

# County Prepares

Burled Redwood Slab Headed For Southland Show



Alan Hiley of Felton describes points of interest in huge slab of burlled redwood being sent to the Santa Cruz

county exhibit at the 1963 Los Angeles County fair. William Knight, Boulder Creek representative of the county adver-

tising committee, advises that the burlled show piece will flank the displays in the timber sector.

## Giant Pumpkins From Nelson Ranch



# Display For Los Angeles Fair

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## Home Grown Items, Waterfall Color Photos Spotlight Exhibit

By Skip Littlefield

Santa Cruz county—rated a little giant among the great horticultural and floricultural areas of California—returns to the competitive wars of the immense Los Angeles County fair at Pomona this coming Friday.

The 17-day show runs through September 29th.

For the edification of the 1,200,000 visitors at biggest exposition or fair of any kind west of the Mississippi, there will be another lush Santa Cruz county display. It has been created in the tradition of this county's prize-sweeping presentations of the past eight years in the southland show.

A major project of the Santa Cruz county advertising committee, the Los Angeles County fair program has developed the enthusiastic support of the board of supervisors and chambers of commerce throughout the county.

Impact of the southern California venture since 1955 has been manifest in the tremendous interest generated in all phases of county economy.

As a direct result of these Pomona shows, the advertising committee points to thousands of written inquiries it has processed for information on this region.

In the past eight years the exhibits have been entered in top competitive brackets (Resources Of A County And Quality Exhibit). The county has achieved the following awards:

- 1955—2nd. Grand Prize \$550.00
- 1956—1st. Grand Prize 600.00
- 1957—1st. Grand Prize 600.00
- 1958—2nd. Grand Prize 550.00
- 1959—1st. Grand Prize \$1,200.00
- 1960—2nd. Grand Prize 1,370.00
- 1961—2nd. Grand Prize 1,421.00
- 1962—1st. Grand Prize plus Sweepstakes 1,888.00

The 1962 awards constituted the first time any county ever won the combined awards.

Santa Cruz county annexed 11 major blue ribbons, one purple ribbon and six red ribbons. On plant and root crops it made a clean sweep with 17 blue ribbons.

Design Enterprises of Riverside created the sensational 1962 display. They are responsible for the current effort.

Santa Cruz County Advertising Committeemen William Knight (Boulder Creek) and Ralph Gray (Santa Cruz) previewed the new structure at Pomona several weeks ago. They declare the 1963 exhibit shows promise of "additional honors."

Blue-printed features incorporated in the exhibit include:

- 1—Large redwood louvered canopy to cover exhibit deck and waterfall—16 feet high and 30 feet long.
- 2—Lighted waterfall, six feet high and 12 feet long, with water circulating at rate of 300 gallons per minute.
- 3—Reflection pool—approximately three feet by 14 feet.
- 4—Two (2) 20-foot high redwood trees—three foot in diameter—with cut-outs for display areas.
- 5—Fourteen 12 by 20 inch full-color back-lighted transparencies of county attractions to be shown on back of exhibit area in form of a...

## Soquel Cornstalks Stretch Skyward



Soaring nearly 13 feet — and still growing — is a wondrous patch of corn under the watchful eye of Mrs. Dale McCalmon

of Soquel. The stalks are to be entered in competition with California's "tallest" at the

Santa Cruz county display being readied for the 17-day run of the Los Angeles County fair at Pomona this Friday.

## Time For Quince And Apple Jelly



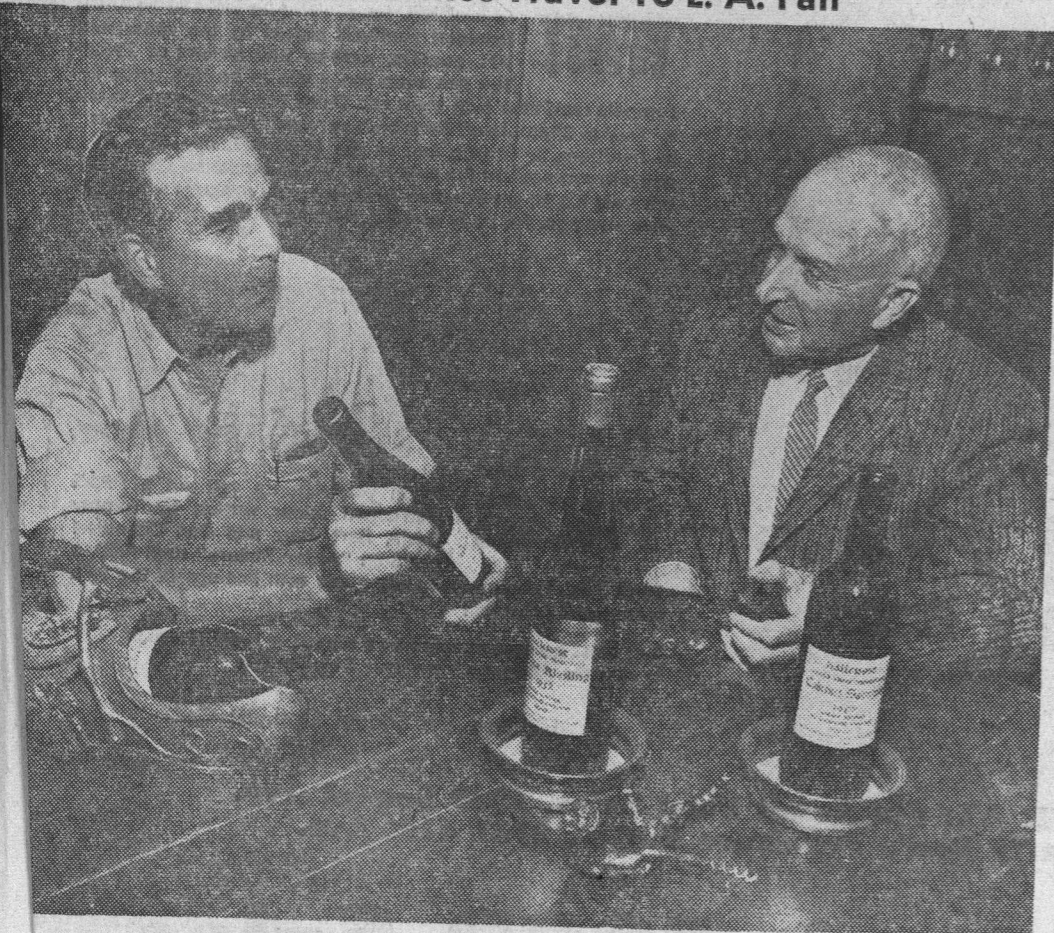


An autumn scene in full glory may be witnessed on the eastern slope of the Lewis Nelson

home off Soquel drive as Jonathan Nelson's 4-H project ripens to maturity. Pictured in the setting are Jess and Janet Nel-

son with pumpkins destined for the county display at the Los Angeles County fair.

## Mountain Wines Travel To L. A. Fair



es—light and delicate—the picturesque Hallcrest vintners above Felton will be displayed for the first time from

the Santa Cruz county exhibit at the 1963 Los Angeles County fair at Pomona. Discussing the qualities of the mountain vineyard are Penry Griffiths, left,

Hallcrest manager, and Milo A. Cain, San Lorenzo representative of the county advertising committee.

6—Flanking waterfalls and decks are 100 sets of maiden hair and woodwardia ferns.

7—Lavish use of begonia cut-flowers with added begonia and fuchsia hanging baskets.

8—Employment of a refrigeration unit sunk in rustic setting for display of perishable produce.

County Committeemen Jack G. Nielsen (Watsonville) and Fred McPherson Jr. (Santa Cruz) have assembled produce and exhibit artifacts from the Pajaro to Davenport. This grouping will offer special "interest and variety of display."

The Santa Cruz city recreation and park department has loaned the county its large ancient whaling cauldron from the local Seabright museum. It will be used to graphically illustrate the pioneer whaling enterprise that once flourished at Davenport in the 1860's.

Additional objects from the museum, destined for southern exposure, are sections of a unique hollowed redwood log water pipe. Redwood log pipe was used by the city of Santa Cruz water system along Pacific avenue in the 1870's.

Burled redwood products fashioned by Sinkinson of Santa Cruz will be shown in a featured setting. Hiley's Tree Service of Felton will spark this display with a breath-taking slab of polished burl measuring nearly seven feet in height.

Santa Cruz county mountain wines are to be spot-lighted in a featurette portraying vineyards and methods of production. The mountain wine display was arranged by Committeeman Milo Cain (San Lorenzo Valley) and the Hallcrest Vineyards of Felton.

No county exhibit would be complete without Martinelli's apple cider and apple wines. The Stephen Martinelli company, established in Watsonville in 1868, is the oldest name in cider on the Pacific coast.

Following former formats—perishable produce and flowers are to be periodically flown to Pomona. Santa Cruz charter service will handle flights.

Initial loads of produce and floriculture will be dispatched late Wednesday by Easley Bros. nursery truck. Subsequent shipments rely on air flights.

Blueberries from Scotts Valley make their first bow at Pomona. Grower, Mrs. Lena Houghton, is making special post-season pickings of the luscious fruit for the occasion.

Home growers of produce have responded to a county-wide appeal by the advertising committee for exceptionally large specimens of vegetables and fruit.

A life-size color display of Miss California dominates a prominent setting.

A sizeable illuminated map depicts highlights of the county including recreation, industry, educational facilities, real estate and homesite advantages, climate and topography.

Large full-color blow-up subjects center attention on Loch Lomond, Big Basin, Natural Bridges Beach, University of California Campus, The Waddell Wilderness, Begonias, Pajaro Valley Panorama, Manresa Beach, Gen. Grant Tree—Cowell Park, Giant Tree—Cowell Park, West Cliff Drive Seascape, Santa Cruz Surfers, Boulder Creek Forest and Apple Blossoms at Aptos.

Veteran personnel will staff the 1963 exhibit. Ralph Gray of Santa Cruz will be in direct charge of displays. The local artist managed the Los Angeles shows of 1959, 1961 and 1962. He will be supported by Mr. and Mrs. Lawrence Dixon of Scotts Valley and Mrs. Gretchen Warner of Live Oak and the San Lorenzo Valley.

County officials are not too concerned about coming home with a score of blue ribbons this year. They feel that to repeat last season's triumphs would be a miracle.

The present county display tells a colorful story. Its impact on residents and visitors to southern California will generate a profound desire to see and know the county of Santa Cruz.



Mrs. Florence Macklin of Santa Cruz knows the secret of growing pineapple quince in

the rear of her home at 335 Pennsylvania avenue. She is shown here with samples of the fruit that will be displayed at

the Santa Cruz county exhibit at the Los Angeles County fair this week at Pomona.

## Museum Produces Pioneer Curiosity



Curator Louis Rubenstein of the Santa Cruz Museum at Seabright holds a hollow redwood log that once served as a sec-

tion of pipe for the Santa Cruz city water system on Pacific avenue in 1870. This ancient substitute for iron that serviced a pioneer people has been

loaned to the county advertising committee for display at the forthcoming Los Angeles County fair at Pomona.