

CLUB 33 HISTORY MINUTE #21 12/10/2009

In gearing up for Rotary Club 33's Centennial in 2011, let's turn the clock back to 1924 – eighty-five years ago. This year saw Club 33 Rotarians doing an unusual amount of building around town. Sam Porter added an annex to his Hotel San Diego; Bob Hicks was putting up the Balboa Theater, and Gil Whitney was adding to his Whitney's Department Store. In April, new Club President Albert E. Scott took the helm – classification Telephone Service. Under Pres Al, our Club's boys and youth work became even more sophisticated and extensive. We sponsored Boys Week in San Diego; a full week of activities complete with a Municipal Day during which kids met with the Mayor, Police Chief and Fire Chief. The week ended with a parade, marching bands and huge crowds lining the streets. Toward the end of Al's year, he organized the Service Club Council of San Diego composed of Rotary, Kiwanis, Lions, Optimist and Exchange Club; and he became its first President. In October 1924, Club 33 sponsored the new Escondido Club, and a year later helped to form the La Mesa Rotary Club. ROTATOR ads that year featured Alonzo Jessop urging his customers to buy diamonds. Ad copy quote: "They've been the most stable investment since the year one." And that's your Club 33 History Minute.