

Los Angeles Fair To Draw One Million

Santa Cruz County Puts Best Foot Forward In Southland

More than one million visitors to the 1959 edition of the Los Angeles County Fair at Pomona will witness a legend come to life as Santa Cruz county goes on parade in miniature setting this coming Friday for the 17-day run of California's largest exposition.

Turning loose a soaring imagination and months of preparation, Los Angeles Artist Angelo C. Scibetta, working under the direction of the Santa Cruz county advertising committee, has created another breath-taking display to glorify the great natural assets of this seashore and mountain realm.

Scibetta will unveil a picturesque portrayal of matchless beaches, redwood state parks, delightful homesites, superb agricultural products, unequalled floriculture and available land for light industry.

Furnishing representatives and working in conjunction with the county committee in the operation of the area-wide venture are the Greater Santa Cruz Chamber of Commerce, the Greater San Lorenzo Valley Chamber, the Capitola chamber and the Greater Watsonville Chamber of Commerce and Agriculture.

In immediate charge of the county exhibit is Ralph Gray, Santa Cruz commercial artist. Gray was appointed last week by the board of supervisors upon the recommendation of the county committee. He succeeds John Hesketh of Capitola who handled the prize-sweeping displays during the past two years.

Appointed to represent the Greater Santa Cruz Chamber is Helena Streett, a veteran of four years experience with the L.A. fair crowds. Mrs. Streett is a staff member of the Santa Cruz Chamber. She is exceptionally well versed in county information.

The Greater San Lorenzo Valley Chamber will again have the services of Mrs. Gretchen Warner, who has attended the county display in the southland since 1955. Mrs. Warner's great knowledge of the economy of northern Santa Cruz county has been a valuable asset in the staffing of the enterprise.

Mrs. Gladys Dixon has been designated by the Greater Scotts Valley Chamber to represent their section. Mrs. Dixon, secretary of the chamber, was a member of the 1959 county delegation.

Aulden Schlatter, manager of the Greater Watsonville Chamber, announced last week that the southern portion of the county will be represented by Ernest Webb. This will be the first year that Watsonville will maintain a representative for the full duration of the Pomona show.

The Capitola chamber will be represented by two officials in the persons of Ruth Gabrielsen and Edna Messini. Mrs. Gabrielsen is assistant mayor of the city-by-the-sea and is secretary of the chamber. Mrs. Messini is manager of the Venetian Court apartments and a director of the recent Begonia Festival.

County Advertising Committeeman James A. Harris Jr. of Soquel states that the county will distribute some 50,000 brochures at the fair to interested visitors. Besides the special all-color four page pamphlet designed for southern California trade, the county is using a special brochure on state parks and beaches in this area.

Individual county chambers will also issue literature and maps on their respective areas.

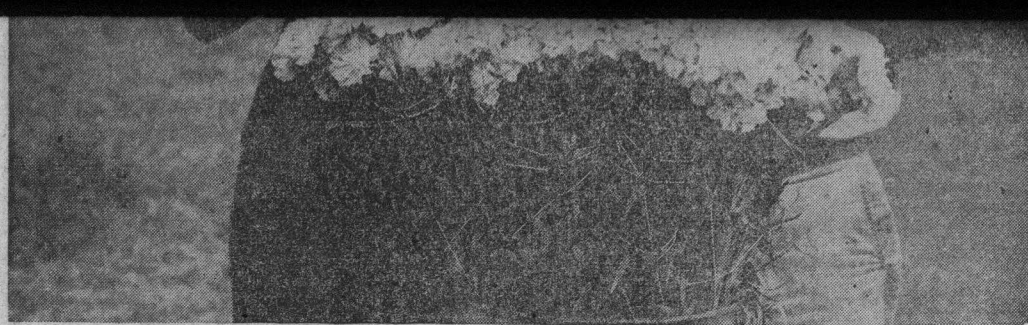
During the past 14 months the county committee has processed over seven thousand written inquiries, most of which are trace-



Gracing the home of Mrs. Flora Koenig at Amat and Mora streets in Santa Cruz is reputed to be California's oldest living apple tree planted in 1793 by padres of the Mission of the Holy Cross. Apples from this mission tree being held above by Betty Dettle will be on display at the Los Angeles County fair, September 18 to October 4.



Now in full bloom — the multi-hued dahlias of the L. N. Marlow farm on 16th avenue will shower floral color on the 1959 edition of the Santa Cruz county exhibit at the Los Angeles County fair. Shown with "Big Dave," a variety measuring 14 inches from petal to petal, is Grower Molly Marlow.



Moss Sakae, Capitola grower, proudly displays specimens of his premium crop of carnations to lovely Jean Piexoto of Santa Cruz in preparation to showing southern Californians a sample of the prized floriculture at Los Angeles County fair at Pomona.



Made in 1951 by the late William Sinkinson for C. E. "Elsie" Hedgepeth this huge bowl fashioned from a solid piece of redwood burl from the Santa Cruz mountains enters the competition at the Los Angeles County fair this weekend. The bowl measures 36 inches in diameter and requires two men to handle it. Pictured with this museum piece is Hedgepeth and Sherry Juhl of Santa Cruz.

The Santa Cruz county exhibit this year has been entered in competition in the "Quality Division." Top award in this class is a cash prize of \$1200. Second and third place winners will receive \$1100 and \$1000 respectively.

Advertising Committeemen say that they expect their greatest competition from San Bernardino county. This county placed second in 1955, won blue ribbons in 1956 and 1957, and was second last year.

Perishable displays such as begonias, dahlias, carnations, strawberries, tomatoes, mushrooms, lettuce, celery, sprouts, artichokes and cauliflower must be replenished nearly every other day.

Due to the great distance involved, and warm weather, the produce and floriculture must be flown in as quickly as possible. Russell Rice of Skypark airport at Scotts Valley is due to make from eight to 10 round trip flights.

Produce picked at 6 a.m. will actually be on display at Pomona by 11:30 a.m. At right, all produce is removed from the exhibit and stored in cold lockers.

Outstanding features of the 1959 display include:

1 — A backdrop of two redwood trees 15 feet high and use of 100 sets of maiden hair ferns.

2 — Creation of a six foot waterfall running at the rate of 200 gallons per minute.

3 — Lavish use of begonias — cut flowers — spread over 130 square feet forming a rolling bank to the waterfall.

4 — Display of two huge redwood slabs weighing 4000 pounds apiece. As an educational feature — the forestry service has ringed the slabs with age dates from 689 A.D. to 1956 when the tree was cut.

5 — Special display of historical characters of the county painted in full color on five-foot diameter redwood slabs.

6 — Agricultural and horticultural produce will occupy 230 square feet.

7 — A full color topographical map of the state — 5 ft. by 12 ft. — showing Santa Cruz county in bold relief.

8 — Inclusion of a sizeable display of redwood burl products and milled redwood lumber.

9 — Full-color murals on canvas of Santa Cruz beach, Capitola and Seacliff state park beaches.

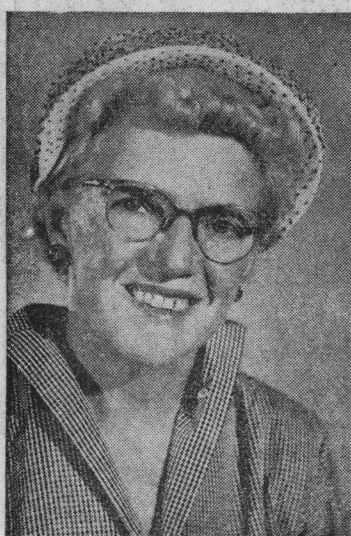
10 — Full-color display of Miss California winners since 1947 with figures mounted on masonite 40 inches tall.

The Santa Cruz county exhibit is located dead-center of the main entrance to the huge 800-foot long agricultural building. In a region whose inhabitants rarely see anything larger than a citrus tree or a scrub oak, the spectacle of great redwoods, evergreen ferns and glorious floriculture produces a resounding impact.

This is the graphic picture of this seashore and mountain empire that awaits southern Californians.



"Mighty Mona" — a jumbo-sized sunflower measuring over 19 inches in diameter — will compete for the honor of being "California's largest" at the Los Angeles County fair this week. Shown with the floral entry is pretty little Beverleigh Jordan. The sunflower was grown by Mrs. Arthur Bell of Santa Cruz.



Scotts Valley
Gladys Dixon



Exhibit Manager
Ralph Gray



Santa Cruz
Helena Streett



Capitola
Edna Messini



Capitola
Ruth Gabrielsen



Watsonville
Ernie Webb

Many Santa Cruz County Firms Participate In L.A. Exhibit

Santa Cruz county records released through the board of supervisors and the county advertising committee list industries and agricultural producers from Davenport to Watsonville as participating in a great area-wide effort in furnishing exhibits for the forthcoming Los Angeles County Fair at Pomona.

Named in the group are: Santa Cruz—Santa Cruz Lumber company, Sinkinson's Redwood Novelty Products, California Redwood Gifts company. Davenport Region—Santa Cruz

Artichoke And Sprout Growers Association.

Capitola Region — Antonelli Bros. Begonia Farms, L. N. Marlow Dahlia Gardens, Moss Sakae's Carnation Farm.

Rio del Mar — J.M. Reiter Berry Farms (Strawberries).

Soquel — West Food Products company (Mushrooms).

Watsonville—West Coast Farms through A.L. Resetar, (celery, apples, carrots, lettuce); Stephen Martinelli company (cider).

Aromas — W. D. Loveless & Son (Tomatoes).

Pajaro — Jim Watkins & Son (Cauliflower).