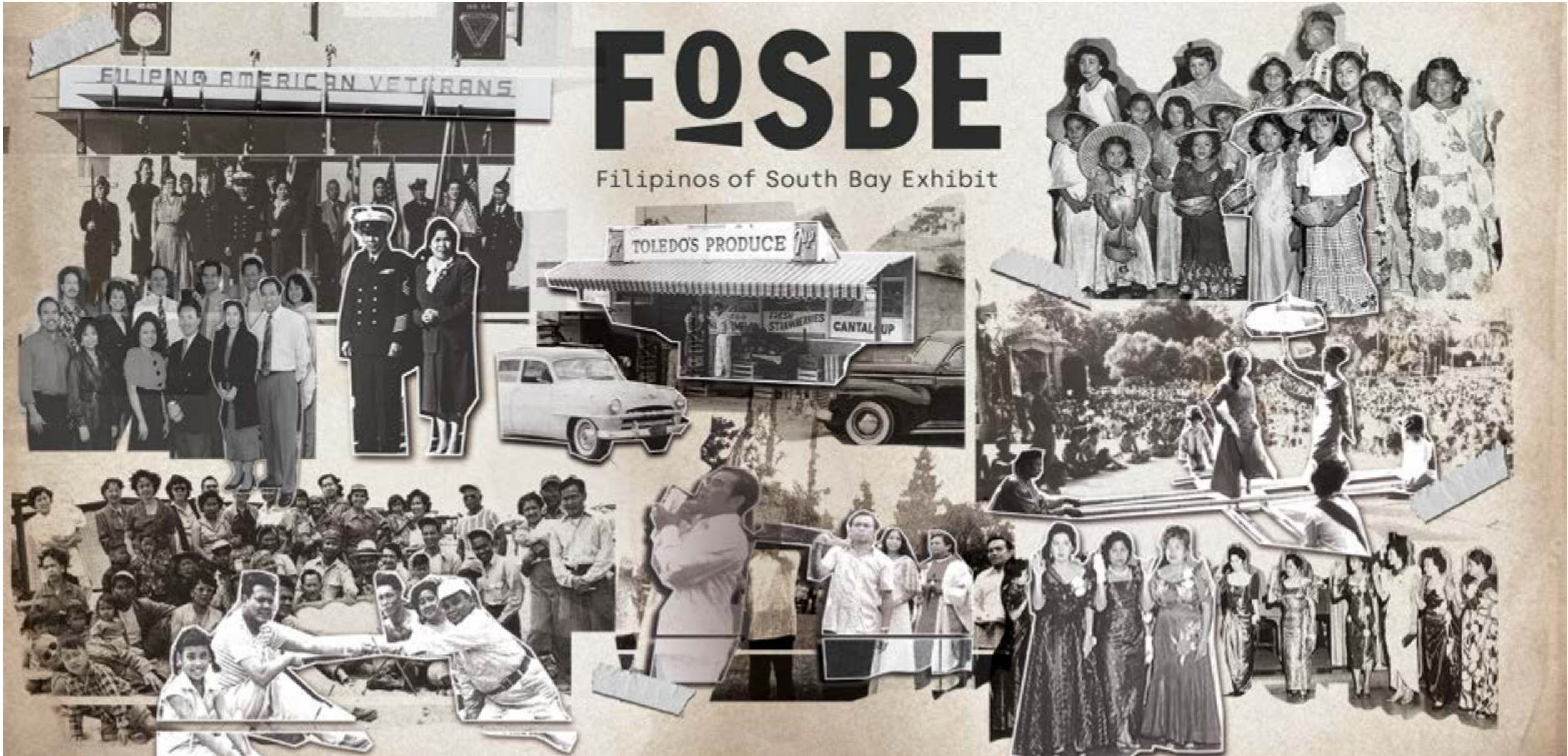


# FOSBE

Filipinos of South Bay Exhibit



Designed by Dynamo Design Group

Allan Manzano, Ryan Martinez, Eliza Manzano, Ron Padua, Jaden Grey



**TOP LEFT:** With numbers increasing after WWII, Filipino service men formed the American Legion Leyte Post 625 and Fleet Reserve Branch 84. In 1946 the Filipino American Veteran Association (FAVA) was formed and raised funds to build the hall located on 2962 Market Street, San Diego. The hall opened on October 16, 1949. FAVA was the first Filipino organization to build a community center which was a major milestone. Affectionately called FAVA Hall, it served as a major hub for the growing Philippine American community for the next four decades.

*(Courtesy of Jim Tuyay, Filipinos in San Diego)*

**TOP CENTER:** Proprietor Jimmy Toledo served in the United States Army and after his discharge became one of the first Filipinos in the late 1940s to own land on Plaza Boulevard and Palm Avenue. He farmed it to grow, harvest, and sell Philippine vegetables in a Sari-Sari store that would become Toledo's Produce. This served as a catalyst to make Plaza Boulevard the location where Filipino stores and businesses opened in the next four decades. *(Courtesy of Rosalie Toledo Zarate, Filipinos in San Diego)*

**TOP RIGHT:** Filipino Women's Club with children in costumes were preparing to perform at the San Diego County Fair Philippine Day on July 3, 1950. The Philippine Consul General of Los Angeles invited the Filipino Women's Club to provide the presentation. Alice Hawkins was the first Philippine folk dance teacher in San Diego. She was assisted by her sister-in-law, Ruth Abad, while husband Pete Abad gathered the children. *(Courtesy of Hawkins Family)*

**CENTER LEFT:** This picture of Filipino American Teachers, Professors, Counselors, and Administrators is from Dario Villa's 1996 Bridge Generation. Education is highly valued by the Filipino community. This group was part of the growing number of Filipino American educators in schools and colleges who served as role models for our Filipino students and community and the advisers of Filipino student organizations. *(Courtesy of Dario Villa)*

**CENTER RIGHT:** Filipino American Community Association of San Diego County, was the largest organization in 1969. Mayor of San Diego, Frank Curran, invited them to give a tribute to San Diego's 200th Anniversary. On September 7, 1969, the Philippine Fiesta was presented at the historic Spreckels Organ Pavilion in Balboa Park. The San Diego Union captured the dance, Singkil. The article was written by Ernie Flores, the first Filipino staff writer for the major paper and the founding editor of the Filipino Press based in National City. *(Courtesy of San Diego Union Tribune)*

**BOTTOM LEFT:** The Filipino Women's Club hosted many events and the Coronado Strand was the site of many picnics. On June 1953, this Father's Day gathering at the Silver Strand included the traditional lechon, roasted pig. Families, the heart of the Filipino communities, gathered together to celebrate familial, religious, social, and cultural events. *(Courtesy of Rosalie Toledo Zarate, Filipinos in San Diego)*

**BOTTOM CENTER:** Religiosity is a strong part of Philippine culture with over 80% Catholics. In 1976 the First Fiesta of Our Lady of Peñafrancia was held at Golden Hill Park and was one of many Philippine devotions integrated into the local Catholic Church. This celebration was held in Naga City of the Bikol province where cultural mapping has shown San Diego has the largest diaspora of Bikolanos outside of the Philippines. *(Courtesy of Charlotte Fajardo)*

**BOTTOM RIGHT:** The Filipinos Women's Club was founded on January 13, 1949. This picture is the Installation of Officers in 1952 with the women dressed up in their Philippine terno's known for its butterfly sleeves. Though there were no Philippine history, language, or cultural classes at the time, the women were the teachers, promoters, and preservers of Philippine culture. *(Courtesy of the Labao Family)*

With numbers increasing after WWII, Filipino service men formed the American Legion Leyte Post 625 and Fleet Reserve Branch 84. In 1946 the **Filipino American Veteran Association (FAVA)** was formed and raised funds to build the hall located on 2962 Market Street, San Diego. The hall opened on **October 16, 1949**. FAVA was the first Filipino organization to build a community center which was a major milestone. Affectionately called **FAVA Hall**, it served as a major hub for the growing Philippine American community for the next four decades.



Courtesy of Jim Tuyay, *Filipinos in San Diego*





Courtesy of Rosalie Toledo Zarate, *Filipinos in San Diego*

Proprietor Jimmy Toledo served in the United States Army and after his discharge became one of the first Filipinos in the late 1940s to own land on Plaza Boulevard and Palm Avenue. He farmed it to grow, harvest, and sell Philippine vegetables in a Sari-Sari store that would become **Toledo's Produce**. This served as a catalyst to make Plaza Boulevard the location where **Filipino stores and businesses** opened in the next four decades.

**Filipino Women's Club** with children in costumes were preparing to perform at the *San Diego County Fair Philippine Day* on **July 3, 1950**. The Philippine Consul General of Los Angeles invited the Filipino Women's Club to provide the presentation. Alice Hawkins was the first Philippine folk dance teacher in San Diego. She was assisted by her sister-in-law, Ruth Abad, while husband Pete Abad gathered the children.



Courtesy of the Hawkins Family



This picture of **Filipino American Teachers, Professors, Counselors, and Administrators** is from Dr. Dario Villa's 1996 *The Bridge Generation: Sons and Daughters of Filipino Pioneers*. Education is highly valued by the Filipino community. This group was part of the growing number of Filipino American educators in schools and colleges who served as role models for our Filipino students and community and the advisers of Filipino student organizations.

Courtesy of Dario Villa

**Filipino American Community Association of San Diego County**, was the largest organization in 1969. Mayor of San Diego, Frank Curran, invited them to give a tribute to San Diego's 200<sup>th</sup> Anniversary. On **September 7, 1969**, the Philippine Fiesta was presented at the historic Spreckels Organ Pavilion in Balboa Park. The San Diego Union captured the dance, Singkil. The article was written by Ernie Flores, the first Filipino staff writer for the major paper and the founding editor of the Filipino Press based in National City.



Courtesy of the *San Diego Union Tribune*





Courtesy of Ruth Abad, *Filipinos in San Diego*

## The **Filipino Women's Club**

hosted many events, and the Coronado Strand was the site of many picnics.

In **June 1953**, this Father's Day gathering at the Silver Strand included the traditional lechon, roasted pig.

**Families**, the heart of the Filipino communities, gathered to celebrate familial, religious, social, and cultural events.



Religiosity is a strong part of Philippine culture with over 80% Catholics. In **1976** the **First Fiesta of Our Lady of Peñafrancia** was held at Golden Hill Park and was one of many Philippine devotions integrated into the local Catholic Church. This celebration was held in Naga City of the Bikol province where cultural mapping has shown San Diego has the largest diaspora of Bikolanos outside of the Philippines.



Courtesy of Charlotte Fajardo



The **Filipinos Women's Club** was founded on **January 13, 1949**. This picture is the Installation of Officers in 1952 with the women dressed up in their Philippine terno's known for its butterfly sleeves. Though there were no Philippine history, language, or cultural classes at the time, the women were the teachers, promoters, and preservers of Philippine culture.

Courtesy of the Labao Family