



EL CAJON
CALIFORNIA



MOTHER GOOSE PARADE . . . largest children's annual event in the West

. . . is eagerly anticipated and enthusiastically supported by El Cajon and surrounding areas every year. The imaginatively conceived and expertly executed floats vividly depict the famous Mother Goose characters and stories delighting viewers of all ages.

It has attracted outstanding marching bands and participants from all of California and through the media of television has enjoyed a wide audience.

TABLE OF CONTENTS

THE CITY IN THE COUNTRY	3
STATISTICALLY SPEAKING	3
EL CAJON: CITY OF PRIDE AND BEAUTY	5
BIRTHPLACE OF CALIFORNIA HISTORY	6
CHURCHES CONTRIBUTE TO GROWTH OF COMMUNITY	7
MODERN LIBRARIES FOR A GROWING CITY	7
EXCEPTIONAL EDUCATIONAL OPPORTUNITIES	11
EFFICIENT GOVERNMENT GUIDES GROWTH	15
GRACIOUS HOMES A TRADITION	17
GROWING COMMERCIAL CENTER	19
A CITY OF BUSY PEOPLE	20
VARIED RECREATIONAL RESOURCES	21
YEAR-ROUND RECREATION CENTER	23
MODERN MEDICAL FACILITIES ARE WELL-STAFFED	25
EL CAJON ATTRACTING MAJOR INDUSTRY	29
UTILITIES PLANNED FOR FUTURE GROWTH	31
TRANSPORTATION CONNECTIONS TO POINTS WORLD-WIDE	31
ADVERTISING DIRECTORY	32

Cover photo courtesy of Boyd Anderson Studios

This is a Windsor Publication — created and produced by
WINDSOR PUBLICATIONS

Copyright 1967

Suite 308 • 260 South Beverly Drive • Beverly Hills, California

Publishers of

Civic Brochures • Pictorial Brochures • Corporation Reports and Brochures

A MESSAGE FROM THE CHAMBER OF COMMERCE

We hope this brochure will give you an insight into and develop an interest in El Cajon, the fastest growing city in San Diego County.

As our city has grown and changed, the El Cajon Chamber of Commerce has worked vigorously not just to keep abreast of these changes, but to anticipate them and to help the city prepare for them.

Once the Chamber's work (when we were a small town of 5,600 in 1950) was largely retail promotions to support our merchant members. Now while we still develop city-wide retail promotions, our program is wider and more varied.

Our members are actively engaged in community development—how to solve

the "downtown core," problems facing most cities today, what to do about drainage and pollution, how to improve and expand recreational facilities, how to further better education in our schools.

We recognize that our role is non-partisan, non-political, simply one of giving support and guidance to any idea, any proposal that will improve El Cajon.

Recently, industrial development has become a key part of the Chamber's program. We believe El Cajon has a combination of assets which make it a highly attractive location to a variety of industry. Our faith has been bolstered by an increasing number of companies that have come here, looked and stayed.

Whatever your potential interest in our city, the El Cajon Chamber, its professional staff, offices, and members are ready to help. We have the interest, the time, and the facilities. Just tell us what we can do for you. Then, watch us go into action.

Dale E. Randles, President



SINGING HILLS COUNTRY CLUB

Enjoy your leisure time at its best at the beautiful Singing Hills Country Club. Singing Hills is the complete vacation resort, with all the facilities for relaxation and fun. There are three 18-hole

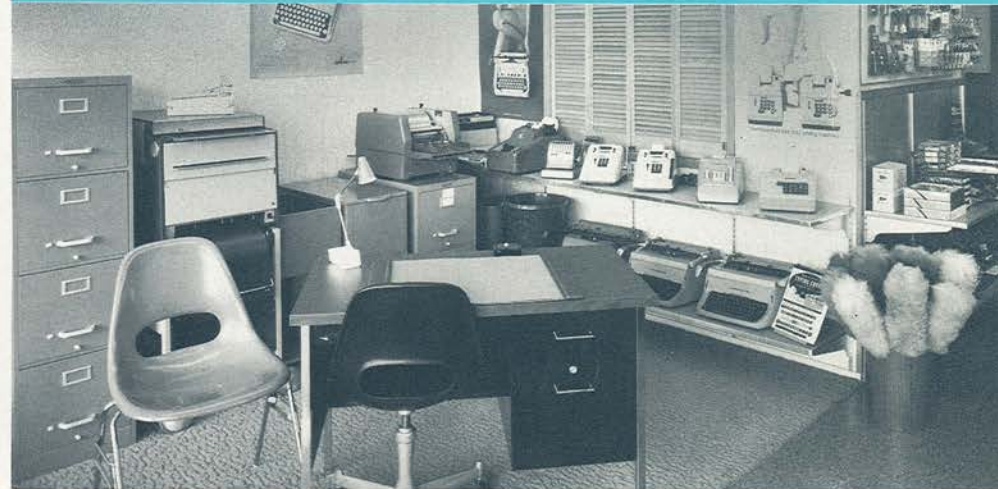
courses, a 41-unit lodge, restaurant and cocktail lounge. Singing Hills is the ideal place to "get away from it all," yet only minutes from downtown El Cajon. 3007 Dehesa Road, 442-3425.



OFFICE SERVICE COMPANY

The Office Service Company caters to the business and individual who desire an efficiently-run office. They have over twenty years experience in setting up office systems and procedures for every type of business and office requirement,

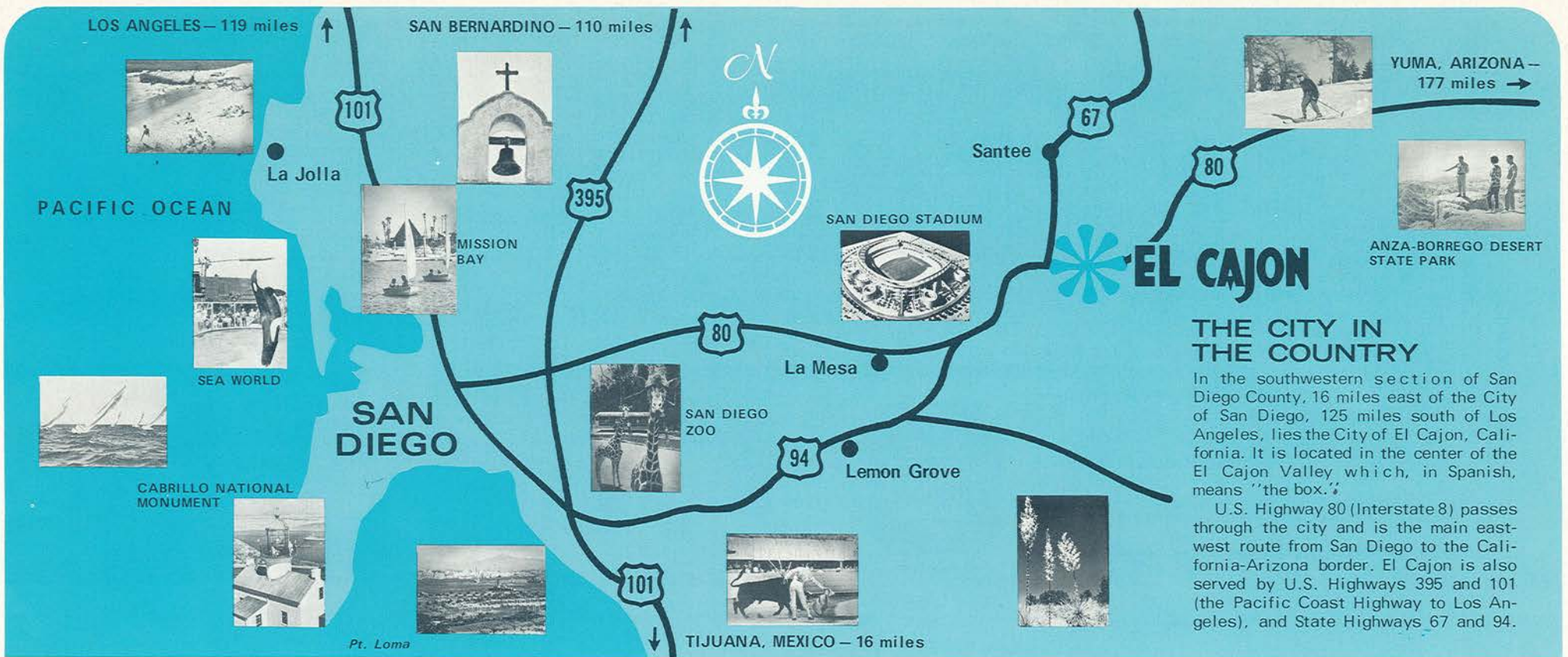
from office supplies and machines to office furniture. Whatever your office needs, let Office Service Company put their ideas to work for you. 375 North Second Street, 442-6661.



SAN DIEGO TRUST AND SAVINGS BANK

Keeping pace with El Cajon's dynamic growth is the El Cajon Valley office of the San Diego Trust and Savings Bank, a full-service commercial bank serving the Heartland area. Additional convenience features include Master Charge (the interbank card), walk-up and drive-up windows, and no service charge on checking accounts maintaining a \$100.00 balance. Fred Gurney, Vice-President and Manager, H.W. Jahries, Assistant Manager. 143 Prescott Avenue, Telephone 442-6651.





EL CAJON

THE CITY IN THE COUNTRY

In the southwestern section of San Diego County, 16 miles east of the City of San Diego, 125 miles south of Los Angeles, lies the City of El Cajon, California. It is located in the center of the El Cajon Valley which, in Spanish, means "the box."

U.S. Highway 80 (Interstate 8) passes through the city and is the main east-west route from San Diego to the California-Arizona border. El Cajon is also served by U.S. Highways 395 and 101 (the Pacific Coast Highway to Los Angeles), and State Highways 67 and 94.

STATISTICALLY SPEAKING

POPULATION: 47,650 (1966).

LOCATION: In the center of the El Cajon Valley, 16 miles east of San Diego, 125 miles south of Los Angeles, 500 miles south of San Francisco.

ELEVATION: 525 feet above sea level.

CLIMATE: Mild and warm throughout the year; average summer temperature, 72.8 degrees; average winter temperature, 51.9 degrees. Rainfall: 13.08 inches. Prevailing winds: Southwest/West direction.

TRADING AREA: 190,000 population.

GOVERNMENT: Incorporated 1912, General Law City, Council-City Manager.

TAX RATE: City: 1.56/\$100.

ASSESSED VALUATION: \$71,500,000.

SCHOOLS: 16 elementary schools, 3 junior high schools, 3 high schools, 1 junior college, several private and parochial schools. Four 4-year colleges and universities nearby, plus the Scripps Institute of Oceanography.

CHURCHES: 48, representing most denominations.

HOSPITALS: 3 general hospitals with a bed capacity of 447, plus numerous rest and convalescent homes.

LIBRARIES: 1 Main and 1 branch library of the San Diego County Library System.

FINANCIAL INSTITUTIONS: 7 banks, 2 savings & loan associations.

RECREATIONAL FACILITIES: 7 city parks totaling 50 acres, plus several playgrounds, 2 swimming pools. Six golf courses, plus many more nearby beach resorts just twenty minutes away.

TRANSPORTATION: Rail: San Diego & Arizona Eastern Railway. Air: Gillespie Field adjacent to city limits; Lindbergh Field (San Diego International Airport), 16 miles distant in San Diego. Truck: 10 common carriers. Bus: Greyhound Lines, San Diego Transit System, San Diego Economy Lines.

UTILITIES: Water: Helix Irrigation District; Gas & Electricity: San Diego Gas & Electric Company; Telephone: Pacific Telephone & Telegraph Company.

INDUSTRY: 206 manufacturing, distribution, research and development and service industries in the city. Leading group classes of products are aerospace parts. Most industry is located in master-planned El Cajon Industrial Park, a mile north of the central business district.



Banks aren't all alike, you know.

Take the two El Cajon branches of First National. They're a little friendlier, a little larger, a little closer, a little easier to get along with than most banks you know. Yes, it is extraordinary what we can do for you if you let us.

One bank with a heart!

EAST EL CAJON VALLEY BRANCH 580 North Second Street / 294-4458

EL CAJON VALLEY BRANCH 141 North Magnolia Street / 294-4802



OF SAN DIEGO

EL CAJON CAR WASH

Everyone knows a clean car runs better, or at least it seems to! The El Cajon Car Wash is the finest in San Diego County, featuring fully automatic equipment to guarantee a safe, clean wash job every time. The El Cajon Car Wash is also a Union Oil Dealer where you get

a discount on car washes every time you fill up with gas. Other services include auto polishing and hand waxing, steam cleaning and upholstery cleaning. Open seven days a week, with free "jet wax" on Tuesdays. 690 El Cajon Boulevard, 444-2828.



PERCY H. GOODWIN COMPANY

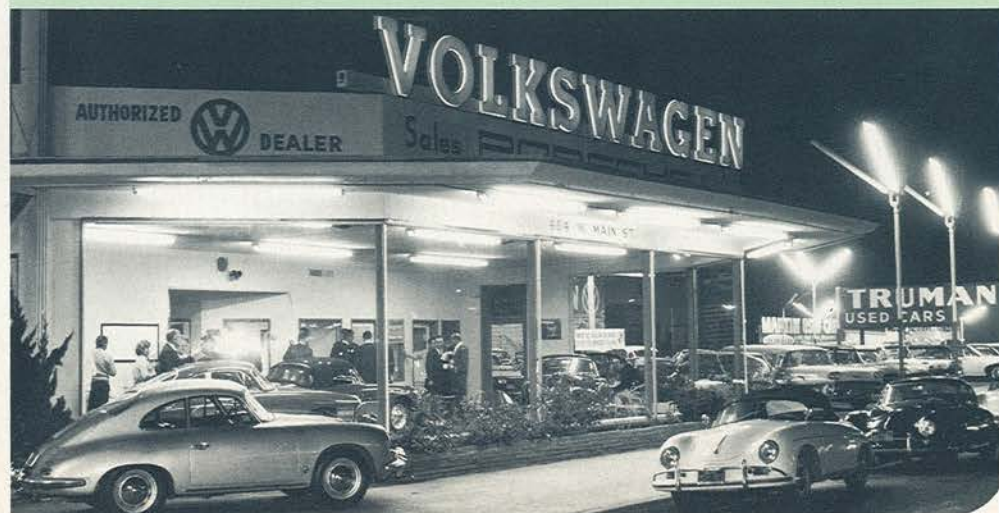
Since 1875, the Percy H. Goodwin Company has been a leader in the fields of real estate, insurance, loans, appraisals and property management. The offices in El Cajon are designed to offer Goodwin clients the unique convenience

of drive-in service, as well as the time- and money-saving advantages of handling real estate and insurance business all under one roof. 490 North Magnolia Avenue, 442-8871.

TRUMAN MOTORS

One of the largest Volkswagen dealerships in Southern California, Truman Motors features the full line of quality-built Volkswagen and Porsche imported automobiles. They also have a fine selection of well-maintained used cars, and each sale is backed by the reliable, expert service of factory-trained me-

chanics in the service department. "Come Get 'Em" is the favorite saying at Truman Motors, for there's no waiting for your favorite model of Volkswagen or Porsche. 464 W. Main Street, Telephone 442-0911.



EL CAJON: CITY OF PRIDE AND BEAUTY

Regardless of the direction from which you enter the El Cajon Valley, you are bound to be impressed. Descending the hillsides to the valley floor, the scene spread out before you is one of beauty and splendor. Here, only a few minutes from California's most southern metropolis, lies the "friendly city" of El Cajon, nestled between sheltering mountains, rolling foothills and plateaus. And, here reside some 48,000 people who are not only proud of their city, but are watching it grow and become more beautiful every day.

Many cities which spring up around metropolitan areas become absorbed by the metropolis itself. They lose their own identity as a separate city in such a way that it is frequently difficult to tell when you've left one and entered the other. Not so with El Cajon. Even though it is located just 16 miles east of the seaport city of San Diego, El Cajon is distinctly a "city" on its own. Grass and tree-covered hills and mountains form a natural barrier from El Cajon's neighbors on every side, yet modern freeways enable residents to enjoy all of the recreational and cultural attractions for which San Diego County is famous.

With a way of life in keeping with sunny Southern California, El Cajon is a balanced community for wholesome family living. You will find modern residential homes and apartments, excellent shopping facilities, an outstanding school system, a new junior college, clean and modern industries, and a host of recreational opportunities. You'll also find every evidence of future growth under way; El Cajon is the fastest growing city in San Diego County — seven times faster than the county as a whole.

Throughout the valley, earthmovers

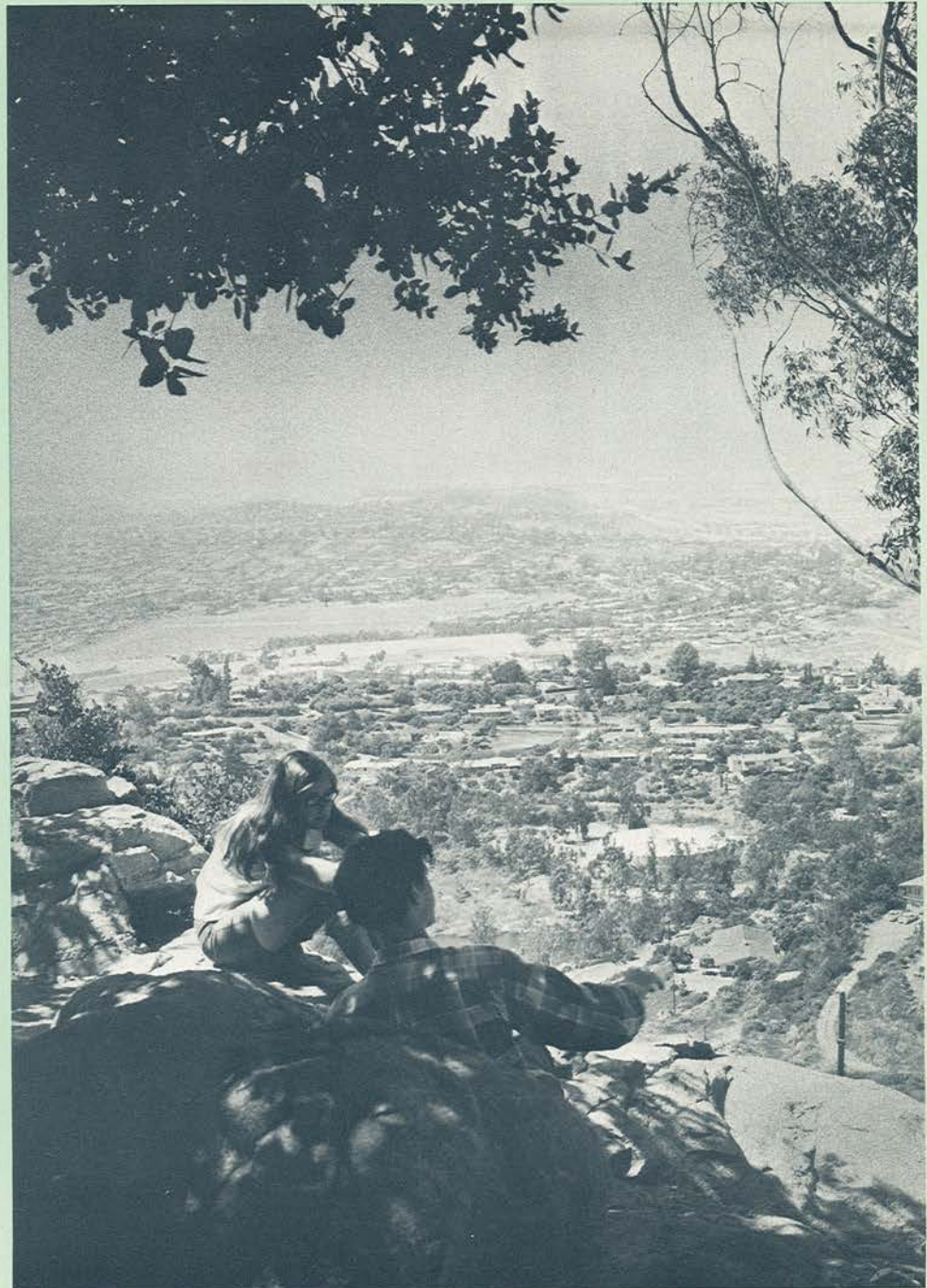
are still a familiar sight as ground is leveled for new subdivisions, shopping centers and freeway routes.

One of the greatest attractions to El Cajon is the climate. The surrounding mountains form a protective shield against temperature extremes, with the result that El Cajon's mild year-round climate permits the maximum enjoyment of the outdoors. It has become the city of fashionable living in the San Diego area; there are six golf courses within five minutes of the city and more swimming pools than either Palm Springs or Beverly Hills. Residential subdivisions like Fletcher Hills, Horizon Hills, and Mt. Helix have given a new meaning to suburban living — large lots, outdoor patios and contemporary styling being the rule rather than the exception.

While El Cajon continues to be a favored residential area for commuters to the San Diego area, the city's own growing industries are attracting many people in the technical, engineering, and professional fields. El Cajon was one of the first cities in the county to fully utilize the "planned industrial park" concept, and most of the city's industry is located on a 500-acre site about a mile north of the central business district. Since this park is zoned for light manufacturing — aerospace, aircraft and missile parts are the major products of El Cajon's industries — residents can be assured of clear, country-fresh air for years to come.

El Cajon is the "hub" of one of California's most fabulous playgrounds. To the west, less than a half hour's drive, lie 70 miles of beaches and waterfront spas such as Sea World, Mission Bay and Shelter Island. Also in San Diego is the first mission of the chain of 21 missions that were the beginnings of colonization and civilization on the West Coast — Mission San Diego de Alcalá. To the east of El Cajon are the mountains and desert regions that draw thousands of visitors each weekend for camping, hiking, fishing, horseback riding and exploring the wonders of nature in California's rugged back country.

El Cajon, the city that has grown up gracefully, has an enviable record of achievement behind it. Even more impressive, however, is its future.



BIRTHPLACE OF CALIFORNIA HISTORY

The history of El Cajon is deeply interwoven with the beginnings of California history. The first inhabitants of the area were Indians who called the El Cajon Valley "Amut-tar-tu" which means "level ground center." The actual "discovery" of California progressed over a period of nearly 200 years, beginning around the mid-1500's when Spanish navigators began to land at various inlets and coves along the coast.

The first white man to set foot on California soil was Juan Cabrillo, and the spot of his landing in the San Diego

area is marked today by the Cabrillo National Monument at Point Loma. Not until over two hundred years later were attempts made to actively colonize the new territory. In 1768, the duties of protecting the Spanish land holdings in the New World were entrusted to Don Jose Galvez and Friar Junipero Serra. Galvez was enjoined to build military outposts along the coast while Friar Serra was to oversee the building of missions for colonization and Christianization of the native Indian tribes.

Mission San Diego de Alcalá, founded in 1769 on Presidio Hill in Old Town of San Diego was the first of 21 missions eventually to be established in California, and marked the beginning of the state's recorded history and the subsequent discovery of the El Cajon Valley. With the founding of the mission, it became necessary to select grazing land for the herds of cattle and sheep needed

to support the mission, and the padres soon discovered the lush green valley was a natural pasturage as it was completely enclosed by hills and mountains. The valley was first named "Vale de Santa Monica" by the Spaniards, later changed to El Cajon which in Spanish means "the box."

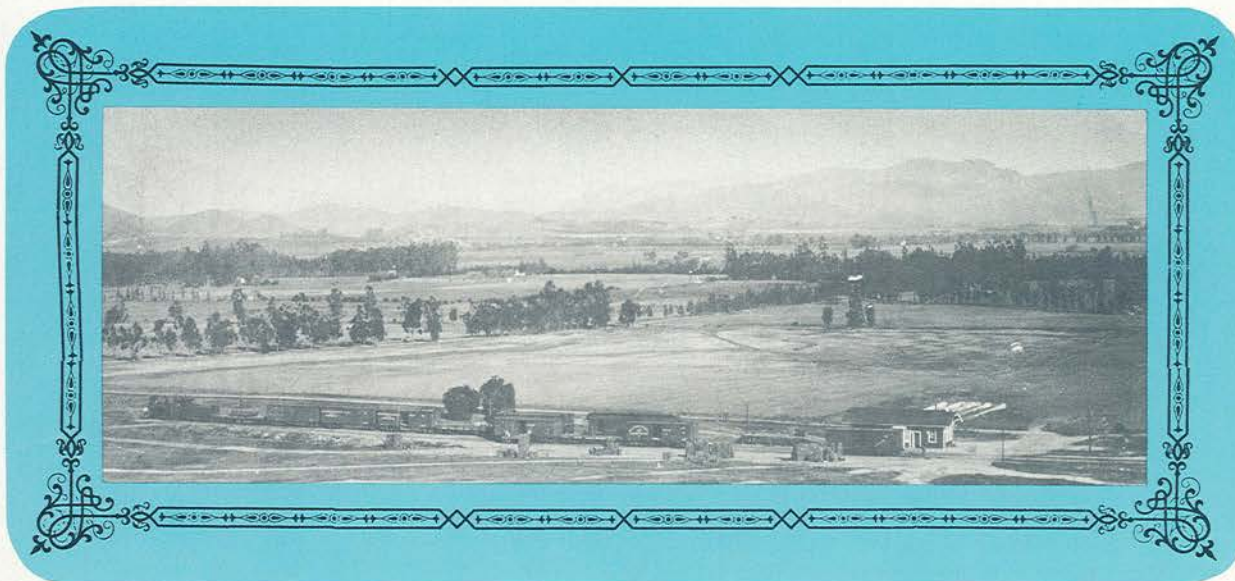
Although the mission was moved in 1794 due to continuing Indian disturbances, the El Cajon Valley remained as the main pasture land for livestock which, during the mission's productive years, numbered over 25,000 head. About fifty acres were also cultivated for growing barley, corn and grapes, with the vineyards still producing as late as 1850. The valley was irrigated by water delivered via a tile flume which originated in the hills north of El Cajon, about five miles away. This was the location of the first irrigation dam and water ditches to be used in California.

Toward the latter part of the 1800's, the area which was to become the City of El Cajon was known as "Knox's Corner," named after Amaziah Lord Knox who built the first hotel and inn at the junction of Magnolia and Main Streets. These were the first two established roads in the area at that time; Magnolia led north into the gold country of Julian, while Main Street traversed a route similar to today's Highway 80 to San Diego.

El Cajon was incorporated in 1912 with a population of 550. For many years its economy was dependent upon agriculture, the valley becoming well known for its truck crops and rich-bearing citrus groves.



Mission San Diego de Alcalá, first mission established in California by Father Serra



El Cajon Valley looking east from Railroad Depot, 1900. (Photo—Historical Collection, Union Title Insurance Co., San Diego, Calif.)

CHURCHES CONTRIBUTE TO GROWTH OF COMMUNITY

The "multiple roles" of El Cajon's many fine churches are seen throughout the community. There are 48 houses of worship representing all major faiths and denominations. They are more than just spiritual centers, however; many of them are social centers for both youth groups and adults, and conduct many recreational programs of their own. Counseling services are also available to teenagers and young adults through the churches, and many of them sponsor youth clubs within the city.

In keeping with El Cajon's rapid and steadily growing population, most of the churches have adopted long-range building programs to meet the future needs of their congregations. Facilities are being expanded, and new buildings are replacing old ones. El Cajon's churches are a complement to a modern city, with architecture and landscaping that blends with the natural beauty of the valley.



MODERN LIBRARIES FOR A GROWING CITY

El Cajon's two libraries are a part of the vast San Diego County Library system, and through the years they have grown to become the cultural and information centers of the community. The main branch located at the Civic Center and the Fletcher Hills branch, together have an annual circulation exceeding 400,000. Although there are over 50,000 volumes in the two facilities, borrowers also have access to the more than one and one-half million books throughout the entire county system.

El Cajon's libraries reflect the modern growth of the city and the desires of the citizenry to have the finest library facilities available. The main branch recently underwent remodeling which doubled its size to provide greater capacity and conveniences for patrons. There is a separate children's library and a children's room, and during the summer, special reading programs are held for students wishing to improve their reading skills. Both branches are equipped with photocopying machines which enable reference materials to be copied and used in the classroom.



In 1935, just prior to the opening of California's Pacific International Exposition, Scott King a San Diego businessman, realized the needs of the American traveling public and pioneered the first quality auto court in San Diego, called King's Auto Court, it was located at the corner of Pacific Highway and Kurtz Street and was an immediate success. This first venture grew into what is today The Travelodge Corporation, a network of more than 350 motels throughout the United States and Canada.

Travelodge has experienced this tremendous growth because of the foresight of King, in his development of the co-owner partnership arrangement. Under the principal terms of this agreement, Travelodge Corporation arranges first mortgage institutional financing for the joint venture through some of the most respected banks and insurance com-

panies in the United States and Canada. Travelodge assists in the selection and acquisition (usually by long term leases) of the site and performs complete architectural services. Further, when deemed necessary, the Corporation arranges for and supervises construction. The co-owner, who in most cases has a 50% interest in the motel, acts as manager.

In 1965, The Travelodge Corporation entered the franchising field. This is a very selective system and to be accepted, independent motels must pass a rigorous inspection by Travelodge executives and quality control personnel. The franchised motels must agree to maintain Travelodge's standards of services, including Beautyrest mattresses and other furnishings. There are at present more than 40 franchises in the total network.

In order to prepare the co-owner managers, and franchisees for their new ca-

reers, the Corporation maintains two training schools in motel management. One of the schools is located in El Cajon, and the other in Tipp City, Ohio. During the extensive courses the trainees learn bookkeeping, maintenance, insurance and other skills necessary to the operation of a successful business.

Co-owners and franchisees also benefit from the research and experience of Travelodge's corporate departments for guidelines in operational management, signing, contractual arrangements and advertising. These benefits are in addition to the favorable prices obtained on furnishings and other supplies through the Balboa Supply Company, a corporate subsidiary.

Travelodge through a subsidiary, TraileRancho Corporation, also pioneered in the development of modern mobile home parks, using the co-owner

concept. The TraileRancho Corporation now has 18 parks, averaging 155 spaces each, with complete recreation facilities, in the states of California, Oregon, and Nevada. It is poised to expand both existing parks and into areas where the demand for such accommodations becomes apparent.

Travelodge is proud that its international headquarters are located in El Cajon. Travelodge Center houses the executive offices, construction, real estate, accounting and architectural departments and is the home office of the Balboa Supply Company.

Travelodge Center was recently presented a beautification award by the El Cajon Chamber of Commerce in recognition of the Corporation's efforts to maintain the attractive appearance of the buildings and grounds.



TRAVELODGE
Corp.



HARPER OFFICE SUPPLY CO.

The largest office supply company in the El Cajon Valley area, Harper Office Supply has been serving the entire San Diego County for over 12 years. From the smallest office to the largest, Harper's has made a specialty of keeping them all running smoothly. Office furniture, business machines, supplies, art and engineering materials, drafting equipment, bookkeeping systems and printing are just a few of the things you'll find at this office supply center . . . "For All Your Office Needs."
555 El Cajon Boulevard, 442-0644.



PETE BUFFO & ASSOCIATES — GENERAL INSURANCE

Capable handling of any of your insurance requirements is the business of Pete Buffo and Associates. In business for over 14 years, this firm has met the highest standards of integrity and service. When it comes to insurance, it will

pay you to discuss your needs with its representatives. You can rely on Pete Buffo and Associates — "Your Independent Insurance Agent" — for confidence, coverage and friendly service. 1269 E. Broadway, 442-0477.



The Daily Californian

*El Cajon's Only Local
Daily Newspaper*

SOUTHLAND SAVINGS & LOAN ASSOCIATION

Imperial Corporation of America subsidiaries span western America and its assets exceed a billion dollars. A charter member of this healthy financial family is represented in Southland Savings and Loan Association. Since 1946, Southland has grown from one office with assets of one million dollars, to become San Diego County's largest

state chartered savings and loan association with ten locations serving 4,258 square miles. Southland's slogan—"your best interest"—is a reflection of their philosophy...to serve, save, share. With historical pride, El Cajon was honored with this office, the first branch location established in the formulative years. 234 No. Magnolia, 442-8811.



HAMRICK INSURANCE AGENCY

Integrity, experience and personal service are the reasons why individuals as well as businesses turn to Hamrick Insurance Agency for all their insurance needs. "The opportunity to serve you is our business," according to owners

Bob and Helen Hamrick, and this they do by handling all types of insurance, including life. They are agents for Continental Insurance Company, Hartford, Ohio Farmers, and U.S. F and G. 127 E. Lexington Avenue, 444-2117.



Lighting Center

1080 N. Johnson Ave., El Cajon, Calif.
A Division of Pacific Wholesale Electric
Phone: (714) 442-9804

Electrical
Construction
Supplies

Complete
Lighting
Equipment

EXCEPTIONAL EDUCATIONAL OPPORTUNITIES

From the city's earliest days, El Cajon residents have shown a high regard for education, a trait that is exemplified even today in the light of predicted growth and population increases. It is growth, in fact, that has brought considerable recognition to El Cajon's schools. To cope with the ever-pressing need to educate more and more students,

many pilot programs, advanced teaching methods and up-to-date facilities have been utilized to provide one of the most outstanding educational programs in the state.

The Cajon Valley Union School District, from its start in a single schoolhouse over 46 years ago, today is the 16th largest elementary school district in the state. The district covers nearly 65 square miles and includes 16 elementary and three junior high schools with a total enrollment of over 11,000. With an eye on the future educational needs of the community, several additional sites have been earmarked for future building construction.

While the district features a broad, well-rounded program to meet the needs of most students, much emphasis has been placed on various areas of special

education. An individualized approach to learning is stressed with each child being rated according to extensive tests. Mentally gifted students are grouped for faster-paced learning and accelerated classes are conducted at the district's Gifted Center. The educationally handicapped receive special help regarding their learning disabilities in clinics located at four schools. There is also a separate unit for cerebral palsy students, and several programs are conducted for educable mentally retarded and physically handicapped students.

No state requires higher qualifications for its teachers than California, and Cajon Valley schools are able to attract and retain the finest educators and administrators. The combination of qualified instructors and excellent facilities has been a vital factor in the

district's high educational standing. Teamwork, between the Board of Education, the administration, the staff and the community, has enabled many new programs and facilities to be incorporated in the schools.

The district has developed its own guide for the teaching of science in the elementary grades; students learn by discovery, and are encouraged to investigate on their own. At the sixth grade level, an intensive pilot program is in progress to teach students the meaning of the law and the interpretation of the laws affecting them.

El Cajon Valley High School, Grossmont High School and Granite Hills High School are the three schools of the Grossmont Union High School District serving the City of El Cajon. There is also the Grossmont Continuation High

(Continued on Page 12)



(Continued from Page 11)

School which has become a model for other school districts. In addition to the continuation-type program which provides a means of education for students who would otherwise be dropouts, this school strives to reduce the social separation from the regular high school, and features normal year-end graduations, scholastic honors and diplomas. Students also attend the continuation high school if for some physical reason they are unable to keep abreast with the regular schedule. They receive individualized instruction and proceed at their own pace until they catch up with their classmates.

The district's Special Education High School is known throughout the state and regularly receives visitors from other districts. Here, in a separate building on the Grossmont High School

campus, physically handicapped students and educable and trainable mentally retarded students receive the type of education necessary to equip them to work and live in our modern-day society. There are also home-study courses, and special training for blind students. An Adult School is conducted during the day and in the evening.

Team-teaching and flexible scheduling are two pilot programs which are successfully being used in the high schools. Teams teach two subjects at one time, or within one time module, and students are able to apply their knowledge of each subject to the other, thus adding meaning to both. In addition to academic and college preparatory classes, there are courses in vocational subjects such as metal shop, graphic arts, wood shop, automotive and

agriculture. Vocational technical programs include electronics, food checking, specialized business training and architecture.

The majority of El Cajon high school graduates continue their education through college with many of them attending Grossmont College. The new campus of this two-year junior college is located on a beautiful 135-acre site in Fletcher Hills. Completion of the two-phase master plan is expected by September, 1967, with the total cost of the campus in excess of \$12 million. Current enrollment is just under 5,000 students. Grossmont College has many features usually found only in four-year colleges. There is an Adult School which features business and career advancement courses in specific fields. It has one of the finest listening libraries of

any college in Southern California and an extensive library of recordings. It also has one of the finest photographic laboratories of any college in the state, and students may receive an Associate Arts degree in professional photography. Grossmont is the only junior college offering geology courses, and a nursing program will soon be initiated. The technical engineering-math program is conducted in conjunction with electronics firms in the area, and students are able to work in their chosen fields while attending school. Grossmont is also one of the two junior colleges in the state offering a food service management program.

Besides adding to the educational stature of the city, Grossmont College has become an important cultural center for the El Cajon area. The Communica-



Grossmont High School



Outdoor discussion at Grossmont College



Grossmont College

tions Arts Department features journalism, television, radio and drama, and theatrical productions are performed throughout the year, with students assuming the entire responsibility of building sets, costumes, directing and acting. A full program of cultural events, including concerts, lecture series, movies, and plays, is featured every year and is well attended by area residents.

A short distance from El Cajon are several excellent colleges and universities. Among them are San Diego State College, California Western University, University of San Diego, the Scripps Institute of Oceanography, and the new San Diego Campus of the University of California.



University of California, San Diego



Aerial view of University of California at San Diego



The Shakespeare Colony

EVANS CONSTRUCTION CO.

9631 GROSSMONT BLVD.

GROSSMONT, CALIFORNIA 92030

465-9700

COMMERCIAL

INDUSTRIAL

INSTITUTIONAL

El Cajon
GRAPHIC ARTS

CREATIVE PRINTERS

EL CAJON GRAPHIC ARTS

This fast growing firm offers complete personalized service for all your printing requirements. The well experienced staff is prepared to help you from the idea stage to the finished product. Whether you have a simple business card, letterhead, catalog or four color brochure, you will be pleased with the fine quality, moderate prices and courteous service.

Complimentary processes rendered are hot stamping, blind embossing, die cutting, blue printing and industrial photographic services. Also, Swift Print, a low cost photo direct offset, recommended for handbooks, manuals, bulletins, newsletters and other short run material.

Howard & Grace Brunswick, owners
 8047 Wing Avenue • 448-8120

EL CAJON EMPLOYMENT AGENCY

Established in 1955, the El Cajon Employment Agency offers personalized service to employers seeking top quality employees and to job applicants through the assistance of certified placement counselors. Professional screening, testing and selection assure better jobs and competent employees. This

firm serves the office, sales, technical, industrial and medical fields throughout the El Cajon and San Diego areas, and holds membership in the California Employment Agencies Association and National Employment Association. 127 E. Lexington. 444-6176.



TRAVEL LODGE
 MOBILE HOME PARK

410 South First Street, El Cajon, California
 Telephone: 442-4211

One of the finest Mobile Home Parks in the Valley with the best location and complete recreation facilities. Visit us and see for yourself and meet:

Don and Phyllis Miller, Co-owner Managers



This is one of the 18 Mobile Home Parks designed and constructed by:

TraileRancho Corporation
 P.O. Box 308
 El Cajon, California

We are tops
 in
 DRY CLEANING



TOP HAT CLEANERS

You can trust your finest garments to Top Hat Cleaners, where quality, not price, has set the standard. Owners Aaron George and Evelyn Weir personally oversee all clothes that are cleaned in their plant, your guarantee of perfect dry cleaning and laundering every time.

They operate their own modern dry cleaning plant and laundry, and during the five years of operation in El Cajon, have become well known for the finest cleaning in town. "Drive-thru Service" is a special feature for the folks in a hurry. 999 E. Washington, 444-3688.

EFFICIENT GOVERNMENT GUIDES GROWTH

Since 1950, the City of El Cajon has grown at a rate seven times faster than the county as a whole, and predictions are that by 1975, the city will have a population of around 70,000. In the wake of present growth, and the resultant increase in industrial activity and new retail stores, El Cajon gives every appearance of having just come off the drawing boards. It has an orderliness about it that few cities can match in this decade. The secret, of course, is administrative control in the best interests of city development.

City officials have carefully guided the growth of their valley city from the first moment new residents began to discover the pastoral countryside that lay "over the hill." El Cajon was one of the first cities in the county, in fact, to set aside land for the development of an industrial park—a move which has kept industry localized and separated from residential and commercial districts. El Cajon's industry is a source of community pride; with payrolls of over \$30,000,000 from over 200 plants, it has provided the area with a constant tax base and stable economy.

City planning continues to be of principal concern given daily attention at City Hall, for El Cajon today is still in the growing stages. Three new freeways are planned for the next decade, a \$20 million regional shopping center will be open by the Fall of 1968, more and more industry is finding El Cajon an ideal place in which to locate, and the city is becoming a wholesale and distribution center for many national and state-wide firms.

Incorporated in 1912, El Cajon is a general law city administered under the Council-Manager form of government. It is a full-service city, operating its own

fire, police, and parks departments, and all other municipal services except health and library which are contracted for from the county. The fire department operates from one main station and two sub-stations located in the residential areas. Modern fire fighting equipment, including rescue and first aid at all stations, plus well-trained personnel have given the department a Class IV rating, resulting in lower-than-average insurance rates for homeowners.

The safety of life, limb and property comes under the jurisdiction of the El Cajon Police Department. In addition to criminal apprehension, the department's major job is the prevention of crimes, law enforcement, traffic safety and accident prevention. Numerous programs conducted in the schools stress the importance of respect for the law, how to prevent accidents in the home and on the road, and how to become better citizens in the community.



Artist's rendering of the Public Safety Building

HOME FEDERAL SAVINGS & LOAN ASSOCIATION OF SAN DIEGO

Keeping pace with the rapid growth of San Diego County, Home Federal is San Diego County's largest association serving the savings and loan requirements of residents and businessmen. A long-term policy of paying a high dividend rate of interest brings maxi-

mum earnings with safety to Home Federal account holders. You can also look to Home Federal for funds to build or purchase your home. Mr. J. Waidron Hooper, Manager. 200 South Magnolia, Telephone 442-9201.



CARTWRIGHT TERMITE CONTROL

"For a job done right, call Cartwright," San Diego County's leading termite control firm with offices in El Cajon, Pacific Beach and Chula Vista. Their services include termite, fungus and dry rot control, shower repairs and inspection

for FHA, Cal-Vet, G.I. and bank loans. The service is fast and the workmanship excellent. You can be sure of long-lasting termite control in your home or plant with Cartwright. 768 N. 2nd St., Telephone 442-9613.



THE INTERNATIONAL HOUSE OF PANCAKES

The International House of Pancakes is known for its dinner-house service, atmosphere and quality food at coffee-shop prices. "The Home of the Never-Empty Coffee Pot" offers 19 varieties of pancakes gathered from recipes around the globe, and a full dinner menu

of steaks, fish, sandwiches and salads. Its menu was developed by a Cordon Bleu of Paris graduate. Open seven days a week, Friday and Saturday until 3:00 A.M. Armin Salinas, owner. "Designed for the Discriminating Diner." 120 N. Magnolia Avenue, 442-8947.



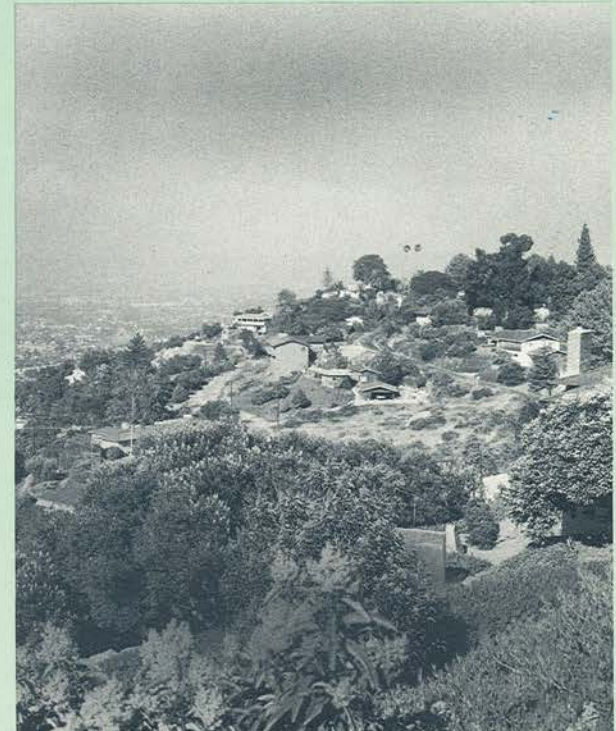
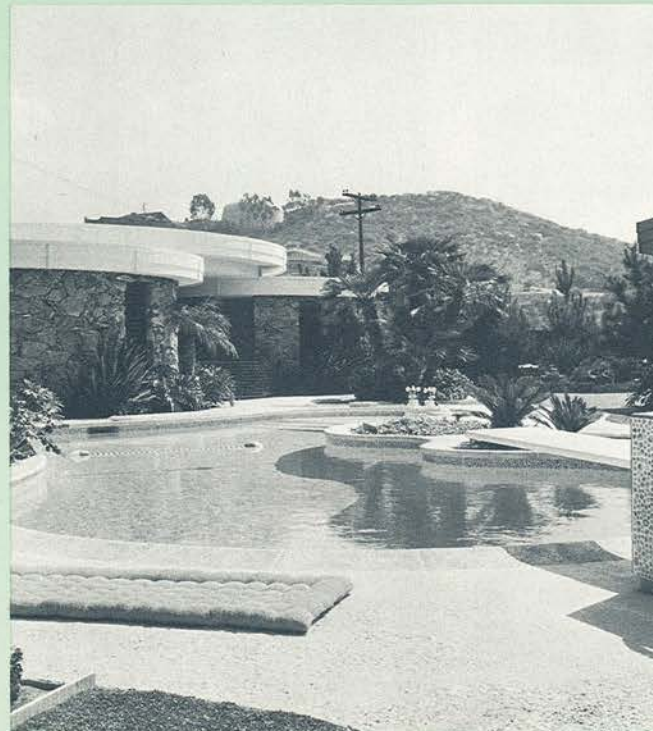
GRACIOUS HOMES A TRADITION

Within recent years, El Cajon has become known as a fine residential community of beautiful homes. The variety of homes available, and the friendliness of the people are just two of the many reasons why living in El Cajon is especially enjoyable.

El Cajon's homes are designed to take advantage of the valley's excellent climate for indoor-outdoor living. Nearly all of them have outdoor patios and large yards for outdoor entertaining, and a great many have swimming pools. Gracious hillside residences have become a tradition in El Cajon, and some of the finest subdivisions in the southland can be found along the foothills and on the slopes of the El Cajon Valley. Toward the eastern end of the valley are many small "ranches" with plenty of room to keep horses or cultivate a small orchard.

Residential areas such as Fletcher Hills, Mt. Helix and Horizon Hills offer a sweeping view of the valley, and feature an abundance of flower gardens, shade trees and native shrubbery along curved hillside drives. Architecture varies from traditional to contemporary to rambling California ranch-style, and the city's proximity to Mexico imparts a decided Spanish and early-California flavor to many homes and gardens. Regardless of where you live in El Cajon, you're never more than minutes away from the finest shopping, schools, or your place of business.

Prices of single-family homes in the El Cajon area range from about \$16,000 to \$100,000, depending on the location. New and attractive multiple-unit apartment buildings are becoming a familiar sight in El Cajon and offer all of the conveniences for fun-filled, carefree living. Rentals start at about \$60 per month and reach a top at \$600 per month.



Grossmont residential area overlooking El Cajon

HATCH CHEVROLET

Hatch Chevrolet, El Cajon Valley's leading Chevrolet agency, covers seven and one-half acres with superb sales and service facilities including a fleet sales and leasing department. Featuring the complete line of Chevrolet new cars from the exciting new Camaro to the luxurious Caprice, and quality-main-

tained OK used cars, Hatch's has just the car for you. The qualified service department further insures customer satisfaction. Valley residents can depend on the firm's slogan, "We're never satisfied until you are." 850 El Cajon Boulevard, 442-0201.



VAQUERO FAMILY RESTAURANT

The Vaquero is one of El Cajon's most popular family restaurants—one you will enjoy often. The varied menu and modern pleasant surroundings are designed to please everyone. In addition to its daily special, the restaurant features a selection of Mexican Combination plates and the finest homemade

pies around. Delicious fruit and cream pies are baked daily in their own kitchen, and if one slice isn't enough, you can take a whole pie home with you. Two locations for your dining pleasure: 475 N. Magnolia, El Cajon, 444-3739; 5201 Linda Vista Road, San Diego, Telephone 291-0225.



AAA VAN & STORAGE CO.

Whether you're moving across the street or to the other side of the world, AAA Van and Storage is equipped to handle it. The firm is the exclusive local agent for Atlas Van Lines, "The World's Most Complete Moving Service." AAA has special trucks to handle moving of elec-

tronic equipment. Its "Complete" moving service includes packing, crating, transporting and warehousing. You can count on AAA's experience; you may not move very often, but they do it every day! 1008 W. Main St., 444-9455.



EL CAJON BEAUTY COLLEGE

The door of opportunity is open for ambitious men and women who long for success and financial independence. A career as a beautician could well be the answer, with many well-paid specialized positions available to graduates of the school of cosmetology. Instructors at El Cajon Beauty College are ex-

perienced in the latest methods and trends of hairstyling, permanent waving, hair coloring and all areas of cosmetology. This school features pleasant surroundings for both students and patrons, with the most modern equipment and materials for your use in training. 140 South Magnolia, 442-5581.



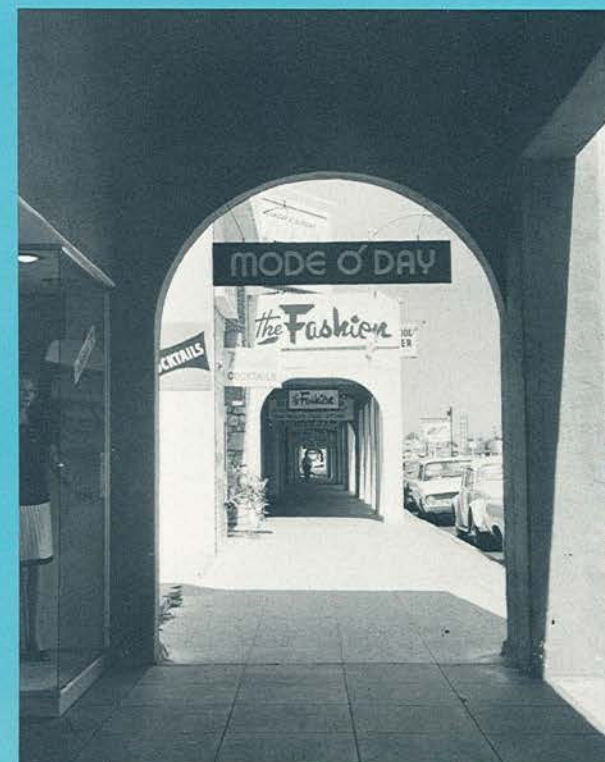
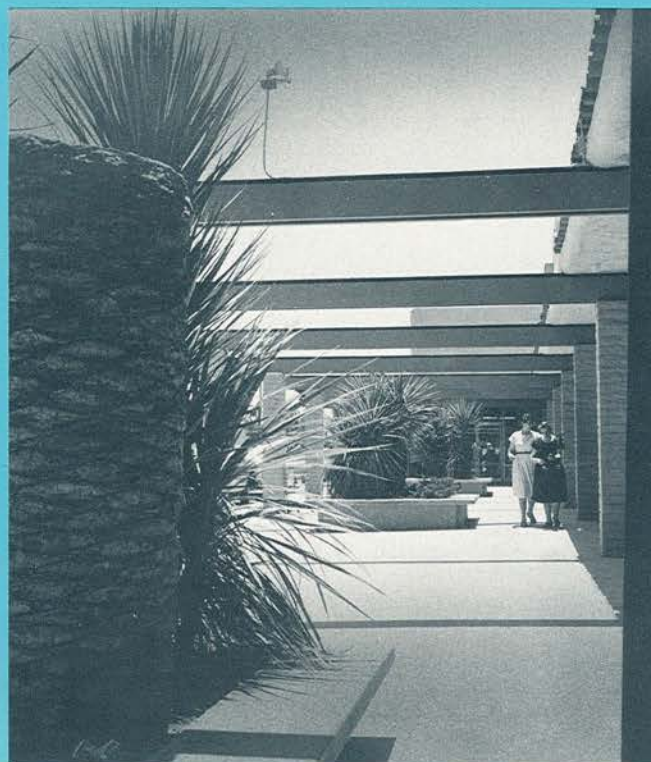
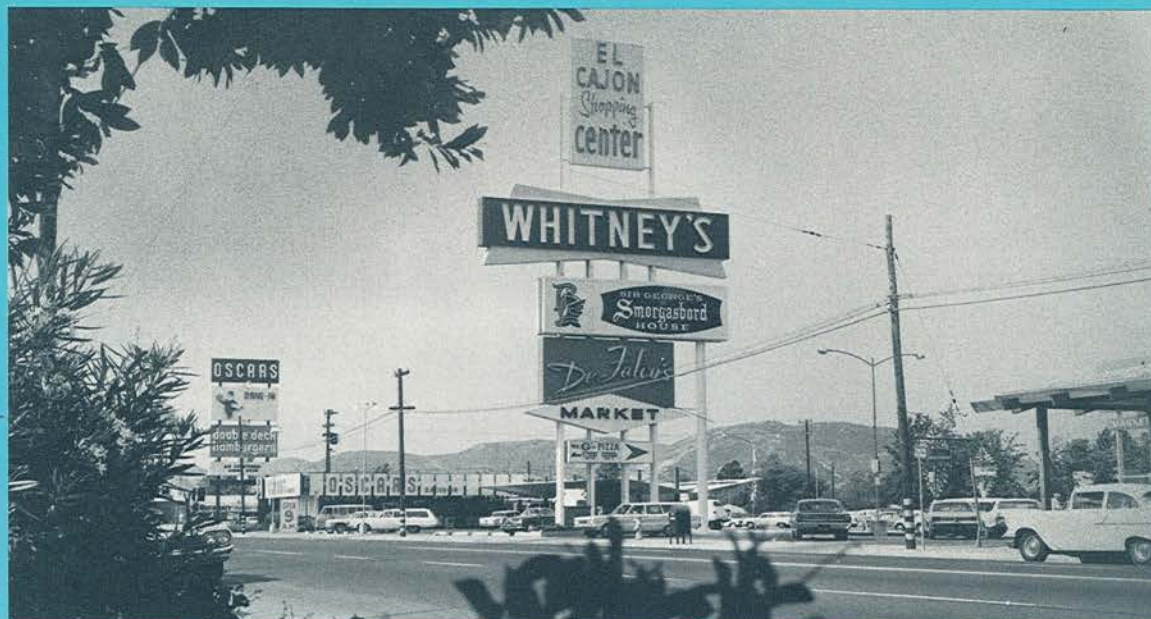
GROWING COMMERCIAL CENTER

Newcomers to El Cajon are always impressed by the quality and vast numbers of stores that make shopping fun and convenient. Even though it is close to metropolitan San Diego, El Cajon is a self-sufficient commercial hub in its own right, and the number of retail establishments continues to increase every month. From modern shopping center complexes to the established businesses along Main Street, El Cajon Boulevard, and Magnolia Avenue, shoppers have come to rely on the quality of merchandise and services offered by El Cajon merchants. With buying habits of Southern Californians being as varied as they are, local businessmen take pride in offering their personal service at every opportunity.

In El Cajon, you'll find quality specialty shops as well as national chain and department stores, plus an endless array of restaurants, banks and other service outlets. For the modern homemaker, there is hardly a commodity from the smallest convenience item to the largest appliance that isn't available in El Cajon stores. There is ample on and off-street parking to make your shopping sprees even more enjoyable.

The continued building of new residential subdivisions and apartments in El Cajon Valley has brought about an increase in the number of neighborhood shopping centers to supplement those already established.

Within the next year, construction will begin on one of the largest regional shopping centers in Southern California on an 80-acre site in the heart of the city. A national department store will form the nucleus of this modern shopping complex, with a host of satellite specialty shops for complete one-stop shopping convenience.

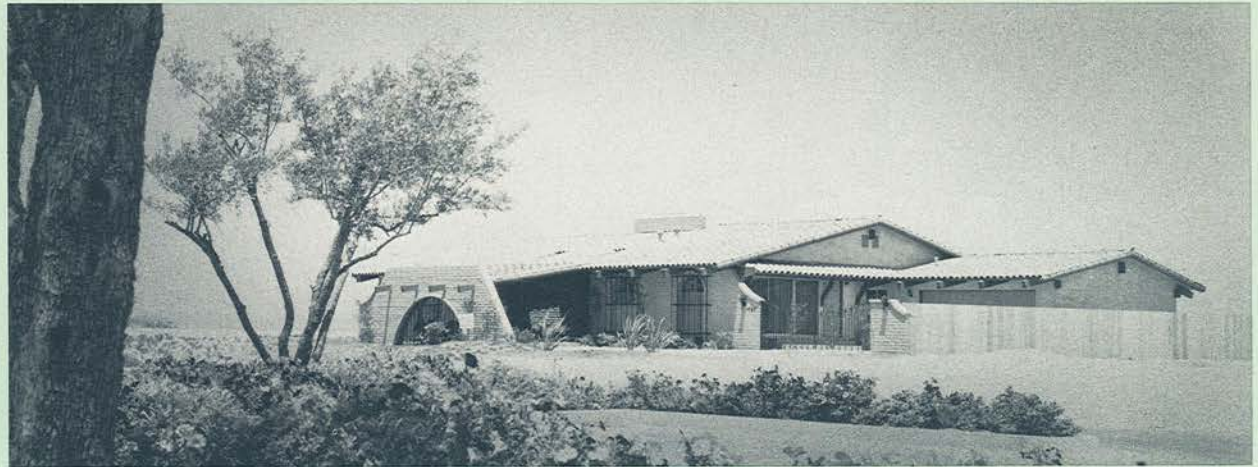


A CITY OF BUSY PEOPLE

Newcomers to El Cajon will find that it doesn't take much time to become involved in the many activities that are a part of community life. El Cajon is an especially active city when it comes to cultural and community functions. Nearly every type of service, social, civic and fraternal organization is represented in El Cajon.

One of the most popular events of the year is the Mother Goose Parade which is held on the Sunday before Thanksgiving. Now in its twentieth year, this colorful event is seen by nearly half a million people, plus being telecast from coast to coast.

The many cultural events that have been sponsored through Grossmont College, and the accessibility of the cultural life in San Diego, has spurred a city-wide interest and appreciation in music, the arts and the theater. The Shakespeare Festival at the Globe Theater in San Diego is a special attraction to El Cajon residents, and throughout the year, the city is host to many symphonic concerts, opera, ballet, little theater groups and the legitimate theater. Combo House, located on a hilltop in Fletcher Hills, was recently auctioned for nearly \$90,000 as part of COMBO II, a giant fund-raising auction by the Combined Arts of San Diego. Nearly \$400,000 was raised for the support of local cultural groups, with donations including a safari to Kenya, automobiles, appliances, vacations to Mexico and Hawaii, and art objects.



Famous Combo House in Fletcher Hills



Annual Mother Goose Parade is enthusiastically supported in El Cajon

VARIED RECREATIONAL RESOURCES

Living in the center of the natural, year-round playground of Southern California, it's no wonder that El Cajon residents have a healthy and growing interest in all forms of wholesome, family-oriented recreation. There are many activities throughout the year to while away their leisure hours.

The El Cajon Parks and Recreation Department is continually expanding in the areas of sports and hobby activities, for the sole purpose of establishing a lifetime interest in these programs. The four major areas of development are social, physical, cultural and educational. The Parks Department is fully aware that today's youth will have many more hours available in the future for recreation, the arts, and social enrichment, and they are determined to instill a lasting interest in wholesome leisure-time pursuits.

There are seven city parks in El Cajon which comprise a total of over 50 acres and an additional 20-acre site is yet to be developed. In addition, 17 school playgrounds are operated by the city under cooperative agreements with the school districts for after-school and summer recreation programs. There is also a model airplane field and two community swimming pools. The city's parks are completely equipped with facilities ranging from sports and athletic fields to barbecue pits and picnic areas. Wells Park, the largest, has a community center and is the site of the El Cajon Boys' Club.

Practically every sport known to American youth is available through

the many programs offered by the Parks and Recreation Department. There are also arts and crafts and hobby classes for all age groups.

Team sports include Little League baseball, soccer, softball, swimming, tennis, handball, football and basketball, with special activities furnishing instruction in baton, tap and ballet dancing, and physical fitness. There are many classes and team sports for adults as well as youth, and activities such as golf, shuffleboard and softball are popular with the athletically-inclined. An active Senior Citizens Club has regularly scheduled events such as trips to local points of interest, dances, card games, buffet dinners and many other group functions.



Horseback riding at rancho near El Cajon



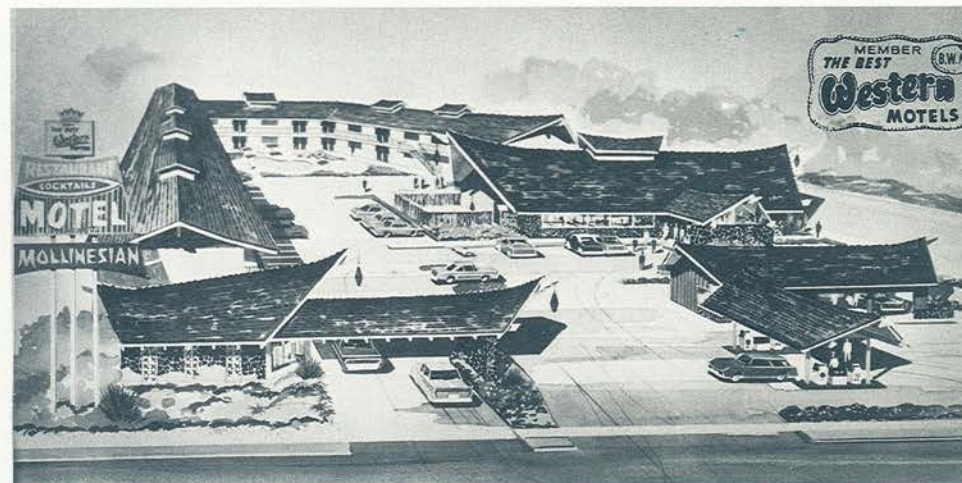
The Pearlyman

Direct from the British Empire, The Pearlyman offers food and drink unlike anything you've ever had on these shores. The restaurant specializes in English style fish and chips, a wide selection of wines, imported beer and ale, and English pastries. A visit to the the adjoining Cheshire Cheese Room will introduce you to the tantalizing famous English cheeses like Blue Stilton, Lancashire, Caerphilly. You can also enjoy a game of darts in the tradition of the English Pub. Dine at the Pearlyman often...for lunch or dinner...seven days a week. 575 E. Main St., 442-0491.

J. L. HANSON & COMPANY

The J.L. Hanson & Company is a leading beverage distributor and one of the County's newest and fastest growing companies. This aggressive sales and service organization now serves north San Diego, Mission Beach, Pacific Beach, La Jolla, Clairemont, El Cajon,

La Mesa, Pine Valley, Alpine, Lakeside, Santee and Campo with beverages that include Colt 45 and Hamm's Beer. Whenever you're dining out or expecting guests, insist on Hamm's: "Refreshing from the land of sky blue waters," or "Colt 45 Malt Liquor." 250 Fletcher Parkway, 442-9801.



THE MOLLINESIAN MOTEL

The Mollinesian Motel is designed for both the vacationer and the businessman. Centrally located in the beautiful El Cajon Valley, it is only minutes from four championship golf courses, shopping centers, Gillespie Field, night clubs and restaurants, and the popular

south coast beaches. The Mollinesian features a beautiful swimming pool and sun deck, family units, phones and television in each room. Soon to be added is a coffee shop-restaurant and cocktail lounge. Member of Best Western Motels. 650 N. Mollison Avenue, 442-0601.

YEAR-ROUND RECREATION CENTER

Many people who live in El Cajon think of their city as a year-round vacation center, and they are the ones on a year-round vacation! Just how true this is can be seen by the myriad of things to do and see within a few minutes' drive of El Cajon. Southern California is known as one of the finest all-year playgrounds in the world, and thousands of tourists annually marvel at the fun and excitement that has made San Diego County famous.

"From the desert to the mountains to the ocean" would be a fitting description for El Cajon: to the east of the city lie the many fascinations of the Cali-

fornia desert and the Anza Borrego Desert State Park, a favorite retreat for campers, hikers and the out-of-doors enthusiasts. To the west, only twenty minutes away, there is an entirely different world—over 70 miles of it in the form of sandy beaches, pounding surf, rocky bluffs and world-famous resorts.

From sport fishing to following the wind on the wings of sail to soaking up the warm California sunshine, the Pacific coastline is a kaleidoscope of color and activity round-the-clock. San Diego's fabulous Mission Bay area offers water skiing, yachting, swimming, Sea World, fine restaurants and gay night clubs. Then there's the San Diego Zoo at Balboa Park which features the world's largest collection of wild animals, and the world-famous Children's Zoo with its special collection of baby and tame animals surrounded by imagi-

natively designed buildings with juvenile appeal.

And, along the coast, like a string of jewels, are such spas as La Jolla, Silver Strand Beach State Park, Point Loma, Del Mar, Coronado and more.

Thirty minutes from El Cajon, the excitement of Mexico beckons at Tijuana, with such South-of-the-Border attractions as bull fights, dog and horse races, and the exotic shops of souvenirs and bargains delight tourists by the thousands. The sports enthusiast will be right at home living in El Cajon; 64 nearby golf courses will give your clubs a work-out whether you're a pitch-and-putt artist or a professional. Along Highway 80 (Interstate 8) between El Cajon and San Diego, the recently completed San Diego Sports Stadium has been designed to host an exciting array of sports events. Popular spectator

sports include the Andy Williams San Diego Open Golf Tournament, NBA basketball (the Rockets), ice hockey (the Gulls), pro-baseball (the Padres) and pro-football (the Chargers). Hopes are high among sports fans that a major league baseball team will be added to the roster in the near future.

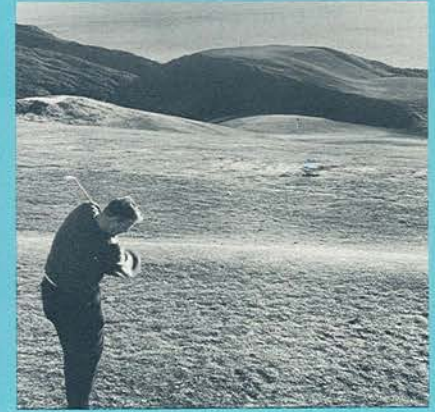
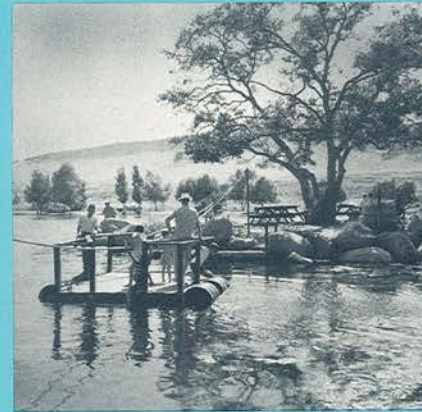
From cheering a beat-the-clock touchdown by San Diego's home team, the Chargers, to rockhounding along the canyons and gullies of the inland desert, El Cajon is in the center of fun and excitement, where every week-end can mean something new and something different to see and do.



Aerial view of San Diego's Mission Bay Aquatic Park



Viewing circle at Del Mar Race Track



VANORSDALE INSURANCE

Conveniently located in downtown El Cajon, Vanorsdale Insurance has been serving San Diego County since 1949. An Independent Insurance Agent, they are licensed to handle all types of insurance and to transact business with all companies. Their volume of Life, Ac-

cident and Health insurance alone approximates over one-half million dollars annually. For all of your insurance needs, Vanorsdale Insurance is as near as your telephone, 24 hours a day. 422 E. Main Street, 442-4423.



BROWN TOOL ENGINEERING COMPANY

For more than eleven years, Brown Tool Engineering Company has meant quality to the metal working industry. Complete facilities including environmentally controlled room (shown), modern equipment, and skilled personnel have enabled this firm to provide all the serv-

ices necessary in the manufacture and maintenance of special precision tooling. Flexible management, quality control, and design-engineering assures each customer the finest tools and cutting instruments in the field. 544 Vernon Way, 442-3335.



UNIVERSITY SHOWCASE & FIXTURE CORP.

Specializing in the design and manufacturing of Architectural Wood Work, Commercial Fixtures, Institutional Furniture and Laboratory Equipment, University Showcase & Fixture Corp. is regarded as one of California's leading wood-working firms and is well known for its interior installations in such well known projects as the Salk Institute, 27 story

U.S. National Bank Building, Mercy Hospital, Century Plaza Hotel and University of California Campuses at San Diego, Santa Barbara and Santa Cruz, and San Diego International Air Terminal. All of these outstanding projects feature artistic work of this fine firm. 1451 N. Johnson Avenue, El Cajon Industrial Park, 442-1681.



FRED G. HUNT CONSTRUCTION CO.

All you have to do is tell the Fred G. Hunt Construction Co. when you'd like to move into your new office or industrial building, and this firm will handle all the details. The company is an experienced Star builder-dealer and has over 2,560 different sizes of low-cost custom-designed Star buildings for com-

mercial and industrial uses. Star buildings provide more space at less cost than most any other method of construction. "Turn-Key Construction" means one-source responsibility including site selection, building design, quality materials, fast construction...even landscaping! 333 West Lexington Avenue, Telephone: 444-5827.



MODERN MEDICAL FACILITIES ARE WELL-STAFFED

The many modern hospitals, medical clinics and nursing homes in and around the El Cajon area have attracted top general practitioners and specialists in every field of medicine for many years. Within the city, Heartland Community Hospital and El Cajon Valley Hospital offer residents an exceptional variety of medical facilities. Both are general acute hospitals with 24-hour emergency care, modern operating rooms, diagnostic and clinical laboratories, obstetric departments and X-ray laboratories. They are fully accredited by the Joint Com-

mission on the Accreditation of Hospitals, and hold memberships in state and national medical and hospital associations.

El Cajon Valley Hospital recently completed an extensive building program which increased its capacity from 60 to 180 beds, with a corresponding expansion of its intensive, acute and extended care units. One notable feature at El Cajon Valley is the sterilization of air in the critical care areas and in the operating rooms.

In addition to these two fine facilities, El Cajon residents are within a fifteen to twenty minute drive of the hospitals serving the San Diego area. Special medical treatment such as nuclear medicine and coronary care are immediately available to all residents of the El Cajon Valley.



EL CAJON VALLEY HOSPITAL

In response to the community's acceptance of its varied and excellent medical services, El Cajon Valley Hospital has recently expanded from 60 to 180 beds. Unique among its many facilities is the sterilization of air in critical areas such as surgery, delivery and nursery. Hospital services include intensive, acute and extended care facilities, complete diagnostic and clinical laboratories. 1688 E. Main St., 442-6611.



ELMER'S DISPOSAL SERVICE, INC.

For over fourteen years, Elmer's Disposal Service has been instrumental in maintaining the appearance of El Cajon and San Diego County. Elmer's services are offered to residences, businesses, apartment houses and industries. For

the right way to solve any refuse or disposal problem, call this disposal service. Remember their motto: "Litter - Don't Throw It - Can It!" 146 N. Orange Street, P.O. Box 5, El Cajon, California 92022, Telephone 444-1138.



TAM, INC.

This successful firm is a franchised manufacturer of Flexalum aluminum awnings, patios, buildings, facings and carports. The modern, maintenance-free look of Flexalum can be seen on many attractive buildings of El Cajon's Indus-

trial Park. Locally owned and operated, Tam, Inc., provides complete sales and installation of all aluminum outdoor products - retail and wholesale. 823 Fesler Street, 442-9421.



790 GREENFIELD DRIVE
EL CAJON, CALIFORNIA 92021
(AC 714) 442-3451

STRAZA INDUSTRIES

When the Saturn-V missile blasts off for the moon, and when the TRIESTE II explores the ocean depths at 20,000 feet, products manufactured at Straza Industries assure El Cajon Valley's participation in this scientific pioneering. This broad diversification of product lines has brought Straza Industries from 40 employees in 1954 to 620 employees in 1967, the largest industrial employer in El Cajon.

Straza Industries selected this location as uniquely ideal for a company supporting such markets as hydrospace, aerospace, and digital equipment. Selection was based upon finding a location which was within major market areas, and yet which would permit associated personnel to avoid the congestion and living discomforts that are normally associated with such areas. El Cajon offers immediate access to all major Southern California markets; yet employees enjoy the ease of living in a semi-rural atmosphere, and still have access to the scientific, education, and recreational facilities concentrated in major population centers.

The inviting family life of the area, coupled with the ease of maintaining continuing close contact with others in industry and education who are advancing technological states-of-the-art, has permitted Straza to assemble a selected concentration of scientific, engineering, and technical production talent.

CRYOGENIC DUCTING & VESSELS
JET ENGINE COMPONENTS
EXOTIC METALS FABRICATION
SONAR
TRANSDUCERS
UNDERWATER TELEPHONES
UNDERWATER BEACONS
DIGITAL EQUIPMENT
DATA HANDLING EQUIPMENT

The Straza team has achieved national prominence in advanced developments in such diversified activities as: fabrication of extreme temperature tolerant materials; design and production of underwater electro-acoustical equipment; and development of digital and data handling equipment that has significantly advanced the art of data processing.

In the temperature tolerant materials field, Straza has designed and fabricated equipment that operates from the extreme heat of rocket engine nozzles to the almost absolute cold of liquefied helium. This range of temperature tolerant products has included: rocket engine nozzles, propellant fuel systems, vacuum jacketed cryogenic ducting, cryogenic storage vessels, ducting systems, jet engine components, and a variety of aerospace components requiring exotic metals fabrication know-how and specialized equipment.

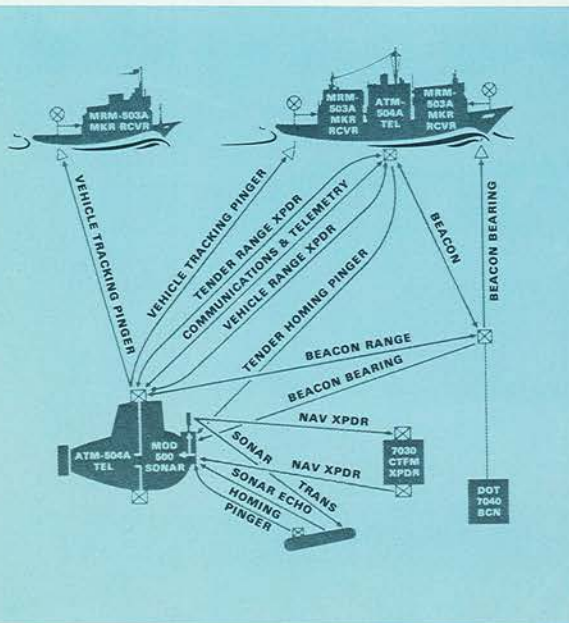
Typical aerospace programs with which Straza has been associated include: Saturn V, Saturn S-II, Centaur, Atlas, and Titan space vehicles and missiles; M-1 rocket engine; C-5A and T-58 aircraft; and J-79, TF-39 and J-93 gas turbine engines.

Straza's electro-acoustic equipment has been installed on every major deep submergence underwater

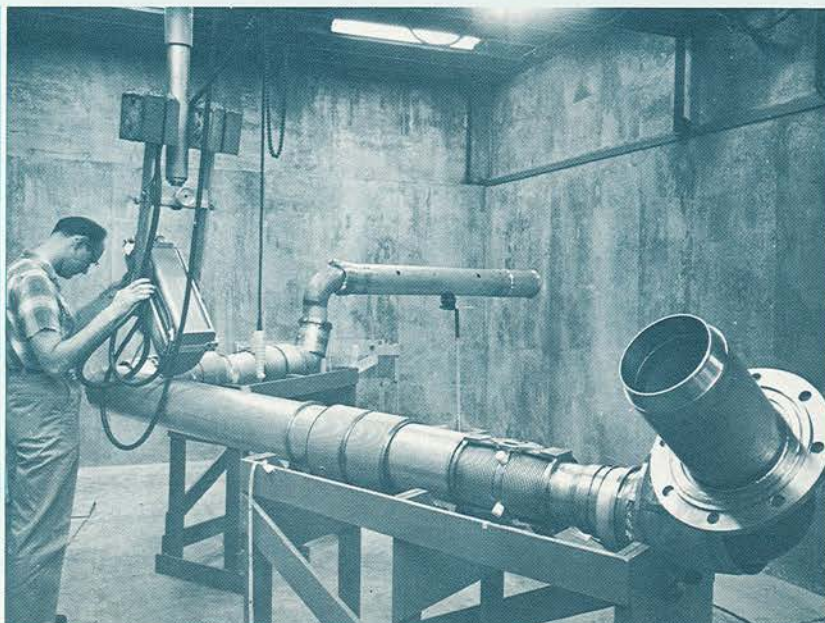
research vessel in the United States. The CTFM (Continuous-Transmission Frequency Modulated) Sonar concept, developed into useable equipment by Straza, has resulted in a family of compact, high-resolution, rapid scan sonar systems that have been selected for a variety of installations requiring these advantages. In addition to the underwater research installations this system has also been selected for research into fish signatures, in situ, and various military classified projects. The electro-acoustic product line at Straza also includes: underwater telephones, transducers, transponders, underwater beacons, marker receivers, pingers, fish tags, and associated equipment.

The Straza digital equipment group has specialized in developing advanced state-of-the-art equipment with 50 megacycle switching, integrated circuits, and condensed packaging techniques. Developments by this group have included: radar range and bearing gate set for precision navigation in off shore areas, sweep oscillators, DELTIC (Delay Time Compression) analyzers, symbol generators capable of writing 200,000 characters per second, display recorders, line generators, and printer plotters.

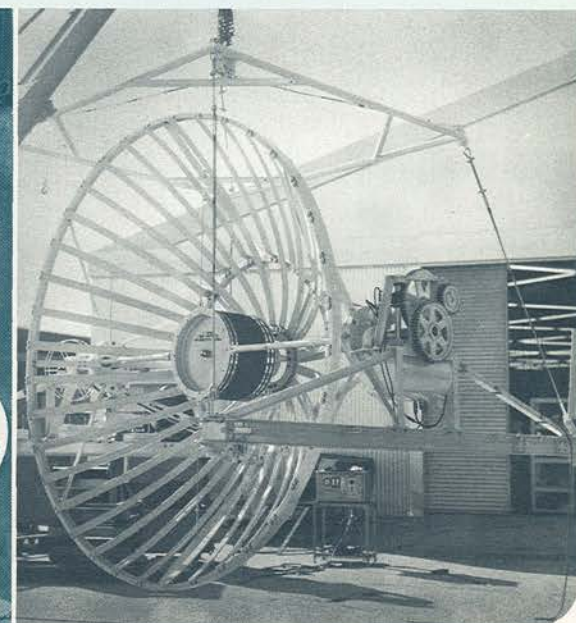
Straza's modular Acoustic Instrumentation Suite for Underwater Research Vehicles.



Radiographic inspection of hinged cryogenic transfer line produced at Straza for the Saturn-V moon mission.



Model SB66Q-1 10 kw variable-depth steerable sonar research transducer.





WARREN HOLDEN
checks his stock
to see that
HAZARD HAZ
EVERYTHING
you need for
MASONRY.

BRIC-BLOC
DECOR-ROC
plus that friendly
El Cajon Service

HAZARD HAZ 'EM IN EL CAJON

288 FLETCHER PARKWAY — DIAL 444-3124

PROVIDING A SPECIAL SERVICE TO EVERYONE IN EL CAJON AND THE EAST COUNTY



The San Diego Union and Evening Tribune have provided special facilities to serve ever-expanding El Cajon and the East County. Both these daily newspapers continually strive to fill the news and advertising needs of this all-important area, where living is leisurely, and planned industrial areas are fast forging ahead.

- REPORT YOUR COMMUNITY NEWS STORY
- PLACE YOUR CLASSIFIED ADVERTISING
- CALL FOR PROMPT CARRIER DELIVERY
- ORDER YOUR RETAIL DISPLAY ADVERTISING

The San Diego Union - EVENING TRIBUNE

EAST COUNTY . . . 185 W. Madison Avenue, El Cajon . . . Telephone 442-3381
MAIN OFFICE . . . 940 Third Avenue, San Diego . . . Telephone 234-7111



WILPAC MANUFACTURING COMPANY

The manufacture of Douglas licensed stainless steel aircraft exhaust-manifolds is accomplished with efficiency and exacting quality control in Wilpac's excellent facility. These parts for the DC-3, DC-4, DC-6, and other aircraft

are shipped all over the world. Specializing in the production of aircraft components and precision machine parts, Wilpac has established an enviable reputation for quality and good service, maintaining its leadership in the field.

Rolland P. Packard, President; John W. Wilson, Vice-President of Sales; Louis R. Rugg, Vice-President of Production.
203 North Johnson Avenue, 442-2504.

EL CAJON ATTRACTING MAJOR INDUSTRY

Located a scant 16 miles from downtown San Diego, the third largest city on the West Coast, El Cajon is a part of the vast industrial complex that has developed in the metropolitan area since the 1940's. El Cajon began its own move toward industrial diversification, however in 1951, when the city established the first master-planned industrial park in the county. Since that time, industrial

growth has been rapid, and is still on the rise. An active industrial development program, enhanced by the many natural attributes of the city, has brought 206 firms to the city with payrolls amounting to over \$30 million.

The El Cajon Industrial Park comprises approximately 500 acres located about a mile north of the central business district, just south of Gillespie Field, San Diego County's busiest executive airport. About half of this park is still available, with parcels ranging from one to 80 acres. Zoning is limited to light industrial, which will guarantee El Cajon and the valley, clean, mod-

ern, non-air polluting industries. Most of the city's industry is centered around the electronics, aerospace and missile fields. While many El Cajon residents are professional people who work in the San Diego Metropolitan area, the city's own technical plants are attracting highly-skilled, well-educated people to the community as well.

El Cajon has much more to offer prospective industry, however, than just available plant sites with controlled zoning. Excellent transportation facilities exist for shipping goods to any point in the world—the Port of San Diego and Lindbergh Field (San Diego Interna-

tional Airport) are about 20 minutes away, rail spurs serve the entire industrial park with direct connections to main trunk lines, and all major trucking firms service the city daily. Careful planning has assured an adequate supply of utilities for many years into the future. And Gillespie Field has proven to be a major asset to business executives in a hurry.





Master-planned industrial sites provide for wide diversification



Quality assembly requires individual attention at Stromberg-Carlson



MUEHLEISEN MANUFACTURING COMPANY

One of the largest and most versatile canvas fabricators in the country, the Muehleisen Manufacturing Company has served industry and aircraft contractors in San Diego and Imperial Counties continuously for 60 years. In 1964, the company moved to the El Cajon Industrial Park which, for the third time, enabled them to double their plant facilities. They have since undertaken prime

contracts for the U.S. Department of Defense. The company's vast manufacturing line includes government specification items, marine products, equipment, storage and truck covers, tarpaulins, gym equipment covers, slings, tents and canopies, residential and mobile home awnings as well as numerous plastic coated products. 1100 North Johnson Ave., 442-2571 and 463-9278.



UTILITIES PLANNED FOR FUTURE GROWTH

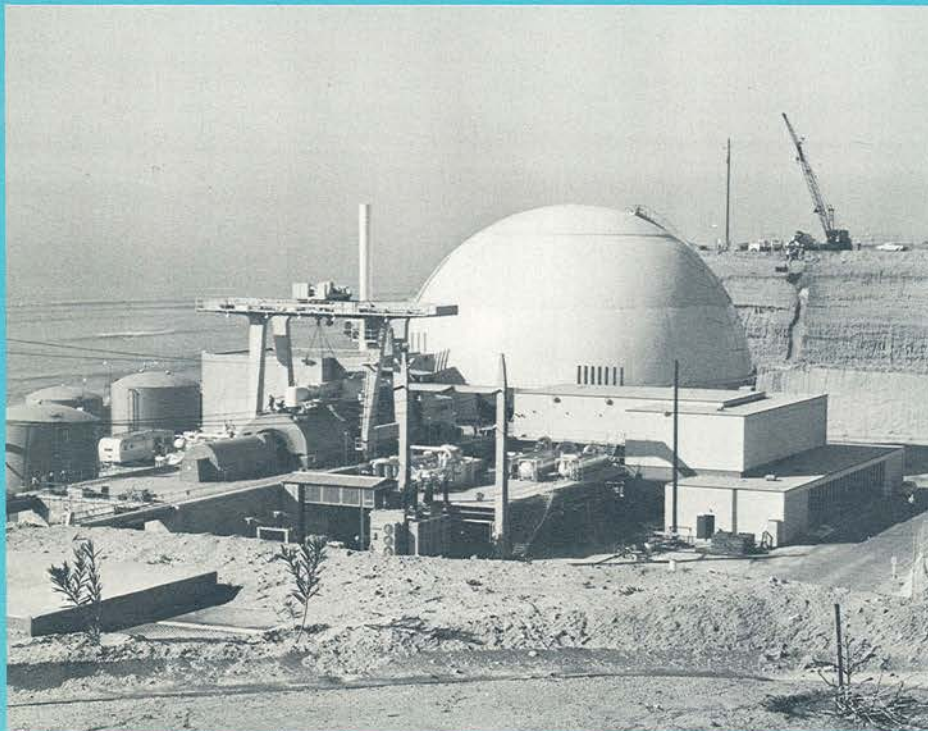
Farsighted individuals, city planners, and utility companies have seen to it that El Cajon's utility needs will be more than adequately met in the years to come. Even with the projected growth of the city over the next ten and twenty years, improvements are continually instituted to handle the increased demands of new industry and new residents, and to maintain adequate reserves.

The San Diego Gas & Electric Company, an investor-owned utility company operating throughout the county, supplies El Cajon with natural gas and elec-

tricity. In addition to the three huge pipelines which deliver natural gas to the valley, special propane reserve tanks are available for emergencies.

Four steam-electric generating plants in the area plus a 395,000 kilowatt nuclear power plant at San Onofre in the northern section of the county, supply electrical power for industry, business and residences. Additional power needs are met by interconnections with other utility companies in the Southland.

Telephone service is supplied by the Pacific Telephone and Telegraph Company. The Helix Irrigation District, a member agency of the Metropolitan Water District of Southern California and the San Diego County Water Authority, supplies fresh water for domestic and manufacturing use.



San Onofre Nuclear Generating Station supplies tomorrow's power...today!

TRANSPORTATION CONNECTIONS TO POINTS WORLD-WIDE

Various means of passenger, commercial and industrial transportation to any part of the state, nation and the world have proven to be El Cajon's biggest asset in attracting new industry and new residents. While maintaining a distinct identity separate from the rest of the Southland, modern transportation facilities place the city only minutes from the third largest city in California, providing industry and residents easy access to national and world-wide markets, and many recreational attractions.

U.S. Highway 80 (Interstate 8), formerly the Old Spanish Trail and the only coast-to-coast highway open 365 days a year, is the major freeway thoroughfare between El Cajon and San Diego. It connects with U.S. 395 and 101 (Interstate 5) for direct travel to Los An-

geles and points North. Other future freeway routes include the Ramona, San Vicente (Highway 67) and South Bay Freeways which will provide non-stop, four-lane travel to the inland portions of Southern California. Over twenty local and transcontinental carriers serve the city daily, and overnight service is available to Los Angeles, Phoenix, Arizona and San Francisco.

El Cajon's industry is served by direct and spur lines of the San Diego and Arizona Eastern Railway, a wholly-owned subsidiary of the Southern Pacific Railroad, which connects directly with main lines of the Santa Fe Railroad in San Diego. For shipping by water, the deepwater harbor facilities of the Port of San Diego are only 15 miles away, and air service to any part of the country is 16 miles distant at Lindbergh Field, also in San Diego. Inter-city bus transportation is provided by Greyhound and Continental Trailways; local bus service is handled by the San Diego Transit System and San Diego Economy Lines.

(Continued on Page 32)



(Continued from Page 31)

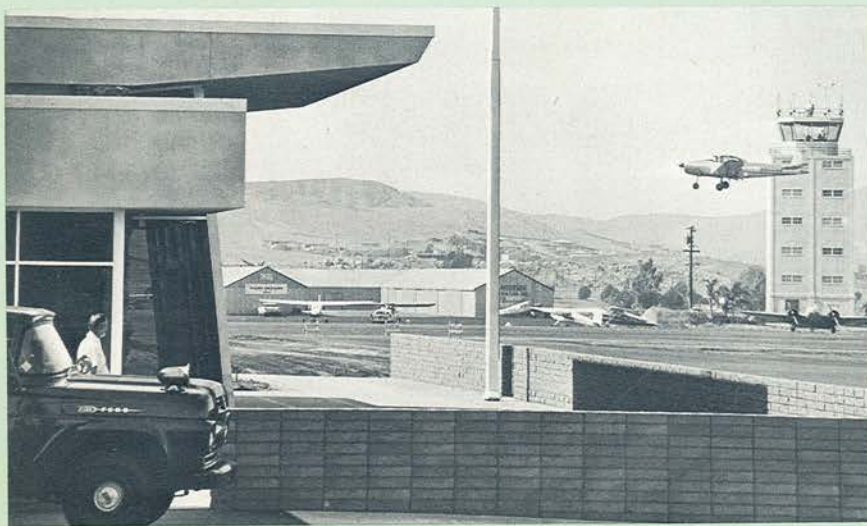
San Diego County's busiest airport is Gillespie Field, located just north of the city limits of El Cajon. This facility, which annually records close to 200,000 runway operations, has been a major factor for industry locating in El Cajon. It has been designed for "the man with a briefcase and in a hurry," and is one of the finest executive airports in Southern California.

Originally built by the Federal Gov-

ernment in World War II for Marine Paratroop training, Gillespie Field was turned over to the county in 1947 and has steadily grown to become the fourth busiest airport in the state, with more fixed-base aircraft than any other county airport. Facilities include two runways—5,400 and 4,300 feet in length—an FAA Control Tower and complete aircraft service and storage facilities, and administration building.



Port of San Diego—only a short distance from El Cajon



Gillespie Field in El Cajon



Ambassador Airlines operates daily service between El Cajon, Los Angeles and Las Vegas

ADVERTISING DIRECTORY

AUTOMOBILE DEALERS

Hatch Chevrolet 18
Truman Motors 4

BANKS

First National Bank of San Diego 4
San Diego Trust & Savings 2

BEAUTY SCHOOLS

El Cajon Beauty College 18

BEVERAGE DISTRIBUTORS

J.L. Hanson & Co. 22

CAR WASH

El Cajon Car Wash 4

CONSTRUCTION COMPANIES

Evans Construction Co. 13
Fred G. Hunt Construction Co. 24

CORPORATE OFFICES

Travelodge Corporation 8

DISPOSAL COMPANIES

Elmer's Disposal Service 26

DRY CLEANING COMPANIES

Top Hat Cleaner 14

ELECTRICAL EQUIPMENT

Lighting Center—Division of Pacific
Wholesale Electric Co. 10

EMPLOYMENT AGENCIES

El Cajon Employment Agency 14

FURNITURE & FIXTURE MANUFACTURERS

University Showcase & Fixture Corp. 24

GOLF & COUNTRY CLUBS

Singing Hills Country Club 2

HOSPITALS

El Cajon Valley Hospital 25

INSURANCE COMPANIES

Pete Buffo Insurance 9
Percy H. Goodwin Co. 4
Hamrick Insurance Agency 10
Vanorsdale Insurance 24

MASONRY

Hazard Products 28

MANUFACTURING COMPANIES

Brown Tool Engineering Co. 24
Muehleisen Mfg. Co. 30
Straza Industries 26
Stromberg-Carlson Inside Back Cover
Tam Inc. 26
Wilpac Mfg. Co. 28

MOBILE HOME PARKS

Travelodge Mobile Home Park 14

MOTELS

Mollinesian Motel 22

MOVING COMPANIES

AAA Van & Storage 18

NEWSPAPERS

Daily Californian 9
Union-Tribune Publishing Co. 28

OFFICE SUPPLY COMPANIES

Harper Office Supply 9
Office Service Co. 2

PRINTING COMPANIES

El Cajon Graphic Arts 14

REAL ESTATE

Percy H. Goodwin Co. 4

RESTAURANTS

The International House of Pancakes ... 16
The Pearlyman 22
Vaquero Family Restaurant 18

SAVINGS & LOAN ASSOCIATIONS

Home Federal Savings & Loan 16
Southland Savings & Loan 10

TERMITE CONTROL COMPANIES

Cartwright Termite Control 16



Stromberg-Carlson's El Cajon facility, opened in March, 1967, is the company's first off-site production plant resulting from expanding business. At the El Cajon plant, Stromberg-Carlson is making significant strides in the field of data processing with the production of a family of compatible microfilm, recording, duplicating and viewing equipments that can cut turn-around time and lower the cost of turning digital data into readable language. Stromberg-Carlson Micromation Systems are designed to

efficiently handle the vast amount of information that computers are capable of generating. Micromation facilitates the production and distribution of this information faster than any other system, while at the same time reducing costs. From Stromberg-Carlson, a full range of Micromation-designed equipment is produced to work in conjunction with data processing computers to handle every business need. Systems can be tailored specifically for the job, offering flexibility, versatility and convenience.

Stromberg-Carlson

A SUBSIDIARY OF GENERAL DYNAMICS CORPORATION

DATA PRODUCTS DIVISION • 698 W. Main Street • (714) 442-5541

