

RESOLUTION NUMBER R- 303110  
DATE OF FINAL PASSAGE NOV 08 2007

WHEREAS, in 1933, Marshall H. Roth came to San Diego with his family to start a small business at a time when ethnic discrimination was at its highest. They opened a store, Roth Outfitting Company, in Southeast San Diego, which offered their customers the opportunity of buying on credit; and

WHEREAS, in those days, no one would give credit to minorities. The Roths proved the skeptics wrong as their customers paid their bills religiously, making Roth Outfitting Company a success; and

WHEREAS, when World War II broke out, Marshall H. Roth enlisted in the Army, while his parents ran the store. When he was discharged in 1945, they began to save to build a bigger store. In 1950, they built in Barrio Logan, where Barrio Child Development Center is now housed; and

WHEREAS, Marshall H. Roth was president of the Southeast Chamber of Commerce, a volunteer fireman, and an auxiliary police officer. He was active in Democratic politics, serving as campaign manager for Frank Curran, a three-term mayor of San Diego. Because he loved sports, he was active in the organization that brought the Chargers to San Diego. An avid tennis player, he won major tennis tournaments; and

WHEREAS, when his father died, Marshall H. Roth temporarily rented the store; but because he believed that his success was due entirely to the residents of Barrio Logan, he decided to give back to that community. He did so by renting his building at cost to Barrio Station's Child Development Center. The Chicano Federation wanted Mr. Roth's legacy to

continue, thus, it purchased the building after Marshall H. Roth passed on in 2002; NOW,  
THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and  
on behalf of the people of San Diego, does hereby proclaim September 24, 2007 to be  
"MARSHALL H. ROTH DAY" in the City of San Diego, and does hereby commend Mr. Roth  
for his outstanding service and commitment to the people of Barrio Logan.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Sharon B. Spivak  
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
10/08/07  
Or.Dept: Council-Hueso  
R-2008-303

I hereby certify that the foregoing Resolution was passed by the Council of the City of San  
Diego, at this meeting of OCT 30 2007.

ELIZABETH S. MALAND  
City Clerk

By [Signature]  
Deputy City Clerk

Approved: 11-8-07  
(date)

[Signature]  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor