



# Mostly about People

By Wally Traling

Maybe you have the impression that imported goods are making strong inroads into Santa Cruz business houses.

They have, but consider this:

The U.S. in 1960 exported \$17,621,400 worth of American produced goods. Total import value that year was \$14,653,900.

A surprising amount of exports that enter the world market carries Santa Cruz area labels on them.

Frozen fruits and vegetables from the Bird's Eye division of General Foods Corporation go regularly to England and Canada.

Santa Cruz Processors, Chestnut and Laurel, are negotiating to ship squic to Naples.

Stokely Van Camp, Inc., on Bronson street, sends Bartlett pears and Blue Lake green beans to South America, England, Cuba (not now however) and Holland.

Canada has received Brussels sprouts from the Santa Cruz Artichoke and Sprout Growers association on Ingalls street.

Big Creek Timber company near Davenport has shipped redwood to Germany, and other orders to Tahiti and the Marshall Islands.

Santa Cruz Lumber company, on River street, makes up occasional orders for Canada.

Antonelli Brothers nursery on Capitola road mails thousands of bulbs throughout the world.

The Brown Bulb ranch, Capitola, exports about 200 varieties of bulbs throughout Europe, New Zealand, South America, Canada and Mexico.

Vetterle and Reinelt Nursery, Capitola heights, exports primrose seed to New Zealand, England, Australia and Canada; delphinium seed to same countries plus France; begonias to New Zealand, Canada, England and Japan. Nearly daily shipments go to New Zealand to both commercial houses and individuals.

Shaffer's Tropical Gardens, 41st avenue, ships orchid plants extensively to South Africa, Holland, England, Finland, Denmark, France, New Zealand and Formosa, mostly to individuals or groups of growers.

Wood giftware from Sinkinson's on River street has been shipped to Canada.

P. D. Wilson, who makes black walnut giftware on Soquel avenue, has exported to Canada and Virgin Islands.

Brooms from the Kinney Broom company on Alice street have gone to the Philippines.

Nitro fertilizers made on Rodeo Gulch road, have been exported to New Zealand, Rio de Janeiro, Australia and Indonesia.

Pacific Cement and Aggregates Davenport, ships to the Pacific Islands from time to time and South Asia. One shipment has gone to Korea. Plant Superintendent Art Anderson said that Japan is cutting into the American market in the Pacific area.

A. K. Salz tannery on River street exports its leather regularly to Canada, Hong Kong, Switzerland and Japan.

Santa Cruz made baskets from the Veneer Products company on Mission street go to Mexico now and then.

Mushroom spawn and insecticide from the Stroller Research company on Fair avenue are regularly exported to England, Canada, Belgium, and Rio de Janeiro.

A. R. Wood Manufacturing company, Center and Union streets, sends many chick brooders to Japan.

William Wrigley Jr. company on Mission street, last year exported three and a half million boxes of gum (100 sticks to the box) to Hong Kong, Japan, Mexico, Korea, Viet Nam, Formosa, and many South Pacific islands. Only US service orders involved were in Korea and Japan.

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