

County Ready For Los Angeles Fair

By Skip Littlefield

Santa Cruz—second smallest of California's 58 counties—moves in among the giants of the golden state's political subdivisions Friday afternoon at Pomona to unveil its 1958 exhibit for the 16-day run of the mammoth Los Angeles County Fair.

For the edification of the 1,100,000 visitors at the world's largest county fair, and the biggest exposition of any kind west of the Mississippi, there will be another lush Santa Cruz county display created in the tradition of this county's prize sweeping 1956 and 1957 exhibits which were acclaimed the finest in California.

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 all chambers of commerce in the county.

The impact of the southern California venture of the past three years has been manifest in the tremendous interest generated in all phases of county economy. As a direct result of the 1957 Pomona show, the advertising committee points to over 7000 written requests it has processed for information on this area.

Last year, for the second consecutive season, this county entered 14 agricultural and horticultural products in competition with the best in the west to emerge with 14 first place blue ribbons.

Los Angeles Artist Angelo C. Scibetta, working under the direction of the county committee, has again faithfully recreated the lasting glory of this seashore and mountain realm.

Through the medium of an artist's brush, and with the help of nature's gifts of floriculture, Scibetta has unfurled in miniature, a breath-taking picture of the county.

Blue-printed features incorporated in the exhibit include:

1. Use of a huge redwood tree (simulated) 15 feet in diameter and over 15 feet tall with several companion redwoods of lesser size to form the backdrop of the setting.
2. Creation of a 12-foot waterfall, flowing at the rate of 150 gallons per minute, illuminated by colored underwater effects. Natural rock and gravel comprise the base and banks of the fast running stream.
3. Use of a large 300 gallon pool at the foot of the waterfall with 50 rainbow trout some 16 inches in size to give an added natural zest to the scene. In order to preserve the fish, special well water has been trucked in. The trout pool is kept at a temperature of 45 degrees by use of refrigeration equipment.
4. Flanking the waterfall and stream are 150 sets of maiden hair and woodwardia ferns.
5. Lavish use of begonias, cut flowers, spread over 125 square feet of live moss forming a rolling bank to the stream.
6. Use of a redwood slab eight

traits in oils painted on the redwood of county historical characters. They are Chief Roxas who lived to be 123 years old, and Capt. Harry Love who wrote finis to the bloody career of Joaquin Murietta.

8. A five-foot hand-painted replica of the great seal of the County of Santa Cruz done in eight colors which reposes above the main murals on the back side of the exhibit. It calls attention to the fact that the County of Santa Cruz is older than the sovereign state of California.

9. Display of 10 selected full color transparencies 16"x20" of county scenes back-lighted in an unique arrangement.

10. Inclusion of one of the finest displays of redwood burl products and milled redwood lumber ever sent south.

Agricultural and horticultural produce will occupy 220 square feet. In order to keep these displays at their peak such perishables as mushrooms, strawberries, lettuce, celery, carrots, artichokes, sprouts, tomatoes, apples and cauliflower will be flown to Pomona periodically by Russell Rice of Skypark airport. Fresh begonias and dahlias are slated for air travel.

Much of the above produce is actually picked at 6 a.m. on flight days. Leaving Skypark at 9 a.m. the load arrives at Pomona at approximately 11 a.m. It is on exhibit minutes later.

In the huge agricultural building (150 by 800 feet) where all county exhibits are located, provision is made to store perishable displays in refrigerated lockers. Thus, a sizeable portion of the exhibit must be re-assembled each morning.

County Committeemen Earl Callender (Watsonville), Fred McPherson Jr. (Santa Cruz), and James A. Harris Jr. (Soquel) have 25 thousand units of a new special brochure ready for the fair. This pamphlet (all color) was designed especially for use in southern California. It is not to be confused with the new and elaborate 28-page all-color brochure put out by the committee last June.

Initial load of produce and flowers left for the fair last night via Fiskey brothers nursery truck. All subsequent shipments go by plane.

County advertising officials are not too concerned about coming home with 100 per cent blue ribbons this year. They feel that it would be a miracle to repeat the performance of the last two shows.

However, a display such as this

County's Tomatoes Seek Greater Laurels



Glorifying California's finest "Improved Pearson" tomatoes grown by W. D. Loveless and Son of Watsonville are Santa

Cruzans Anna Volpini, left, and Phyllis Furtado. The Pajaro valley tomatoes were judged blue ribbon winners at the Los

Angeles County fair in 1955-56-57 and will again carry the colors of Santa Cruz county in the forthcoming 1958 exposition.

California Saddle Leather To Fair



Brussels Sprouts Feature County's Display



Blue ribbon winners in 1956-57 at the huge Los Angeles County fair in Pomona are the Coast King brand of fancy-

packed Brussels sprouts produced by the Santa Cruz Artichoke and Sprout Growers association. Pictured above with the 1958 entry is Plant Mana-

ger Dick Reed of the growers association displaying a sample exhibit to lovely little Valor Baum of Santa Cruz.

Blue Ribbon Strawberries Invade Fair



feet in diameter with age markers set in the tree showing its growth from the year 869 A.D. to 1956. It was cut especially for the county committee by the Santa Cruz Lumber company. It has been labeled the Henry Garrett Tree.

county offers with its inviting greenery, running mountain stream, great floriculture and agriculture settings surrounded by a back-drop of mighty redwoods, will command full attention from the people of a region used to teeming traffic, smog and nothing larger than an olive or an orange tree on their landscape.

For First Time, All County Chambers Will Be Represented

For the first time in the history of Santa Cruz county participation at the world's largest county fair, this area will be represented by the combined promotional forces of the five chambers of commerce of the county.

Santa Cruz County Advertising committeeman A. E. Strong (Branciforte district) has officially announced that representatives from The Greater Santa Cruz Chamber, The Greater San Lorenzo Valley Chamber, The Greater Scotts Valley Chamber, the Capitola Chamber

er and the Watsonville Chamber of Commerce and agriculture will staff the county exhibit at the Los Angeles County fair from Friday to September 28 inclusive.

Strong stated that John Hesketh, former member of the county advertising committee and past president of the Capitola Chamber of Commerce, has been designated by the Santa Cruz county board of supervisors as manager of the 1958 display. Hesketh managed the prize-sweeping 1957 county exhibit at Pomona.

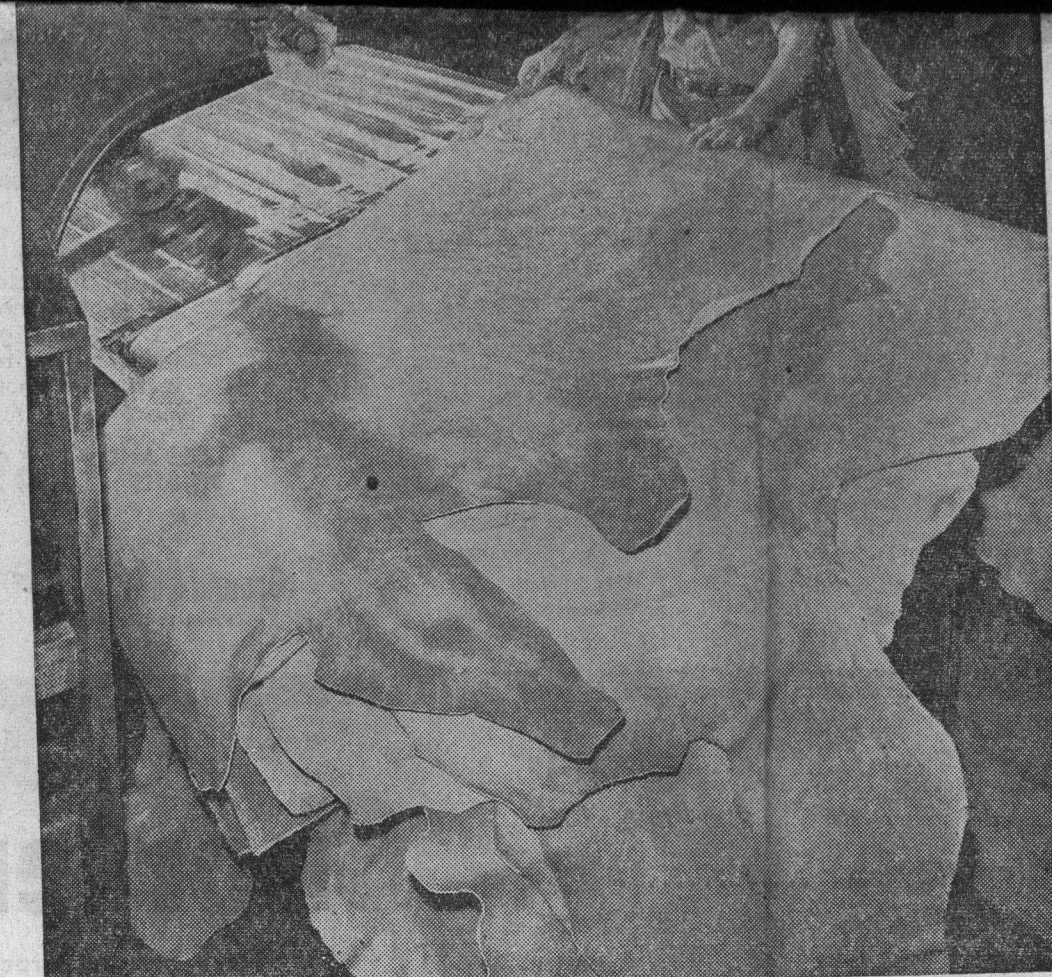
Personnel representing the county are:

1. Mrs. Helena Streett (The Greater Santa Cruz Chamber of Commerce). Mrs. Streett is a veteran of three years service at the southern fair. A staff member of the chamber, she is considered unusually well informed on the economy and resources of the area.

2. Mrs. Gretchen Warner (The Greater San Lorenzo Valley Chamber of Commerce). Mrs. Warner is also a three-time participant at Pomona. Her vast experience, knowledge and community interest has made her an invaluable county salesman.

3. Mrs. Eula Hesketh (Capitola Chamber of Commerce). Concentrating on the mid-section attractions of the county, Mrs. Hesketh rates as an exceptional student of county economy. The Capitola civic leader has the added benefit of three years participation at Pomona.

4. Mrs. Ann LaMothe (Capitola Chamber of Commerce).



As one of the featured highlights of the Santa Cruz County exhibit at the Los Angeles County fair this year will be a

special display of the world famous "California Saddle Leather" by the A. K. Salz company of Santa Cruz, one of this county's pioneer industries.

Pictured above in the processing of the huge sheets of the prized leather is D. F. Clarke of the Salz company.

5. Mrs. Gladys Dixon (The Greater Scotts Valley Chamber of Commerce). The city-by-the-sea is also sending Mrs. Ann LaMothe to represent its community and the county at the 1958 fair. A well-known business leader, Mrs. LaMothe has had considerable experience in community planning and promotional activities.

6. Robert Spung (Watsonville Chamber of Commerce and Agriculture). Spung is a retired furniture dealer of Freedom and has long been active in the community affairs of the southern end of the county. His presence at Pomona will afford the Watsonville section an able and responsible participant.



John Hesketh

Santa Cruz



Mrs. Helena Street

San Lorenzo



Mrs. Gretchen Warner

Capitola



Mrs. Eula Hesketh

Capitola



Mrs. Ann LaMothe

Scotts Valley



Mrs. Gladys Dixon



World famous are the strain Z-5-A strawberries developed by J. M. Reiter and grown on the rolling coastal slopes between Rio del Mar and Watsonville—wondrous berries that have swept all California competition at the Los Angeles County fair for the past three years. Shown with specimens that will be exhibited in the

1958 L.A. fair are Phyllis Furtado, left, and Anna Marie Volpini of Santa Cruz with Field Foreman Pete Donatini of Rio del Mar.

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Premium Celery Returns To Fair



Proudly presenting premium produce of the Pajaro Valley to Anna Volpini of Santa Cruz is John McPike of Watsonville, field foreman of West Coast

Farms whose red delicious apples, celery, carrots and lettuce won first places at the Los Angeles County fair in 1957. The "Miles Ahead" brand of West

Coast Farms is again supplying this county with fancy specimens for the 1958 southern show which commences Friday for a 16-day run.

Entire County To Participate In Los Angeles County Fair

Santa Cruz county records released through the board of supervisors and the county advertising committee list industries from Davenport and Boulder Creek through Soquel, Aptos, Freedom and Watsonville as participating in a great area-wide effort in the Los Angeles County fair exhibit furnishing products and produce.

Named in the group are: Davenport area — Santa Cruz

Artichoke and Sprout Growers association.

Santa Cruz—Santa Cruz Lumber company, A. K. Salz company, Sinkinson's Redwood Novelties, California Redwood Gifts and Rancho Redwood Manufacturing company.

Capitola — Antonelli Brothers, Begonia nursery, L. W. Marlow Dahlia farm.

Boulder Creek—Ernest B. Locatelli (redwood greenery).

Soquel—West Foods company (mushrooms).

Aptos — Reiter Strawberry farms.

Watsonville—West Coast farms through A. L. Resetar (celery, lettuce, carrots and red delicious apples). Stephen Martinelli company (apple cider display).

Aromas—W. D. Loveless and Son (tomatoes).

Pajaro—Jim Watkins and Son (cauliflower).