

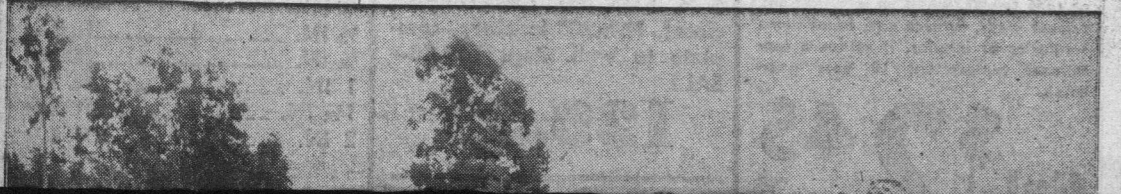
# Get Your Tree From Santa Cruz Christmas Tree Farm

Pioneer Grower Of Christmas Trees



Paul A. Bauer, 3367 Cunnison lane, Soquel, right, has nursed a small patch of trees for several years to the point where he can now began selling. He is one of the pioneers of the California Christmas Tree Growers' association's experiment. Left is his neighbor, Joseph F. Mullin, and Henry Washburn, county farm advisor and instigator of the plan for the county.

Tree Growing Is New 'Light Industry'



## Take Family Along To Pick Out Tree

Do it yourself. Take the wife and kids along to one of Santa Cruz county's Christmas tree farms to choose and cut your own tree.

This idea is striking the imagination of hundreds of bay area families this Christmas, according to Henry Washburn, county farm advisor and founder of the local experiment.

Some 11 ranchers in the county out of nearly 100 who are engaged in the county's new light industry have announced that their trees are ready for the market.

"You can pick out your tree in the middle of July if you want," said Washburn, "then bring the wife and kids back near Christmas time, cut it down and take it home for decorating. The rancher furnishes the saw."

This year Santa Cruz county has received wide publicity throughout the bay area and San Francisco because of the "pick your own tree idea," and Washburn said yesterday that they are flocking down to the ranches. "I get many calls from northern California," he said.

Trees range in heights from three to six feet and they are selling on the average of 50 cents a foot, but prices differ slightly from place to place, he said.

Maps indicating where the growers can be found in the county are available at the Farm Bureau office, 555 Ocean street and from the state forestry fire headquarters in Felton. Names and addresses of growers selling trees this year will be listed below.

"Tree picking is growing in popularity here but the 'industry' is still immature. However, the largest bugs have been ironed out," said Washburn.

It will take a couple of years for the majority of trees to reach a salable height and now we are confronted with the problem of making salesmen out of ranchers, he said.

The project was launched in 1947 as a means of establishing a profitable use of the dry mountainous lands within the county.

"These ranchers organized themselves into the California Christmas Tree Growers' association. About 40,000 trees were planted the first year by 28 growers," recalled Washburn.

"We were mainly looking for information. We knew practically nothing about growing trees like this (Monterey pine, Scotts pine, Douglas fir) commercially.

"The first year we lost about 35,000 trees. But gradually we acquired important data by keeping a file of each grower, and scrupulously followed his experiments. This is still being done," he said.

"From this pioneering we have compiled a booklet on Christmas tree growing in this county.

"We figure it takes three or four years to raise a saleable tree in shape. We are learning how to prune these trees to gain symmetry and what species of trees will

## Salvation Army Sets Up Christmas Clearing House

Working in cooperation with the major welfare organizations and in Santa Cruz, the Salvation Army is establishing a Christmas clearing house, Lt. Ed. Nelson reported, so that starting Monday all those groups who want to do something at Christmas will be able to obtain names and type of help needed by families here.

Information is being recorded now, as to the family name, address, and type of Christmas welfare plan most appropriate, at Salvation Army headquarters he said, dividing needs into five categories: food baskets, clothing, toys, adopt-a-family program, and other special programs.

By compiling a central list of names of families who need help, and what kind of help they need, Lt. Nelson said, the Army hopes to assist all church groups and other organizations in avoiding duplication and getting some sort of idea of what the greatest Christmas needs are in Santa Cruz.

The clearing house information will be available next week at Salvation Army headquarters, phone GARDEN 3-7326, Post Office Box 534, Santa Cruz.

## North Bay Lions Will Entertain Children Tuesday

North Monterey Bay Lions will entertain 30 Santa Cruz area kids Tuesday night at their annual Christmas party at the Riverside hotel.

There will be a puppet show, gifts, desserts, and all the things that make kids happy. Lions will bring their guests to the Riverside at 7 o'clock.

Confederate money has no value except to collectors.

18-Santa Cruz Sentinel-News Sunday, December 12, 1954

The Saint Cyr Academy is the French West Point.

New York City was the capital of the state until 1797.

First thoroughbred stallion imported to the United States was Bulle Rock in 1730.

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**DON'T TAKE  
CHANCES**

Santa Cruz' new light industry, Christmas tree cash and carry, is coming into production this year. One of the larger producers is G. B. Troxel, Mer-

rill road. The idea is the fun involved in having the family select and cut the trees together. Here Mr. and Mrs. Troxel select a six-footer for Henry Washburn, county farm advisor.

Washburn looks forward to a bright future for these growers.

He said that only about 10 per cent of the three million trees used for Christmas in California are grown within the state. The market, he said, is wide open.

Howard Nielsen is president of the growers association; N. C. Grider, treasurer; and Mrs. Nielsen, secretary.

Grider specializes in selling "living Christmas trees" in pots, and said yesterday morning that he was nearly sold out.

Names and addresses of growers selling this year are: Nielsen, Box 162, Bonny Doon Rt., Empire Grade road; Paul A. Bauer, 3367 Cunnison lane, Soquel; Miss J. Goldman, 25255 Loma Prieta way, Los Gatos; Grider, 4604 Los Gatos highway; Harold Hall, Box 178, Bonny Doon Rt., Santa Cruz; Joe Morgan, 42 Ridge way, Mt. Hermon; Guy Troxel, Merrill road, between Aptos and Soquel; Chris Tsamis, 1-113 Freedom boulevard; W. A. Shuey, 27480 Adams road, Los Gatos.

The planet Mercury receives most heat from the sun of all the planets.

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