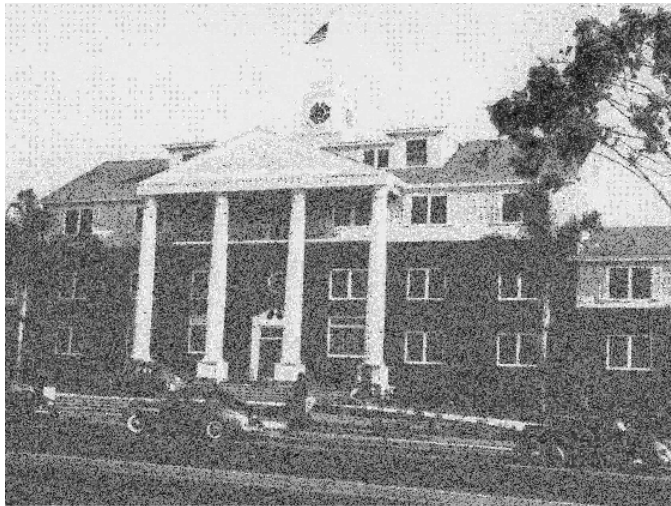


Historical Photos in Web Site Intro



Emil and Jesse Klicka in front of their home at 3404 Pershing Avenue. Emil Klicka was one of North Park's leading citizens. He organized the San Diego State Bank in 1926, which became a branch of the Bank of America. He also funded construction of the North Park Theatre in 1928, with its adjacent Klicka office building for the bank. He represented the Harbor Commission in bringing Consolidated Aircraft to San Diego in 1933, which was one of the most important industrial plants in the United States at the time. Emil and Jesse had previously lived at 3506 28th Street since 1921, and moved to this home on Pershing Avenue in 1944.



Imig Manor (later the Lafayette Hotel), circa 1946. Larry Imig, a young entrepreneur who started in San Diego selling cars and then built homes, had this grand hotel built along El Cajon Boulevard between Louisiana and Mississippi streets as a "city within a city." Begun in 1943 and completed in 1946, it was the only hotel project constructed in the country during World War II. Big name bands entertained Hollywood celebrities and "the cream of San Diego" in the ritzy Mississippi Room.



Jack Hartley and his youngest brother Paul (and Don the dog) at the Lemon Ranch – now North Park, circa 1900. In 1893, their father, James Monroe Hartley, bought 40 acres of land bordered by University Avenue on the north, Dwight Street on the south, 32nd Street on the east, and Ray Street on the west. James named his property “Hartley’s North Park,” and planted it in lemon trees. Although James Hartley died in 1904, his orchard eventually became the heart of North Park’s commercial district. His sons Jack and Paul, son-in-law William Jay Stevens, and widow Mary Jane all would make significant contributions to business and residential development in North Park for decades.



Palisade Gardens Skating Rink decal. The roller skating rink at 2838 University Avenue has now been replaced with a mixed-use residential/commercial development. But in its prime, the rink was a North Park landmark. It was built in 1945, just after the end of World War II. The owners were Leonard Zlotoff and his brothers Robert and Mortimer. John Albert Wright, who helped revive the post-World War II Toyland Parade, operated the rink for 40 years, until it closed in 1985. In the early days, the weekend dollar special included admission, skate rental, a soda, and a bus ride from an outlying neighborhood to the rink and back.

ON SALE MONDAY MORNING

34 LOTS
in Block 78 of

PARK VILLAS TRACT

one short block south of

UNIVERSITY HEIGHTS

and the new car line on University avenue which will be in operation Monday

\$250
is the price, and the terms

\$10 DOWN---\$10 PER MONTH

These lots are level, on high ground, desirable for immediate building and the best buy at the price fixed, in all San Diego. Go out on the ground with us. These lots will not be on the market many days.

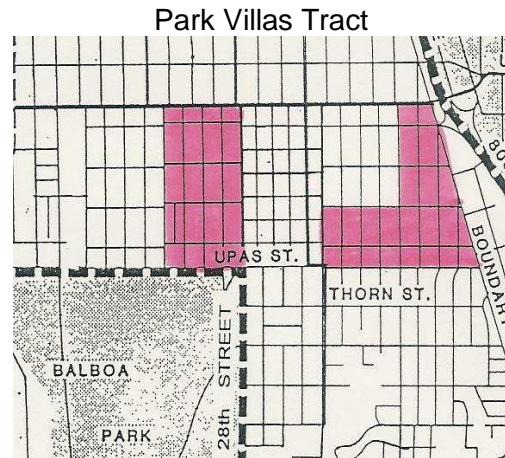
MAKE AN EARLY SELECTION

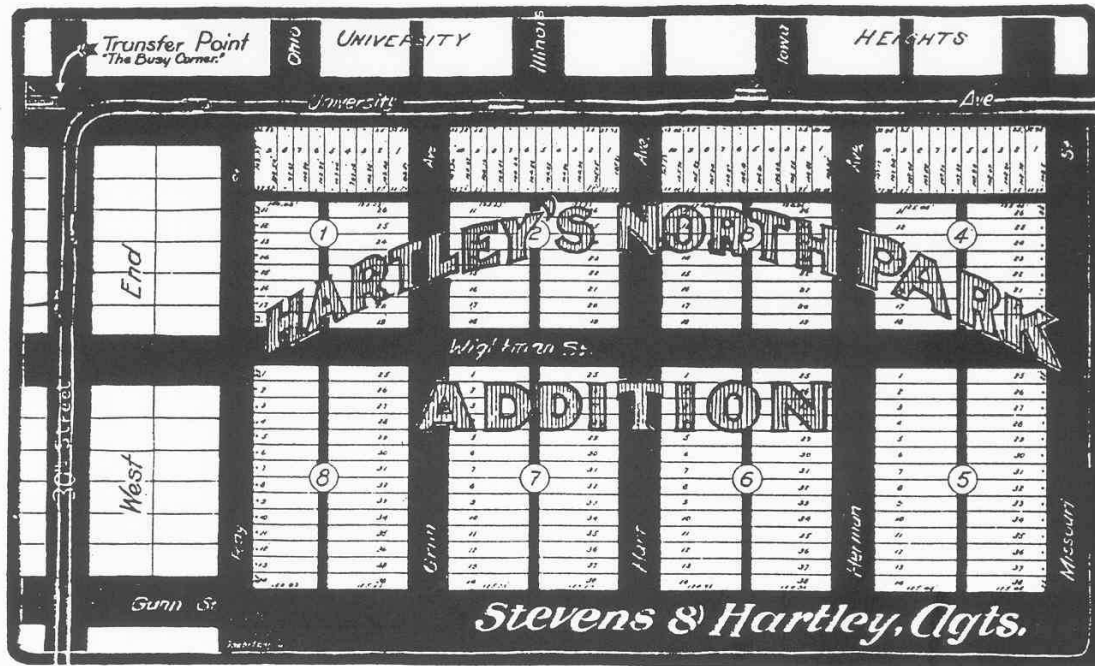
It will pay you whether you buy for home building or as an investment.

RALSTON REALTY COMPANY

1318-1320 D STREET

Advertisement for lots in the Park Villas Tract, San Diego Union, November 17, 1907. Except for the area of the West End Tract (between 28th and Ray streets) and Hartley's 40 acres, the Park Villas Tract extended from University Avenue on the north to Upas Street on the south, and from Arizona Street on the west to Boundary Street on the east. The area had been surveyed for Joseph Nash in May 1870, and Subdivision Map #438 was filed October 14, 1887. Nash is quoted in a 1914 news article as saying, "I purchased whole blocks for \$200 per block. We divided up some of the blocks into lots and tried to sell the lots for \$5 each." Notable builders including James Blaine Draper, David Owen Dryden, Edward F. Bryans, Alexander Schreiber, William E. Gibb, and Jack Carter constructed homes in the Park Villas Tract.





TWO CAR LINES (No. 1 and No. 2, same distance each way) will take you to "Hartley's North Park," the most up-to-date restricted residence district in San Diego. Streets graded and surfaced with decomposed granite; sidewalks and curbs, ornamental corner posts, etc.

Building restrictions \$2000, except property facing on University avenue, which will be sold in 25-foot lots for business purposes. Watch the growth of buildings and values.

Hartley's North Park Tract Advertisement. Subdivision Map #1428 for Hartley's North Park was filed April 8, 1912. The opening sale of property in the tract took place on September 29, 1912. In order to pay for the land improvements, the Hartley family sold the 20 acres from Gunn to Dwight streets to Joseph McFadden and George Buxton, whose real estate firm developed the tracts of West End and Burlingame. Hart Street eventually was renamed 31st Street, and Missouri Street became 32nd Street.

The northern blocks of Hartley's North Park Tract became a significant part of the commercial core, with the original Fire Station #14 located near Ray Street on property donated by Mary Jane Hartley to the City of San Diego. The Nordberg Building at 3043 University Avenue, near Grim Street, was the most significant construction project of 1926 in North Park, and was commissioned by Mary Jane Hartley. In 1941, the J.C. Penney Company bought the Hartley North Park Garage at the corner of University Avenue and Ray Street for their department store that would anchor North Park as a destination shopping area through the 1950s.