls. The float's theme was Merry Christmas from Around the World. Girls in various costumes sat around a globe representing the earth with a rainbow capping the whole group. (*The San Diego Union*, Nov. 30, 1971.)

1972/01/27 - The Chula Vista City Council granted \$1,163 to the Downtown Assn. in lieu of a previously agreed to loan to cover the group's deficit incurred by sponsorship of the annual Starlight Yule parade last month. (*The Star-News*, Jan. 27, 1972)

1974/12/03 - Parade Kicks Off Christmas Season. Slightly after 7 p.m. yesterday, an anxious crowd stood on Third Avenue between H and E streets, waiting for the first sights and sounds of the city's Starlight Yule Parade. Youngsters, who had been sitting on the curb for minutes that seemed like hours, would dash into traffic to crane their necks, and ask nearby policemen when the action was going to begin. Then it happened. "Look! I see a float ... and some flags ... and I can hear a youngster's voice." "Here they come." Sixty-one units participated in the 12th annual Yule Parade which followed a one-half mile route from 7 p.m.

p.m., starting at Third Avenue and H Street and ending at Third Avenue and E Street. Fifty-two units were entered in the parade last year. Brownie Troop 45 trophy for "Best Float" in the parade, according to judges Mrs. Beatrice Comstock, Wayne Allen and Edward Carson. The Brownie Troop, by winning first place, will be the only float in the parade next year allowed to have Santa Claus aboard. The Chula Vista Lions Club, which won first place last year, provided the host Santa last night. All participating "groups will be awarded trophies for taking part in the activity, judges said. Neik Slijk, manager of the Chula Vista Chamber of Commerce, said there were "more clowns than ever before" in the parade, which, he said, included commercial floats for the first time. Jack Harper, chairman of this year's parade, and Grand Marshal Standlee McMains, were among the officials who headed the parade march, along with city councilmen Will Hyde and James Hobel, and Sweetwater Union High School District Supt. Joseph Rindone Jr. High school bands from around the South Bay were among the participants along with majorettes, antique fire engines, precision marching units and drill teams and antique cars. Some clowns did handstands and cartwheels, while others marched to the music and talked to laughing youngsters. "I like the clowns the best," said 4-year-old Emil Roy, of 1416 Hilltop Drive. Mrs. Harriet Blosser, a member of the South Bay Boat Club, said she enjoyed watching her club's float in the parade, which was her reason for attending. Robert Sternthal, 13, said he came "because I heard the noise from my house and I ran over to see it." (The San Diego Union, Dec. 3, 1974)

1975/11/20 - Chula Vista's oldest former city councilman, 89-year-old Oswald Boltz will lead the city's 13th annual Starlight Yule Parade, The Chula Vista Star selected as grand marshal for the Dec. 1 parade, which will feature floats and marching bands, announced parade chairman Jack Harper. Boltz was councilman from 1934 until 1938 when Chula Vista was a town of 3,869 and claimed to be the lemon capital of the world, The resident of 34 Davidson Ave. will ride a golf cart on the parade route of 3rd Ave. from H st. to E St., leading off the annual Christmas parade. (Chula Vista Star-News, Nov. 20, 1975.)

1975/11/27 - The 13th annual Starlight Yule Parade will kick off at 7 p.m. Monday in downtown Chula Vista on 3rd Ave. The 80-unit parade will travel from north along 3rd Ave. to E St. where it will disband. South Bay junior high and high school bands, drill teams, local dignitaries, floats, clowns, scouts and majorettes are signed up. Santa Claus will bring up the rear. Parade Chairman Jack Harper said 17 school bands will participate. Dignitaries such as Sweetwater High School Superintendent Joseph Rindone, Trustee Ruth Chapman and Councilman Jim Hobel will ride in the parade in electric golf carts. So will Oswald Boltz, who is the chosen grand marshal. Boltz is Chula Vista's oldest former councilman, serving from 1934 to 1938. The parade is sponsored by the Chamber of Commerce's Downtown Assn., Sweetwater High School District and the Downtown Improvement District. For the first time in several years, the avenue will be decorated for the holidays with Christmas garlands hung this week from light standards in the downtown area. Store windows will be painted tomorrow and Saturday with Christmas scenes. (The Star-News, Nov. 27, 1975)

1975/12/02 - It was pretty easy to tell that the 13th annual Starlight Yule Parade held here last night was going to be a success. There seemed to be more units than ever, hawking horns, peddling peanuts, popcorn, flags and candy floss than there were in the parade. Parade Chairman Jack Harper said: "This is the biggest parade I've ever had for this event." He figured there were almost 3,000 marchers, musicians, clowns and drill team members parading in front of Santa Claus last night. He also figured there were about 35,000 kids of all ages lining the three-quarter-mile parade route along Third Avenue between H and E streets. They stayed right to the end although a chill began settling over the crowd about 8:30 with another 30 minutes of the 80-unit parade to go. It all started off rather late for this annual event. Everyone forgot to pick up the parade's grand marshal. He was given a special lights-flashing police ride to get the marshal on a 7:15 p.m. start. The marshal, incidentally, was Oswald Boltz, the oldest living former city councilman in Chula Vista. He served from 1934 to 1938. Supt. Joseph Rindone of the Sweetwater Union High School District, who was grand marshal two years ago, said he'd volunteer to serve again to get the parade started or "because I have the experience needed for the job." Among the most popular parade participants were City Councilmen Lauren Egdaahl and James Hobel. They scattered about four pounds of candy each in handfuls tossed at the youngsters crammed along the curbs. A couple of crowd-pleasing units were the Skyline from San Diego, who paraded as a precision unit in roller skates, and the all-black Dickison's Dolls Drill Team, an energetic group from Compton making their second appearance in this parade. Then Santa Claus almost sneaked by in last year's winning float prepared by Girl Scout Troop 357. This year's winner, picture among six floats judged, will carry Santa next year. (The San Diego Union, Dec. 2, 1975)



Sausage King float was popular one in the parade, but the Knights of Columbus entry was selected the winner. (The Star-News, Dec. 4, 1975).

1975/12/04 - Chula Vista Christmas parade organizers met over coffee the morning after and critiqued the 13th annual Starlight Yule Parade. They promptly was a "four-roller," and in the language of Restaurateur Kitty Raso who watched the stream of parade watchers in and out of her restrooms, that was a good crowd. Past parades have only been ranked two- or three-rollers, she observed. The parade was worth the hard work, decided the Downtown Assn. which has chairman Jack Harper as a member. Harper got a round of applause when he appeared at the weekly Downtown Assn. breakfast the morning after the parade brought around 35,000 persons to 3rd Ave. Monday night. The association, along with the Downtown Improvement District, Sweetwater High School District Chamber of Commerce and the city of Chula Vista, sponsors the annual parade. The uninvited hawkers who sold popcorn, candied apples and other goodies the parade were an annoyance to the association, which discussed asking a local service organization to handle the concessions and collect the profits rather of-town sellers. Putting such a large parade together had its headaches, the group admitted. First Chamber of Commerce Manager Niek Slijk thought the go carry the dignitaries had been lost. They turned up, and it was Slijk who was looking in the wrong place. Then someone forgot to pick up one of the parade's Grand Marshal Oswald Boltz, and the police department had to be summoned to bring the oldtime Chula Vista councilman to lead off the parade. "And then Cub Scout looking for his group," laughed association member Don Ritchie, adding that no cub scout group was entered in the parade. "He kept coming back coming back," Ritchie said, remembering the hectic hour of organizing before the parade started off from H st. "We looked through the list 10 times. He told Johnson told him to be there." The parade, without the lone, lost cub scout, pushed off late down the decorated avenue. Harper thought the association itself build and enter the traditional Santa float that brings up the tail of the parade. "Let's forget about the float contest and do the Santa float ourselves," he suggested. The contest chooses the best float builder, who next year is in charge of building the highlight of the parade the float that carries Santa. The association wants to stay on 3rd Ave. after next year's parade as a month-long attraction to bring kids and their parents downtown. (The Star-News, Dec. 4, 1975)

1976/11/30 - 'Twas 26 nights before Christmas throughout downtown; people brought their kids and folding chairs and then sat around'. They sat and stood all both sides of Third Avenue from H to E streets to watch the, 14th annual Yuletide Parade. The 90-minute event, which was wrapped up about 8:30 p.m. when Santa Claus made his pre-Christmas Eve visit to Chula Vista children, was sponsored jointly by the Town Centre Business and Professional Association and the Sweetwater Union High School District. 'Twas a night when the youngsters spent more time hollering at the hawkers, who sold peanuts, flags, candied apples, horns, popcorn, candy floss and balloons, than they did shouting at Santa. The color guard of Chula Vista Post 2111, Veterans of Foreign Wars, led off the parade with grand Earl Denton, high school district superintendent, close behind. 'Twas a night for "making out" by guys and gals as the clowns, majorettes, musicians and "antropes" trouped by. Tiny five-year-old Julie Rogelstad, who placed seventh in her age bracket in the state majorette competitions recently, got the biggest hand as she showed down the center line of the city's main street all by herself. 'Twas a night of recognition of Mayor Tom Hamilton, who recently was elected 1st District Supervisor. "Hey Supervisor," one fan yelled. "So that's the mayor," a little lady farther along the route murmured. The Chula Vista Women's League, one of more than a dozen organizations with floats in the parade, reminded everyone to recycle Christmas trees Dec. 31 at 84 E. J St. 'Twas the night when 18 high school bands competed with each other for sound space during the march, with martial music and very few Christmas carols played. This was also described by parade chairman Jack Harper as "a fun parade" because no competition for best float was conducted this year as in the past. That's how 'twas in Chula Vista last night. (The San Diego Union, Nov. 30, 1976)

1979/11/25 - Yule parade is tomorrow. The 17th annual Chula Vista Starlight Yule Parade is happening tomorrow evening, with a new focus: Toys for Kids. Toys for Kids float, built and manned by children, will ride in the parade to collect toys from spectators, who are urged to have unwrapped toys ready at the curb for the toys collected will go to the Toys for Kids program for distribution, and half will be distributed through the local Salvation Army. The Chamber of Commerce Ambassadors, the Dolphinettes and the Bobby Soxers will collect toys curbside. Parade chairman Leonard M. Moore said the purpose of the parade is twofold: to promote the area's school bands and to draw attention to the downtown shopping area. Moore said there are more than 90 entrants this year, including 16 school bands. (The Star-News, Nov. 25, 1979)

1979/11/29 - Dear Editor. . . Parade chairman thanks everyone for its success In behalf of the Chula Vista Town Centre Business and Professional Assoc. the Yule Parade Committee wishes to thank all who made this 17th annual parade a super success. The youths in the parade numbered approximately 2,000, young at heart curbside and rooftop spectators numbered about 40,000. The Toys for a Child element was extremely successful, and the toy gathered are estimated number about 2,000. Where does one start "thank you" an event like a parade? The residents of Chula Vista coming to the parade and for they their children's preparation an participation. The numerous police reserve involved in traffic control. Those who provided the beautiful vintage vehicles for officials. The hard working Dolphinette for a float that took a week to construct and two hours to dismantle. The many business people of 3rd Ave. who lighted their windows with trellises and passed the word. The Sweetwater High School district staff, band directors and 15 strikingly dressed bands that added such color and music. The varied units that always lend interest, color and laughter to this. event. The many behind-the-scene people who make an event of this caliber a success. The very popular grand marshals, Mike Ambrose and Marty Levin, who made a great parade even greater. To all of the above, we thank you. (P.S.: You too Santa!) L. L. MOORE 1979 Parade Chairman Chula Vista (The Star-News, Nov. 29, 1979)

1981/12/01 - The 19th annual Starlight Yule Parade brought happy smiles to participants and observers alike. The parade was sponsored by the city of Chula Vista Chamber of Commerce's Downtown Association, and the Sweetwater Union High School District. Participants included the Hilltop High School marching band, Santa Claus above, and Santa Claus on the last float of the parade. Fay Fowle and Ann Ruiz bundled up against the cold and brought their children. (The San Diego Union, 1, 1981)

1983/11/25 - The 21st annual Starlight Yule Parade will be Monday evening at 7 pm. The parade route for the traditional South Bay event will be along Third Street beginning at H Street and ending at E Street. Junior and senior high school bands, floats, clowns and a television personality, Kathi Diamant of Channel 8, are the attractions. More than 3,000 people and 70 vehicles are expected to march in the parade. The Salvation Army will go along the parade route, collecting food for needy families. It asked that food instead of toys be donated this year. (The San Diego Union, Nov. 25, 1983)

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