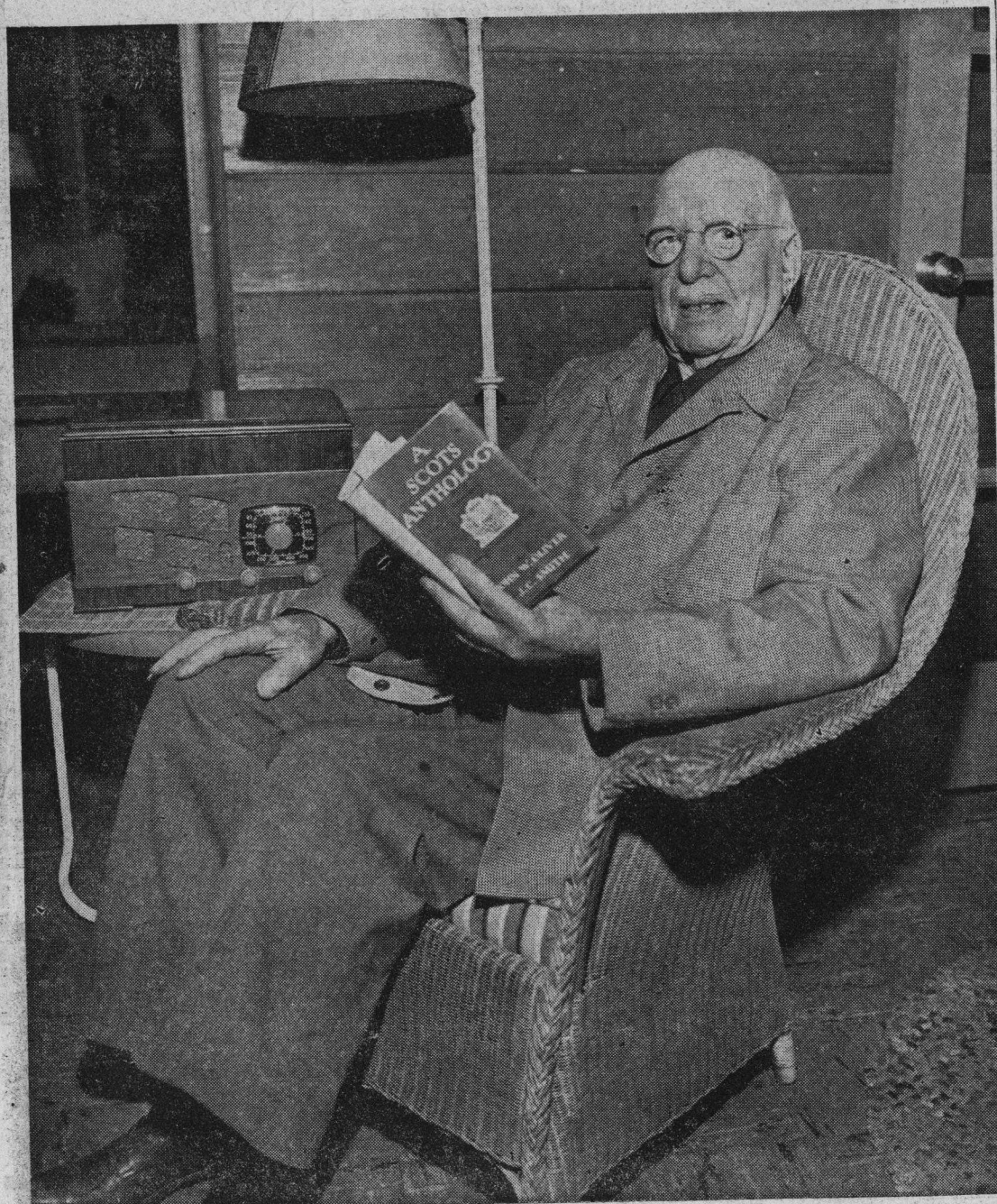


On 60th Anniversary Of Leask's, Co-Founder Samuel Leask Sr. Looks To Future, Not The 'Good Old Days'

Has Fond Memories Of 60 Years Of Business Here



General Partner

Samuel Leask Sr., 90-year-old Santa Cruz business and civic leader, enjoys one of his favorite books as he relaxes at his summer home on the Empire Grade. He is now retired, but still is a general partner and takes an active interest in progress of Leask's, Santa Cruz department store, which is observing its 60th anniversary here today. He supervised the many im-

Third Generation



Long Time Businessman, Civic Leader Tells Highlights Of The Store's Operations Since 1892

By Fred Jenkins

Samuel Leask Sr. dearly loves to talk about his many experiences and the countless friends he has made in three-quarters of a century of business life. But the beloved 90-year-old co-founder of the famous Santa Cruz department store which bears his name does not compare present times unfavorably with "the good old days" and you do not hear him pining for their return.

"The business is in excellent and capable hands," the retired business leader said yesterday in commenting on the current observance of Leask's 60th anniversary jubilee. He is still a general partner in the firm.

Interviewed at his summer cabin on the Empire Grade, some 14 miles from Santa Cruz and at an elevation of 2700 feet, Leask readily recalled the highlights of the 60 years history of the department store. And he also discussed with clarity and enjoyment business, civic and social experiences here, in Watsonville and elsewhere in his busy life.

Not once did he forget what he was saying and ask "Now where was I?" Facts, data, names—all unhesitatingly fall into their natural order and sequence when he tells about occurrences of the past.

On his 90th birthday last December 26, Leask was feted at his Santa Cruz home, 120 Green street, by a gathering of 27 family members. The Santa Cruz city council, in recognition of his outstanding services to this community, passed a resolution paying tribute to the man who in addition to being a leading merchant, also served in many civic capacities. These included membership on the World War I Exemption board; the California lay commission for the study of educational problems; and a western zone committee for the achievement of unemployment insurance principles and problems.

On the 22nd day of June, 1892, Samuel Leask, then 30 years of age, and his old friend, John Johnston, who was about seven years his senior, opened the doors of the dry goods store at the northwest corner of Pacific avenue and Church street which had been established 20 years before by George W. Place and named the "Seaside Store."

The two partners were assisted by a very capable and versatile young man named Gilbert Witney with whom they were to be associated for many years.

Customers kept dropping in during opening day and when the

and after its incorporation in about 1886, became a stockholder and director of the company.

Some of his fondest recollections concern his contacts with Dr. Charles Ford, one of the Apple City's most famous personages.

The results of 17 years of practical experience were reflected in the policies adopted in the Santa Cruz store at a time when the business was undergoing changes. Men like A. T. New York, John Wanamaker, Philadelphia, Marshall Field and Chicago and other leaders in the field were experimenting with new policies and practices, which were gradually being adopted in the smaller communities throughout the country.

A letter written by Leask in July, 1902, to Joseph Richardson of Los Angeles, who had applied for employment, describes some of the policies of the Santa Cruz store at that time. It reads in part as follows:

"This is a comparatively small store employing about 12 salespeople and, considering the population of the town, doing quite an active business. The business has been established for 30 years and under present management ten years, has about doubled the turnover within three years and is steadily growing. In order to maintain this growth it is absolutely necessary that the trade be handled with the greatest care, and that the utmost pains be taken to keep the stock at all times well assorted and otherwise in good condition. Men who have been accustomed to a rough pushing trade do not do well here, as customers are very sensitive, dislike to be bored by over zealous salespeople and quickly learn to avoid them. The busi-

Exterior Of Leask's Store Today



Long Time Employees Of Leask's Store





James B. Leask

McKnight Reports To Coordinating Group Friday

Bruce McKnight, expert rate accountant from Stockton, representing the Coordinating Committee opposing the Coast Counties Gas and Electric company's request for electrical rate increase, will report to the committee at an open meeting Friday night at 8 o'clock in the supervisors' chambers at the court house annex.

McKnight's request that the Public Utilities Commission dismiss that portion of the power company's request for a 14 per cent raise in rates applying to the not yet granted Pacific Gas and Electric company's rate increase, was granted by the PUC last week.

The Coordinating Committee today said "this partial victory for ratepayers has already saved an annual \$286,000 for customers both on their own bills and on their tax bills, since the cities and county budget would have their already large street lighting expense greatly increased if the rate increase were granted."

McKnight also moved that the entire request of the company be denied on the basis of the "healthy earnings position of the company."

The PUC hearings will be resumed here tomorrow at the city hall and McKnight will report Friday night on progress to date. All interested are invited.

provements to the structure and grounds of the summer home which is about 14 miles from Santa Cruz, at an elevation of 2700 feet. Most of the time, the place basks in sunshine while it is foggy in the city. Yesterday, Leask readily recalled highlights of his quarter-of-a-century in the retail business here, in several other American cities including Watsonville, and in Scotland and London as a boy.

1942 College Graduates Have Lots Of Babies

Milton, Mass., June 11 (AP)—College graduates of the class of 1942 were hailed today for keeping the stork on the wing.

Birthrate statisticians reported the 1942 graduates may well be the first in recent American college history to produce enough children to replace themselves.

Already, despite effect of war on marriages, they have reported 1.51 babies per man and 1.23 per woman.

Thus, the population reference bureau's college project points out the 1942 graduates in a decade have produced almost as many babies within 10 years as the "1927 class" since graduation 25 years ago.

For the "most familyful class" 10 years after graduation was Brigham Young university of Utah. Its 59 reporting alumni of the 1942 class already have a crop of 152 children — or 2.58 each.

Most of the colleges with above-average scores in the 1942 progeny tally are in the west or middle west, the report said.

Among the eastern averages were Holy Cross alumni with 1.66 babies each and Harvard men averaging 1.45.

On opposite sides of the content, Mills college in Oakland, Calif., and Sweet Briar, Va., women graduates reported a tie—1.60 babies each.



Samuel Leask III

Stockton Rejects Special School Tax

Stockton, Calif., June 11 (AP)—A special 50-cent school tax for next year was voted down by a two to one margin at a special election here yesterday.

The vote, 13,846 to 6,915, was the largest for a special election in the city's history. Some 40 per cent of the eligible voters cast ballots.

The money was needed to make up a \$600,000 deficit in a \$6,791,840 budget. As a result of the vote, the school board said it was considering cutting out transportation for pupils, adult education, special education and some classes at Stockton college.

DOCKSTADER END MAN IS DEAD

Los Angeles, June 11 (AP)—Arthur Deming Miller, 79-year-old comedian who was end man, singer and piano player for the old Dockstader Minstrel shows, died at his home yesterday.

Miller had been maintenance manager at the estate of Actor Harold Lloyd for the last 15 years.

A plane piloted by Army Lieutenant Myron Crissey dropped the first aerial ombb near the present San Francisco airport in 1911.

BUY U. S. SAVINGS BONDS

in the evening and the store swept out in preparation for the next day, it was found that the first day's sales amounted to about \$70. That was regarded as fairly good for a start. Great encouragement was derived from the sales of the following day, which amounted to \$135. That was the beginning of a business which has now been going on without interruption for 60 years.

Friends of the two partners had been unanimous in discouraging them from attempting to establish a business in Santa Cruz, which at that time—and for many years afterwards—had the reputation of being a "dead town." The tenant who had previously occupied the store had failed, and within a few months the Schwartz dry goods stock and fixtures on the opposite side of the street were sold at a heavy loss to the Hales of San Jose, who, after conducting a sale for a few weeks, moved the stock to San Jose. Four years after Leask and Johnston opened the "Seaside Store" the old and highly respected firm of J. Bernheim & Co. liquidated its business and retired. This led indirectly to the purchase of Johnston's interest by Leask. Thereafter, he carried on the business as sole owner for 30 years, when a corporation was organized under the title of "Samuel Leask & Sons, Incorporated." All of the common stock of this corporation was owned by the Leask family. In 1944, after a corporate experience of 17 years, an outstanding issue of preferred stock was called in, the assets of the corporation taken over by a Leask family partnership and the corporation dissolved. The family partnership formed in 1944 continues to own and operate the business with Samuel Leask Sr.; Samuel Leask Jr., now of Los Angeles; and James B. Leask as general partners.

Samuel Leask Sr. was more or less active in the management of the business until 1948 when he retired, although retaining his position as a general partner. Active management from that time on has been delegated to James B. Leask, who, however, maintains close contact with the other two general partners.

Leask came to Santa Cruz in 1892 after an experience of 17 years in the dry goods business. For six years, from the aged of 13 to 19, he was employed in Aberdeen, Scotland, the land of his birth. In 1881, at the age of 19, he left Aberdeen for London, England, where he found employment with the firm of Marshall and Snellgrove, whose store at one time was regarded as one of the finest in England.

After more than two years of valuable experience in London, he emigrated to the United States in 1883, and immediately found employment in the great store of Jordan Marsh and Co. of Boston. In search of further information and experience, moves were made from Boston to New York, from New York to Memphis, from Memphis to the frontier town of Abilene, Texas, from Abilene to San Francisco, and finally, 21 months after leaving London, he settled in Watsonville. There for seven years he had charge of the dry goods department of Charles F. Co.

particular, and no salesman is expected or permitted under any circumstances to make any misrepresentation. This is very important. It is also expected that pains be taken to maintain pleasant relations with the other people in the store, friction and ill feeling interfering with the usefulness of all concerned.

"The hours are 7:30 a. m. to 6 p. m. and 9 p. m. on Saturdays, with one hour allowed for lunch. We close on all holidays generally recognized. You would be expected to dress a window about once in 10 days and make daily door display. Department comprises wash goods, domestics, linens, curtains, blankets, flannels, etc., with one boy assistant. The Spring and Summer work is quite hard, but that is about over, and during the Fall and Winter, it is quite an easy place for a man who understands how to arrange the work and how to get through with it. Everything depends on that, and if you feel that you are competent to give satisfaction in a place of this kind you can give it a trial. We pay weekly and if you are satisfied to make the change will pay you first six months \$16.50, after that, \$17.50 per week, which is a trifle more than salary mentioned in your letter. And I want to say that you will always be treated with consideration and respect, though it undoubtedly be necessary to point out from time to time improvement that might be made, and in the event of your not being satisfactory you must expect to vacate the position.

"On receipt of this please telegraph at my expense, stating what you propose to do, and in the event of your decision to come here, say when you will report for duty—the sooner the better."

The letter has been preserved by Richardson for 50 years and was recently sent to Santa Cruz for examination. While here it was photographed as an exhibit having an important bearing on the foundation principles of a business which has continued to develop along the lines casually outlined in a letter written more than 50 years ago.

The history of the Leask business here has been a continuous effort to keep step with the gradual evolution of retail practices throughout the country and the development of Santa Cruz as a retail center. During the years 1892 to 1916 business conditions in Santa Cruz were very discouraging due to a variety of causes, such as the fire of April 14, 1894; the loss of \$400,000 in water bonds, many years of costly and futile litigation, the failure of the Ocean Shore Railroad enterprise, failure of the Beach enterprises in 1912 and a chronic condition of local controversy over water problems. Notwithstanding all this, the women and children of the community continued to wear clothes which the Leask store kept supplying in greater volume throughout the years.

It has been Leask's good fortune throughout his 60 years of Santa Cruz experience to be associated with a succession of men and women employees whose efficiency, loyalty, good will and affection have meant more to him than any part of his experience outside his family relations. During the period 1920 to 1938, including the most

These employees have all been with Leask's department store for more than 27 years. They include front row, l. to r., Mrs. Frank Smiley, 28 years; Miss



(NEA Telephoto)

ASKS CONGRESS — President Truman asks Congress in an extraordinary joint session to enact legislation authorizing the Government to seize the steel industry and run it until the contract dispute is settled.

difficult years in the history of business, the store owed much to the tireless devotion of Samuel Leask Jr., now administrative officer of the city of Los Angeles.

From 1938 to the present, including the greatest developments in the history of the business, James B. Leask has consistently measured up to the rapidly increasing demands and problems of the management of the greatly enlarged store. A grandson, Samuel Leask III is steadily justifying the hopes and expectations of those with whom he is associated in the management of the business.

Now, after 60 years, Samuel Leask Sr. looks back upon it all with a deep feeling of gratitude to the people of Santa Cruz with whom throughout the years he has tried to cooperate and to serve, and to the men and women employees, past and present, association with whom has been among the greatest satisfactions of his life.

For the rest, Santa Cruz' pioneer merchant—now well along in his 91st year—can only say: "I can never forget you; so very glad we met!"

At least three kinds of camels are known to have inhabited the San Francisco Bay region in the early pliocene era.

Allene Dodge, 34 years; John Cunha, 32 years; Miss Anna Truco, 34 years and Mrs. Carrie Miller, 33 years. Back row, l. to r.,

MOTHER WHO KILLED SONS DECLARED LEGALLY INSANE

Oakland, Calif., June 11 (AP)—Mrs. Mary Glenn, 33-year-old wife of a navy lieutenant who killed her two young sons May 31, was declared legally insane yesterday by Dr. Douglas Kelley, University of California criminologist.

The district attorney's office said she will be confined to an institution.

Mrs. Glenn, who lived in Pleasanton, beat to death her sons, Robert, eight, and Billie, five, with a baseball bat and stabbed them numerous times. She then gashed herself 30 times with a paring knife, but the wounds were not serious.

YOUNGSTER DROWNED

Oakland, Calif., June 11 (AP)—Two-and-a-half year old Floyd Burnett Jr., apparently drowned last night when he toppled off the deck of his houseboat home into Oakland estuary.

PUBLIC NOTICE

NOTICE OF TIME APPOINTED FOR PROVING WILL, ETC.
No. 13,001

In the Superior Court of the State of California, in and for the County of Santa Cruz.

In the Matter of the Estate of SAM DAL PORTO, Deceased.

Notice is hereby given that a petition for the probate of the will of SAM DAL PORTO, deceased, and for the issuance to petitioner, GINA DAL PORTO, of letters testamentary has been filed in this court, and that Friday, the 20th day of June, 1952, at 10:00 o'clock A. M. of said day, and the courtroom of said court, in the courthouse, in the city of Santa Cruz, County of Santa Cruz, State of California, have been fixed as the time and place for the hearing of said petition, when and where all persons interested may appear and contest the same and show cause why said petition should not be granted.

Dated June 9th, 1952.
H. E. MILLER, Clerk.
By MATHILDA ROSSI, Deputy Clerk.

EMMET L. RITTENHOUSE
Attorney for Petitioner,
Rittenhouse Building,
Santa Cruz, California.
June 10 to 19

NOTICE OF TIME APPOINTED FOR PROVING WILL, ETC.
No. 12,990 (Probate)

In the Superior Court of the State of California, in and for the County of Santa Cruz.

In the Matter of the Estate of EFFIE M. HUFFMAN, Deceased.

Notice is hereby given that a petition for the probate of the will of Effie M. Huffman, deceased, and for the issuance to petitioner ROSE LEONARD, of letters testamentary has been filed in this court, and that Friday, June 13, 1952, at ten o'clock A. M. of said day, and the courtroom of said court, in the courthouse, in the City of Santa Cruz, County of Santa Cruz, State of California, have been fixed as the time and place for the hearing of said petition, when and where all persons interested may appear and contest the same and show cause why said petition should not be granted.

Dated: May 29, 1952.
H. E. MILLER, Clerk.
By MATHILDA ROSSI, Deputy Clerk.

DONALD YOUNGER,
Attorney for Petitioner,
Santa Cruz Theatre Building,
Santa Cruz, California.
June 1 to June 11

BUTTE COUNTY TO FIGHT GRASSHOPPERS

Oroville, June 11 (AP)—The Butte county board of supervisors has voted \$2500 to be used in a fight against grasshoppers.

Fred A. Platt, county agricultural commissioner, said the money will be used principally to buy poison.

PUBLIC NOTICE

NOTICE OF EXECUTOR'S SALE OF REAL PROPERTY AT PRIVATE SALE
No. 12,860

In the Superior Court of the State of California, in and for the County of Santa Cruz.

In the Matter of the Estate of THOMAS E. PENNINGTON, also known as THOMAS EDWIN PENNINGTON, Deceased.

NOTICE IS HEREBY GIVEN that on or after Tuesday, the 17th day of June, 1952, at nine-thirty o'clock A. M., of said day, BERT B. SNYDER, executor of the estate of the above named decedent, will sell at private sale in one parcel, to the highest bidder, upon the terms and conditions hereinafter set forth, and subject to confirmation by the above entitled court, all the right, title, interest and estate of the said Thomas E. Pennington, also known as Thomas Edwin Pennington, deceased, at the time of his death, in and to the real property hereinafter described, and all the right, title and interest that the said estate has, by operation of law or otherwise acquired, other than or in addition to that of said decedent at the time of his death, of, in, and to all that certain real property situate in the County of Santa Cruz, State of California, described as follows:

Being a part of lot 57, as shown upon the map entitled "Subdivision of Wilson Bros. Tract No. 6, Being a part of Sections 16 & 17, T. 11, S. R. 1W, M. D. B. & M., surveyed by Lloyd Bowman County Surveyor Aug. 1924" filed for record in the office of the County Recorder September 11, 1924 in map book 18, page 51, Santa Cruz County Records and more particularly described as follows:

Beginning at the Southwest corner of said lot 57 on the center line of Kinsley Avenue; thence South 78° 59' East along the middle of Kinsley Avenue 187.12 feet to the Southwest corner of lands conveyed to Hugo C. Lehman and wife by deed dated April 7, 1947 and recorded April 16, 1947 in volume 582, page 26, Official Records of Santa Cruz County; thence leaving said Kinsley Avenue, North 3° 19' East along the Westerly line of land of said Lehman and the produced line thereof 226.91 feet to a point on the Northerly line of said lot 57; thence North 78° 59' West along the Northerly line of said lot 57, 156.81 feet to the Northwest corner of said lot; thence South 11° 01' East along the Westerly line of said lot 57, 224.17 feet to the point of beginning.

Terms and conditions of sale: Ten per cent cash at time of sale, lawful money of the United States of America, balance by cash or credit on confirmation of sale by said Superior Court.

All bids or offers must be in writing, and may be left at the offices of ATTORNEY BERT B. SNYDER, Suite 6, Medico-Dental Building, Santa Cruz, California, or may be filed in the office of the clerk of this court, at any time after the first publication of this notice, and before the making of the sale.

Dated May 30, 1952.
BERT B. SNYDER,
Executor Estate of Thomas E. Pennington, also known as Thomas Edwin Pennington, Deceased.
May 30 to June 13



(NEA Radio-Telephoto)

AFTER THE BATTLE—American medical men tend to wounded Communist prisoners after paratroopers cleaned out Compound 76 on Koji Island, Korea. The compound was the resistance center for 6400 fanatical Reds. Though not a shot was fired in the wild, three-hour battle, one American and 31 Communists were killed. Fourteen Americans and 139 Reds were wounded.