

CALIFORNIA JOURNAL

OF DEVELOPMENT

State Chamber of Commerce



5,000,000 visitors in 1935; 6,000,000 in 1936 is the attendance expectation of San Diego's California Pacific International Exposition.

APRIL
1936

San Diego and the California International Exposition
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California Journal

OF DEVELOPMENT

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A Statewide Organization having for its purpose the development of the State's Resources—Industrial, Agricultural, Mineral and Financial. Its membership includes Chambers of Commerce, Producing and Marketing Cooperative Associations, Boards of Supervisors, Firms, Corporations, Individuals, etc. As the official magazine, this publication carries authoritative articles reflecting the State's business. The organization, however, is not responsible for the articles or for opinions expressed therein.

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Economic Conditions in California

Prepared by Research Department, California State Chamber of Commerce



BUSINESS INDICES—CALIFORNIA AND UNITED STATES
Adjusted for Seasonal Variations, 1926=100
(Except as Noted)

California Indices:	1935			1936		
	Jan.	Feb.	Mar.	Jan.	Feb.	Mar.
Manufacturing:						
Employment, Total	81	81	79	86	83	82
Excluding Canning†	82	81	80	87	84	84
Consumption Goods:						
Foods, Beverages, etc.	94	95	91	96	93	93
Leather and Rubber	89	95	89	92	95	98
Chemicals, Oils, etc.	74	70	69	75	68	69
Printing and Paper	98	100	99	103	104	101
Clothing, Laundering	72	75	75	76	78	80
Durable Goods:						
Metals, Machinery	77	76	80	87	81	86
Wood Manufactures	58	61	64	66	65	69
Stone, Clay and Glass	59	65	65	72	77	76
Payrolls, Total, Unadj.‡	62	61	60	70	65	69
Adjusted	68	65	63	77	70	72
Production:						
Crude Oil	82	81	82	111	96	93
Electric Power	124	123	122	143	147	—
Cement	48	50	50	93	85	82
Construction:						
Building Permits, 51 Cities	21	27	23	37	37	38
Exclu. S. P. and L. A.	19	34	27	41	39	44
Cement Shipments	49	53	47	95	90	88
Carloadings, Forest Products	37	47	40	61	63	55
Employment†	51	59	57	57	65	66
Trade:						
Dept. Store Sales, Total	75	75	74	80	81	81
Los Angeles	68	69	68	75	75	75
Oakland	86	81	85	90	90	91
San Francisco	81	82	81	95	90	88
Carloadings, Total	68	70	64	79	77	80
Farm Products	120	105	80	105	94	105
Industrial and Trade	58	62	61	74	73	75
Merchandise, L. C. L.	84	81	77	92	89	88
Exports	78	62	78	66	64	—
Imports	57	39	42	62	54	—
Bank Debts, 14 Cities	67	71	70	87	88	85
Exclu. 3 Largest Cities	70	79	79	94	99	92
Prices:						
Farm Prices, All Products‡	92	98	99	99	104	106
Livestock and Products‡	88	101	108	94	102	105
Meat Animals‡	101	106	120	118	115	114
Dairy Products‡	83	102	96	91	100	96
Poultry Products‡	78	91	110	69	80	98
Crops‡	97	92	90	105	106	106
Grains‡	89	85	82	72	70	67
Field, Exclu. Grains‡	95	91	91	92	97	95
Oranges, Lemons, Apples‡	103	99	93	134	131	134
United States Indices:						
Employment, Factory	80	81	82	84	83	84*
Payrolls, Factory, Unadj.‡	62	67	68	70	70	71*
Building Permits, 215 Cities	11	11	11	24	19	20
Department Store Sales	70	71	72	75	75	83
Carloadings	60	61	61	66	66	61
Exports	42	44	45	48	50	—
Imports	45	42	43	50	53	—
Bank Debts, 140 Cities	64	66	69	74	76	77
Farm Prices, All Products‡	108	112	110	110	110	106
General Price Level	82	83	82	88	88	—
Wholesale, All Commodities	79	80	79	81	81	79*
Raw Materials	77	77	77	78	79	—
Finished Products	81	82	82	82	82	—
Wages, Composite Index	83	84	85	87	87	—
Cost of Living	79	79	79	82	81	81

* Preliminary figure, subject to revision. † Canning and variation. ‡ Unadjusted for seasonal variation. § Employment in industries supplying construction materials. † July, 1910-June, 1915=100.

EDITORIAL

FROM the meeting of the mayors of the leading cities of the country, assembled at San Francisco to discuss the problems of relief, came additional results that promise to be beneficial to California.

Shippers of perishables to the New York market had for years been faced with a serious problem. Mayor LaGuardia was in San Francisco. Here, then, was an opportunity to place before him the vexing problem of handling perishables in his city—perishables which are forced to pay tribute indirectly to the teamsters' unions which maintain a monopoly of hauling from receiving points in New York City; a monopoly which forbids even the purchasers of perishables to pick up and transport their own purchases and who must have the hauling performed for them, no matter how short the distance; where to move perishables a few hundred yards costs as much as a haul of several miles.

The colorful Mayor had already straightened out the artichoke racket wherein controlled selling agencies had frequently smothered markets for artichokes, which are exclusively grown in California.

Contacting Mayor LaGuardia, the Agricultural Department of the State Chamber arranged for a meeting on April 21, at which twenty-five representatives of grape, deciduous fruits, artichoke and vegetable growers presented their views and asked cooperation. With a surprisingly accurate knowledge of marketing conditions in his city, Mayor LaGuardia expressed keen interest in the problem.

Cooperation between California and New York official agencies in developing all of the facts will be the first step, the details of which are being worked out by the State Chamber of Commerce and the State Department of Agriculture. These cooperative findings will then be laid before the courts or the United States Department of Justice, which is already making some investigation.

Mayor LaGuardia also expressed special interest in the marketing of wine grapes and promised his full cooperation for the handling of the present season's crop in New York, where much difficulty has been encountered during recent years.

THE work of the special state-wide Committee on Shipbuilding for the Pacific Coast, assisted by the chambers of commerce of California and other Pacific Coast states, is bearing fruit.

The over-all government shipbuilding program involves the construction of naval vessels to cost approximately \$250,000,000 and merchant vessels to cost ap-

proximately \$75,000,000. Ten per cent or \$30,000,000 of the allotment is being asked for the Pacific Coast. A 6 per cent differential in favor of Pacific Coast construction is necessary to compete with eastern yards.

On April 22, Representative Richard J. Welch wired the State Chamber:

"The House Committee on Naval Affairs today reported favorably the bill providing for fifty-four auxiliary naval vessels at a cost of one hundred seventy-five million dollars with amendment for 6 per cent differential in favor of Pacific Coast ship construction. May I personally thank you and your organization for your splendid cooperation in the good fight that it was my privilege to lead here in Washington."

In supporting this legislation, the House Naval Affairs Committee laid special emphasis on the fact that "Along the West Coast for two thousand miles, there are but three shipyards with drydocks and facilities for repairing heavy-draft naval or merchant vessels. In case of

strife with a major power in the Pacific, lack of facilities would seriously handicap naval defense."

The slight increase in cost is more than justified through the encouragement of private capital to reinvest in shipbuilding and repair facilities.

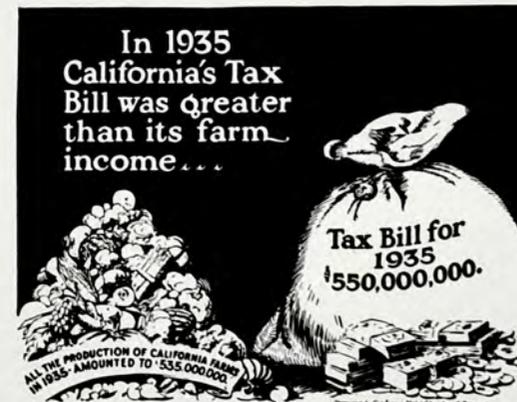
THE ever-mounting burden of taxation must be curbed, and can only be curbed by the conscientious effort of every taxpayer. This means every resident, for everyone pays either in the form of direct or hidden taxes.

For quite some time, the State Chamber of Commerce, through its Taxation and Governmental Expenditure Committee, has been studying the problem and carrying on an intensive campaign to bring about a reduction in governmental spending.

Each week, a tax study bulletin is sent to thousands of key men, newspapers, publications and other publicity sources throughout the State. Each bulletin deals with a particular subject on taxes and expenditures, and is the result of the studies previously made by the Committee. A digest of one of these bulletins will be found on page 28.

To date some three hundred and fifteen thousand bulletins on thirty-five tax subjects have been distributed. Condensed bulletins, in mat form, have been sent to hundreds of newspapers and publications. One is reproduced on this page.

Your help is needed in carrying out this educational campaign. Bulletins have been prepared especially designed for use as envelope enclosures. These can be supplied at cost, \$1.50 per thousand. Let each envelope in your next mailing carry a copy of one of these messages.



California's tax bill for 1935 exceeded by several millions of dollars the total income from all of its farm products, according to the above illustration issued by the California State Chamber of Commerce.



An intriguing glimpse of the corner of the House of Hospitality.

THE California Pacific International Exposition was conceived and brought into being by a community that refused to believe it had been whipped by the depression. Its purpose was to show the world that the same spirit of energy and progress that has carried it through 400 years of advancement still prevails.

A multitude of problems faced the small group that first began the task of building an Exposition. On each side of the mythical ledger we had a nucleus of buildings, many of which were in a state of decay and disintegration. Built twenty years ago, as temporary structures, they had, by all odds, outlived their usefulness. But so beautiful were the structures, so perfectly did they represent the finest and most beautiful type of Spanish Colonial architecture, that the people of San Diego raised, through a public subscription campaign, sufficient funds to restore them for a few more years. They had become landmarks in the park, symbols of San Diego.

In addition to the buildings, we had a comparatively small area that had been landscaped for the Exposition of 1915, but not enough by far to enable us to put on a world's fair without clearing and improving a great deal more land. We had the ground available, all we needed, for Balboa Park contains 1,400 acres, one of the largest city parks in the United States.

That, on the surface, was all we had to start with. On the other hand our community was in the midst of a national and world wide depression. Local business had been at worse than a standstill for more than four years. Hardly an establishment in town was breaking even, much less showing a profit. Small wonder that many citizens, particularly those who had been here

[6]

It Can Be Done!

By

FRANK G. BELCHER

President, California Pacific International Exposition

only a few years, questioned the idea and said an Exposition was impractical and, in fact, impossible.

But the movement was continued and a small group of San Diegans refused to believe it was impossible. Through relief work projects, we soon obtained funds for rehabilitation of the buildings. Exposition was talked everywhere. We brought in men who were experts in Exposition building and management. Their verdict was that the plan was feasible and an organization was finally set up.

It is interesting to recall how the idea began to take hold and as it grew, how the people of the locality began to forget many of their personal difficulties and to look with more confidence toward the future. They, in turn, began to take up the Exposition idea and soon the thing had reached a point where nothing could have stopped it.

All this time we had been working without any special fund being set up for the Exposition, concerning ourselves chiefly with the problem of getting the existing buildings in shape for use again. As this work progressed and as the spirit of the city was buoyed up by indications of the sincerity of the organizing group, it became apparent that funds in fairly large amounts would be needed to keep the work going on without interruption. This was the first hurdle for, while public enthusiasm for the Exposition had reached a high pitch, there was little to indicate that the community had any more ready money available for such a purpose than it had a few months before. So it was with no little trepidation that we started the drive to obtain funds.

It didn't take long to discover that San Diego wasn't fooling when it said that it wanted an Exposition. A goal was set for \$500,000 for preliminary work and within sixty days the city and county not only contributed that amount, but topped it, the final figure resting above the \$700,000 mark.

From then on it was a matter of building. The Spanish Village was the first of the new buildings, or groups, to be started. This was followed by the House of Pacific Relations and in rapid order came other new buildings, new landscaping and an amazing lighting program. Each project kept pace with plans that had been outlined months before, and others which were developed from day to day, so that we were eventually able to open the entire Exposition on the designated date, May 29, 1935.

The architecture of the new buildings came in for considerable discussion. Owing to the beauty of the old Spanish Colonial buildings which had been restored to their original charm, it became apparent that it would be inadvisable to make the new structures of a modernistic style, such as those of the Century of Progress.

So, instead, we turned the pages of history back still further. We studied the Mayan, the Aztec and the Pueblo styles, borrowing their best features. The result was that when the new areas were completed, they contained examples of each, all harmoniously blended with the existing Spanish Colonial architecture and atmosphere. No jarring note or particular line of demarcation between the new and the old buildings was discernible.

The landscaping and lighting played an important part in blending the two styles. Full grown trees, shrubs, flowers, trailing vines, many of the latter sweeping down from the flat roof edges, gave the new structures the appearance of age and permanence and removed all traces of newness. By night the lighting effects transformed the whole area into one delightful setting, reminiscent of Maxfield Parrish art, entirely removing any contrast between the old and the new.

One thing in particular which was striven for and which was successfully created, was a setting of loveliness and permanence. There are no temporary features, no glaring brilliance by night, no harsh colors or designs to detract from the quiet dignity of the grounds and buildings. All have been blended into one composite picture of harmonious beauty.

History repeated itself when work on the 1935 Exposition got under way. As had happened prior to the opening of the 1915 Exposition, business improved and San Diego again began to rapidly grow. Hotels became filled with visitors and landlords began to show a profit for the first time since 1929. Real estate began moving once more and the San Diego area was listed as one of the few "white spots" on the nation's business map.

As the Exposition got under way, these conditions further improved. Soon there arose an insistent demand from all along the coast that the closing date, which had been set for November 11, be postponed, or that the Exposition be reopened for another season. This de-

mand became so great that, shortly before the closing date, the Exposition board of directors met and by unanimous vote, decided to reopen early in 1936. A tentative opening date of January 15 was set.

Immediately after the Exposition closed, however, a new problem arose, which affected the reopening. Some of our exhibitors had decided not to remain for the second season, but those that wanted to remain had been so gratified with the results of the 1935 season that many of them wished to install new, bigger and more complete displays for the second year. However, much remodeling had to be done, new features obtained and installed, all within an extremely short space of time, so that immediately following the November 11 closing, the task of allotting space and reselling that which was not being retaken, began.

It was the pleasure of the writer, at that particular time, to make a six-weeks' tour of the East and the Middle West, where it was particularly gratifying to hear nothing but praise for the Exposition that had just closed. We were fortunately able to obtain many new exhibitors who had been disinterested in our prospects a year before. Some of them immediately started construction on new and more elaborate displays and by late December it became apparent that many of our exhibitors would require more time to get ready for the opening. This was allowed under our tentative January opening date. The opening was consequently moved up to February 12, Lincoln's birthday, and opening ceremonies were carried out on that day, as planned.

The opening was successful and by March 15 all of the buildings had been opened with every exhibit in place. It was and is an entirely new Exposition. New lighting effects had been designed, more than twice as great in scope and size than in 1935 system, and creat-

(Continued on Page 33)



Looking south to the Organ Amphitheatre.



Coronado and the Silver Strand, with protecting Point Loma in the background.

What to See and Do

By
W. F. RABER
President
San Diego-California Club

Aside from the Fair, San Diego has more than five hundred interesting places to visit.

SAN DIEGO, where California began, offers the visitor a variety of interest. While the majority of visitors at the present time are attracted to San Diego because of the Exposition, there are numerous attractions to engage their attention after spending a portion of their time in beautiful Balboa Park.

Discovered by Cabrillo in 1542, named by Viscaino in 1602, settled by Portola and Fra Junipero Serra in 1769, this oldest city in California has a background that is rich in historical lore. Around the Plaza in Old Town are a host of interesting spots. Presidio Hill, where the Junipero Serra Museum stands, is the site of the first Presidio, the outlines of which may still be seen; the site of the first mission, which is marked by a cross of ancient adobe tiles, and is crowned by Fort Stockton, originally built in 1838 to protect the pueblo of San Diego, and improved in 1846 by Commodore Robert F. Stockton to preserve the locality for the Americans who had just recently taken it over. The old trenches and one of the Spanish guns may still be seen within the boundaries of the fort. On the south side of the Plaza is Casa de Estudillo, commonly called "Ramona's Marriage Place." This building is one of the best examples of the Spanish adobes in existence today. It was constructed about 1825 by Don Jose Estudillo and is now a curio shop and show place. Alongside "Ramona's Marriage Place" is Casa de Bandini, originally a one-story adobe erected some time before 1829 and used by Commodore Robert F. Stockton as his headquarters during the Mexican war. Later it became the Cosmopolitan Hotel and stage station. It has re-

cently been restored by Cave J. Coutts, the grandson of Don Juan Bandini, who, in his day, was one of the outstanding caballeros of California.

Other interesting buildings in Old Town are the Casa de Machado; Casa de Stewart, which was occupied by John S. "Jack" Stewart, a shipmate of Richard Henry Dana on the "Alert," following his marriage to Senorita Rose Machado; the adobe chapel, dedicated in 1858, where Father Ubach, who was the inspiration for the "Father Gaspara" in Helen Hunt Jackson's famous novel, "Ramona," officiated; Casa de Altamirano, home of Don Miguel Pedorena, an Oxford graduate who arrived from Madrid in 1838, served as a captain in the American army during the Mexican war and later became one of the founders of modern San Diego.

In contrast with the Spanish adobes, the early wooden buildings were nicknamed "Yankee" buildings. Several good examples of these were the Pedorena House, built about 1850; the first of the "Yankee" homes in Old Town and constructed of lumber brought around Cape Horn from the East coast; Congress Hall, a remnant of a former two-story hotel, saloon, pony express station, post office, and general store; the Pendleton House, built in 1852, and later occupied by Lt. George H. Derby, who became famous as the first important contributor to modern American humor with his writings under the pen name of "John Phoenix"; the Whaley House, woodwork for which was brought around Cape Horn and the bricks for which were made on the site by Thomas Whaley in 1856; the Earliest School Building, erected about 1860; and the Mason

Street School, the first permanent school building, built in 1873.

The visitor to all these old structures will find it easy to conjure up delightful pictures of the romantic past with which these buildings were associated, pictures filled with Spanish señoritas, caballeros, American sailors and soldiers, fiestas, the strumming of guitars and waving palms.

Other interesting points connected with this period are Ballast Point, the landing place of Cabrillo and Viscaino, the Old Spanish Lighthouse on the tip of Point Loma, Fort Guijarros and La Playa, site of the hide house made famous in Dana's "Two Years Before the Mast."

Travelers in California succumb to the romantic appeal of the missions. Mission San Diego de Alcalá was the mother mission and the first of the California chain, having been dedicated in 1769 by Fra Junipero Serra and later moved to its present site in 1784. This mission, six miles up the San Diego River from Old Town, was rehabilitated in 1931 and is in use at the present time. San Diego County has also the Mission San Luis Rey de Francia, founded in 1798 and declared to be the most beautiful of all missions, also in use at present; Pala Mission, an "Assistencia" or sub-mission, founded in 1816; in constant use since then by the Indians of the district, featuring a beautiful campanile; and Santa Ysabel mission, established in 1818 but destroyed in 1839. At the present time two of its bells, one brought from Spain and the other from Peru, are in the church which has been built on the original site.

Modern San Diego, in contrast with Old Town, is up-to-date in every way. Due to its rapid growth within the past thirty years most of the downtown buildings are comparatively new. Everyone visiting this city should make certain to drive out to the tip of Point Loma, where from the 400-ft. elevation may be obtained one of the three most beautiful views in the world—a view only rivaled by those obtained at Rio de Janeiro or the Bay of Naples.

Since San Diego has become a great naval base visitors find the warships lying at anchor on the bay and the shore stations of particular interest. Approximately 100 naval vessels, cruisers, submarines, aircraft carriers and destroyers, are based in San Diego Harbor and spend the majority of their time here. Visitors are welcomed on board all ships on Sundays. The Naval Training Station, the Naval Air Station, the Destroyer Base, the Naval Hospital, the Marine Corps Base and the Army Post, Fort Rosecrans, all welcome visitors during the daylight hours. Athletic contests are held daily on the 22-acre Navy Athletic Field along the waterfront. Those interested in maneuvers will find the weekly drill of the recruits at the Naval Training Station at 3:15 on Thursday afternoons of particular interest. The Marine Corps Base, home of the Fleet Marine Force and the Sixth Regiment of Marines which rose to undying fame at Belleau Woods, has a weekly regimental parade at 4 p. m. on Fridays.

The outdoor enthusiast will find San Diego a year round paradise for recreational activities. Special plans have been made for adult recreation throughout the entire city. Every type of sport facility is provided for tourists and citizens alike. Golf, tennis, horseback riding, lawn bowling, shuffleboard, roque,

horseshoe pitching, and a number of other minor sports are enjoyed throughout the year. The boating enthusiast will find the waters of San Diego Bay, Mission Bay, and the Pacific Ocean delightful for rowing, sailing, speed-boating, canoeing, cruising or aquaplaning. The deep sea fishing off San Diego is unequalled throughout the world and the angler can be assured of excellent catches of some of the finest game fish that abound in ocean waters such as yellowtail, barracuda, tuna, marlin and broadbill. Public Service boats leave from the foot of Broadway daily for the fishing grounds. For those desiring to remain on shore surf fishing for corvina and croaker provides excellent sport. The lakes in the back country are well stocked with bass, perch and crappie, the open season running from May to the end of October, with limit catches being the rule almost daily. During the fall of the year the duck hunting on the ten lakes in the county is excellent. Few places in the country offer the possibility that the hunter has here of leaving his home at daylight, bagging his limit, and being back home in time for lunch.

Twenty miles of beaches, all open to the public without charge, offer an unparalleled opportunity for picnics and bathing.

San Diego County, rising from sea level to the height of 6,500 ft. in the Cuyamaca Mountains, gives the sightseer a wide variety of delightful views. From the summits of Mount Soledad, Mount Helix, Kentwood, Bolder Park and Laguna Mountains, all easily reached over paved roads, are vistas of ocean, bay, mountain and desert that cannot be rivaled. The avocado districts at La Mesa, Vista and Escondido, the citrus districts at Chula Vista, Encanto, Escondido and Fallbrook, the gold mines at Julian and Banner, the gem mines at Pala and Mesa Grande, the celery district at Chula Vista and the apple district at Julian, all prove a magnet to the traveler. For those desiring to spend a delightful vacation at the seashore, in the mountains, or in the foothills, the various resorts offer a wide variety of accommodations ranging from simple unfurnished cabins to the finest hotels.



Ramona's marriage place.



Orange groves
and snow-
capped
mountains.

Sub-tropical Fruits?

By

ROBERT R. McLEAN

County Agricultural Commissioner

Oranges, grapefruit, avocados, papayas, cherimoyas, the white sapote, mangos, passion fruit, limes, loquats, jujubes, persimmons, natal plums, pomegranates, pistachio nuts, coffee berries, guavas, and lichi "nuts" are all part of San Diego County's agricultural crop.

THE growing of sub-tropical fruits is no longer a fad or fancy but on the contrary it has become a well established industry in Southern California. Due to an abundance of good soil, plenty of water and many thousands of practically frost-free acres, San Diego County leads the South, and the entire West, for that matter, in sub-tropical plantings, excluding citrus.

The county leads very definitely in avocados, having at the last acreage survey something over 8,500 acres planted to this fine fruit, or more than all other Southern California counties combined.

The commercial planting of avocados in California is restricted to a rather narrow belt, perhaps from 10 to 20 miles wide at the most, from Santa Barbara County south to the Mexican line. In San Diego County, therefore, our plantings are practically confined to the north coast district, including Oceanside, Carlsbad, Encinitas, Del Mar and Rancho Santa Fe, and a few miles inland to Fallbrook, Vista and Escondido; to the San Diego, El Cajon, La Mesa, Mt. Helix, Grossmont, Lemon Grove and Spring Valley sections up to 15 miles east of the city of San Diego, and to the south bay district, including National City, Sweetwater, Chula Vista and points south to the international line.

Pioneer plantings of avocados on an acreage basis were first made at Carlsbad, Lemon Grove and Sweetwater Valley (Chula Vista) more than twenty years ago. At that time markets had not, of course, been developed, price of trees and fruit was high and the early problem of unsuitable varieties was operating as a very definite deterrent to the placing of the new industry on a sound commercial basis. A large number of the original Pope-

noe introductions from Guatemala, as well as some Guatemalan and Mexican seedlings, had been planted but relatively few of them finally developed into market possibilities. However, stimulated by the high prices obtained, interest in this new fruit began to grow and additional plantings were made, new varieties were discovered and markets developed. The California Avocado Association, organized during the early years of this industry, was the greatest single factor in developing varieties, investigating cultural practices and stimulating interest generally among growers and would-be growers. The present status of the industry, representing as it does an investment of many millions of dollars and furnishing employment to many thousands of workers, is in large part due to the California Avocado Association.

In the early years of avocado growing in San Diego County the planting of a large number of varieties was thought to be desirable or even a necessity, but later, in subsequent plantings, the number of approved and planted varieties was sharply reduced, due to production and marketing difficulties developing in connection with some of the older sorts. Too many varieties make orderly marketing almost impossible. Although all authorities agree that the question of avocado varieties is far from settled, present plantings are being confined to a few approved sorts, such as Fuerte, comprising 70 to 75 per cent of all the newer plantings, Nabal, Anaheim, Itzamma, Queen, Puebla, Dickinson, Challenge, etc.

For 1935 the total production in San Diego County was estimated at 650,938 pounds, having a value of \$270,000. Less than one-half of our present plantings

are in full bearing and as these mature and the non-bearing acreage begins to produce, yields will very largely increase. There were some groves planted as a result of high-powered promotion schemes without regard to suitable soil conditions. These will never pay and might far better be taken out. For the most part, however, our groves are in good condition and are returning a fair profit to their owners. Sooner or later the industry will work its way out of the major problems that confront it, such as relate to varieties, irrigation, fertilization, marketing, pest control, etc.

In addition to avocados, many other sub-tropicals have found a congenial home here, some of them being in the experimental stage as yet and others being already commercially profitable. One of the most interesting fruits grown in quantity is the papaya. No other sub-tropical is as exacting in its climatic requirements, and for that reason it is mostly grown under lath or glass, although in some of the milder sections splendid fruit is produced out in the open. The largest grower is located at Encinitas where he produces many thousands of pounds annually. The demand for his fruit is so great, in spite of its relatively high price, that he cannot begin to supply it. No finer papayas can be grown anywhere. Two types are grown, roughly described as the round and the long.

The cherimoya, a desert fruit of more than ordinary merit, originated somewhere near the tropics and attains perfection where the climate is cool and relatively dry. This fruit seems to be almost unknown in northern and eastern markets, but when production equals the local demand and fruit can be shipped elsewhere, it will take front rank in other markets with the finest fruits California produces. In this county cherimoyas, sometimes called custard apples, grow to a large size, specimens weighing up to three pounds and over being not uncommon. The tree is a handsome semi-evergreen, losing its leaves in the early spring but replacing them almost immediately.

The white sapote is another fruit we are indebted to Mexico and Central America for. Although very sweet and without acid, it is much relished by most people. Fruit ripens in the summer and fall, although some varieties developed in this county are almost continuous bearers. Some specimens weigh a pound or over although the average weight is from 6 to 10 ounces.

The mango, although having been grown in most tropical countries for centuries, probably came to us from Mexico and Hawaii. It is very exacting in its climatic requirements and normally requires a much warmer climate than San Diego County, perhaps fortunately, can boast of. It is grown to perfection in several areas where frost does not ordinarily have to be reckoned with. There are heavy producing trees at Bostonia, El Cajon, Escondido and Fallbrook. Where good varieties are planted in good soil in locations practically frostless and where the humidity is not too low, mangos will be a success and richly repay the grower.

The passion fruit or purple granadilla is our newest sub-tropical to be planted commercially. There are al-

ready some sixty acres devoted to this fruit, principally at Vista. The vines are planted rather closely together, from 400 to 450 per acre and are trained on trellises. The fruit is used in sherbets, ice-creams, soft drinks, etc., and is of unusual and agreeable flavor. The expressed juice may be bottled and kept until needed.

This county is also making a bid to supply this and neighboring states with limes, the market heretofore being monopolized by Mexico. In Mexico limes grow wild and are picked and handled by cheap labor and delivered here at a relatively low price. Better fruit is being grown in this county and although sold at a higher price than the Mexican, is rapidly displacing the latter. Vista is the principal grower with some seventy-five acres or more in bearing.

Rarer sub-tropicals grown here more or less experimentally include pistachio nuts, coffee berries, guayabas or guavas, Queensland or Macadamia nuts and lichi "nuts." The latter is an extremely fine fruit, both in the fresh and dried state, and sooner or later it may develop into one of our most profitable sub-tropicals. Dates are now being grown commercially in Borego Valley in the northeastern part of the county. Tamarinds, Kei apples and a number of other rare fruits are also being tried out.

More common fruits such as loquats, jujubes, persimmons, natal plums, pomegranates and various fruits of the myrtle family are found generally throughout the warmer parts of the county.



San Diego County produced a \$270,000 avocado crop in 1935.

Expositions Do Pay

By

G. AUBREY DAVIDSON

Chairman of the Board of Directors
California Pacific International Exposition

IN 1909 San Diego had a population of about 35,000. It had reached that figure once before, in 1887 during the big boom, but after the bubble had burst, it receded from its position and within a few years had dropped to 17,000. The climb back was proceeding slowly and the future, at its existing rate of growth, wasn't too promising.

San Diego had no Navy then. It had a 1,400-acre city park, but not a foot of it had been developed. An effort had been made to pass a bond issue of \$100,000 with which to improve a section facing Sixth Avenue, but this had been voted down. It was a struggling, overgrown country village, becalmed in the doldrums of its own despair.

As president of the Chamber of Commerce that year, I proposed to the board of directors that upon completion of the Panama Canal, which had been set at about 1915, San Diego stage an Exposition. It was fitting, from many standpoints, that we do this. Ours was the first American port of call on the Pacific Coast north of the canal, although our situation at that time didn't look promising for much calling on the part of freight or passenger vessels. An occasional naval vessel came into the harbor and a small coaling station was located near Point Loma. We had the world's most beautiful bay, but very little was being done with it.

On the other hand, however, we were the smallest city ever to propose a world's fair. Money would be needed with which to finance it and the action of the voters toward our park bond issue hadn't been too encouraging. But I felt something must be done to get our city on the map and advertise it to the rest of the world. I knew we had something here that no other city had and that all that was necessary was for the people to know about it.

The directors took to the idea, and so did the people. Soon we had an enthusiastic movement on our hands and everybody seemed to have a different and a brighter outlook for the future. The coming Exposition became the general topic of conversation.

About that time, however, San Francisco came forward and said that inasmuch as they already had announced an Exposition for 1915, and because they had thought of the idea first, they believed our venture was ill-advised. But we had gone so far with ours by that time that it was impossible to back down. The people wouldn't have stood for it. Neither could San Francisco back down. So 1915 saw two great Expositions on the Pacific Coast.

It was happily proven, however, that the two Expositions complemented each other, each helping toward the other's success, and through them a very friendly

and lasting relationship was created between the two cities.

At least San Diego's 1915 Exposition did. The Exposition not only closed its books with a substantial balance, but the city's merchants did a vastly increased business, a large additional permanent population was added, and San Diego received its first recognition from the Navy that later led to the present Army and Navy establishments.

Our decision to hold the Exposition was immediately justified. The population of San Diego, which had been at more or less of a standstill for considerable time, began to increase. By the time we opened the Exposition, we had increased from 35,000 to about 60,000.

Once the die had been cast for an Exposition, there was no holding the city back. Instead of the \$100,000 improvement bonds for the park, the city voted \$1,750,000. In addition, it raised \$1,000,000 by popular subscription, an achievement which I believe is unprecedented for a community of that size. So the result was that, instead of a mere \$100,000 for park development, we had \$2,750,000. Then the state came to the front and contributed \$250,000 for construction of the California Building, the tower of which has become a national landmark. It further enabled San Diego to develop one of the most renowned parks in the world.

J. D. and A. B. Spreckels installed their big outdoor organ in the park, at an expense of many thousands of dollars. Cabrillo bridge was built, linking the east and west sides of the area. Actual work on laying out the grounds began.

The first point upon which to reach a decision was the type of architecture that would be used. Owing to the beauties and the charm of the buildings that had been left by the early Spanish and Mexican settlers, it was decided to use the Spanish type. So we obtained the services of the greatest authority on Spanish architecture in the United States, Bertram Goodhue of New York City. The California building and tower was built under his direct supervision and all the other buildings were more or less reflections of his plans and ideas ably carried out by his associate, Carleton Winslow. Before any of them were built, drawings and photographs of the most famous buildings of Mexico and Spain were studied, with the result that every structure was the replica of some famous Spanish or Mexican building. Spanish Colonial architecture prevailed and the park has been called the scene of the finest examples of that type in America.

The landscaping of the park presented a real problem. Barren, except for tufts of grass, sage, mesquite and a few trees, it was discovered that the soil was hard and would have to be blasted before it could be loosened sufficiently to encourage horticultural growth. So more than 100,000 holes were drilled and blasted to loosen the terrain before planting began.

The landscaping work at first was in charge of Olmstead Brothers of Boston, but they soon retired from the organization following a disagreement over our in-

sistence to group the Exposition buildings in the center of the Park. Upon their retirement, the work was carried on under the direction of Frank P. Allen, director of works, and Paul Theime, his assistant. John Morley, then and now superintendent of parks, gave much valuable assistance to this task.

The work progressed steadily and on January 1, 1915 the gates of the Exposition opened. It continued throughout all the year, closing on December 31. More than 3,000,000 persons, from every state in the union and from every nation on the globe, attended. We had dignitaries from all over the world; maharajahs from India, members of the nobility from many nations, former presidents Roosevelt and Taft and William Jennings Bryan, the great commoner. Franklin D. Roosevelt, then assistant secretary of the Navy, and his chief, Josephus Daniels, who headed the navy department, were visitors.

It was during the visits of the latter two that San Diego first received recognition as a potential naval center. I recall that I took Mr. Daniels upon a tour of the bay. He remarked:

"You have enough water in the bay here to float every naval vessel in the world. What are you doing about it?"

Our reply was that if the government would dredge the harbor to sufficient depth and send the Navy here, we'd be glad to render every possible aid. It wasn't long before activities along that line began. The naval training station was moved from Goat Island, in San Francisco Bay, to its present site here. North Island was purchased and became the great air center of both the Navy and Army. A destroyer base was established and a marine base constructed. A naval hospital was built in Balboa Park. Thus San Diego reaped more benefit from the Exposition than any of us had ever dreamed.

But that was only a beginning. The Exposition continuing through the year attracted so much favorable comment that when the San Francisco Exposition closed, we were able to get the great foreign exhibits—Canada, France, Holland, Spain, Brazil and others. So, changing the name from the Panama-California Exposition to the Panama-California International Exposi-

tion, we opened our second season on March 15, 1916, and continued through December 31, attracting more than 2,500,000 people that year.

The Exposition, both years, was beautiful. However, it did not compare to what we have now, for the horticultural growth and the foliage of the park had not reached anything like its present proportions. But we did have the beautiful new buildings, and after the people saw the massive beauty of the great buildings and the lighting effects of San Francisco and came here, they were captivated by the simple beauties of our Exposition's setting.

We had a Midway then that was the talk of the world. It extended far beyond the limits of the present one and represented an estimated investment of a million dollars. Adjoining states erected buildings, some of which are in use now. It has been said that no Midway ever has been built that compared to the one we had in 1915-16.

When the books were closed after both seasons, it was discovered that we not only had paid all expenses, but that we had a comfortable balance. We financed an expedition into the Yucatan jungles, where the gigantic Mayan monuments and monoliths—replicas of which are in the San Diego Museum, were unearthed. This was done at a cost of \$150,000, and the expedition was under the direction of the Smithsonian Institution in Washington. It enabled us to bring back these remarkable symbols of a lost civilization, as well as most of the material for the great science of man display in the museum, which has been described as one of the greatest of its kind in the world.

These things were done through Exposition funds and there still was a comfortable balance, which was turned over to the Museum, to keep alive that institution which has become so integral a part of San Diego's cultural life.

The foregoing represents the actual preparation and operation of the great Exposition of 1915-16. But the story of its accomplishments does not stop there. In fact it just begins. For not a year has passed since then that some outstanding benefit has not been reaped for

(Continued on Page 34)



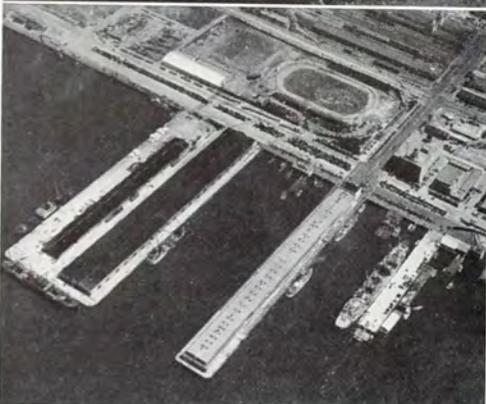
Major ships of the United States Navy and merchant marine at San Diego's municipal piers.

Port Improvements

By

F. L. ANNABLE

President, San Diego Chamber of Commerce



(Top) San Diego's skyline and man o' war row from Coronado shoreline.
(Center) Airscape of waterfront. Municipal piers in the foreground, with district headquarters of the Eleventh Naval District to the right.
(Bottom) Airscape of city and harbor, showing North Island, world's largest naval air base, in the upper left.

SAN DIEGO harbor is rated as one of the finest land-locked harbors in the world. This harbor is the greatest natural asset of the city of San Diego and other communities surrounding this bay.

San Diego bay has an area of 22 square miles. In order to make this area usable to the maximum extent by commercial ships and naval vessels, it is necessary to dredge and remove from this bay great deposits of silt brought down by the rivers of this area during past ages.

In this, San Diego is making rapid progress. At present four dredges are operating on San Diego bay, on projects entailing a combined expenditure of more than \$3,000,000. The largest of these projects is that of deepening and widening the channel along the north-easterly shore of North Island, adding 600 acres to the Naval Air Station on North Island, and creating deep water to accommodate three new 10,000-ton cruisers. This job is being done on contract at \$1,200,000.

A second project is the dredging of a sea plane channel 1,200 ft. deep from the municipal airport, Lindbergh Field, to the main harbor channel; and using the 2,000,000 cu. yds. of dredged material to reclaim a new section for the municipal airport. This project is also creating land and facilities for the \$300,000 U. S. Coast Guard air base at Lindbergh Field.

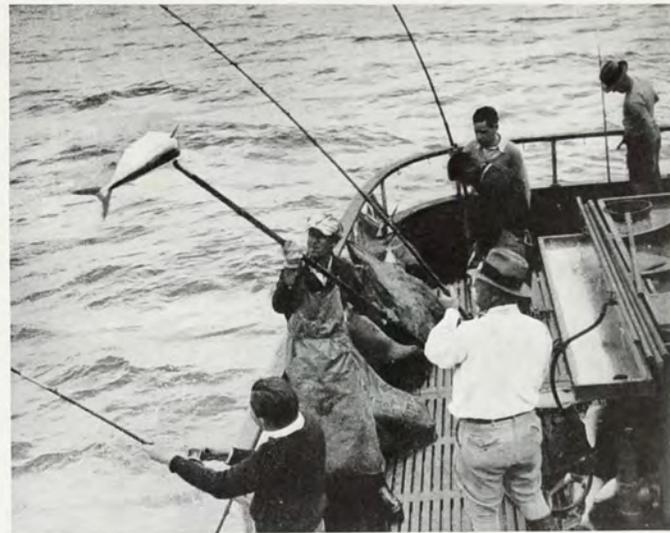
The third dredge is engaged in removing 2,500,000 cu. yds. of material in the vicinity of the U. S. Destroyer Base. This work will widen and deepen the approach to the floating dry dock at the Destroyer Base.

The fourth dredge is widening and deepening the channel of the bay in the vicinity of the foot of Market Street and is dumping the spoil in the Battery Park area. Eventually this will eliminate the present old piers in this Battery area.

Through the efforts of Chairman Rufus Choate of the San Diego Municipal Harbor Commission and Congressman George Burnham, San Diego has been successful in having the Board of Army Engineers approve a new program of major magnitude involving the expenditure of \$4,184,000 in dredging projects for San Diego Bay. This program provides for:

1. Dredging the upper bay area from the Coronado Ferry lanes to the National City boundary to a depth of 26 ft., excavating 5,025,000 cu. yds. at an estimated cost of \$829,000.
2. Dredging along the National City waterfront, between the bulkhead line and the pierhead line to a depth of 30 ft., removing 3,156,000 cu. yds. at a cost of \$474,000.
3. Dredging an area 2,500 ft. wide and 12,000 ft. long in the Dutch Flats area of the U. S. Marine Base to depths ranging from 26 ft. to 35 ft. Total yardage to be excavated is 19,300,000 at a cost of \$2,414,000. This will create mooring area for several of the new

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Gaffing a yellowtail on a sport-fishing boat at San Diego.

Fishing for Sport

By ARTHUR PONSFORD

IF you don't happen to be a fisherman, it isn't your fault and you won't be interested in this story. For instance, when you read that more than 100,000 yellowtail, 13,000 tuna, and countless thousands of other game fish, totalling three million were caught on sport tackle last summer in San Diego's offshore waters, you'll probably say, "So what?"

But if you are one of that fraternity of men—yes, and women, too—whose favorite music is the shrill song of a reel, you'll say, "Boy! Where is San Diego and when do we go fishing?" So this story is directed to the latter class of men and women whose name is legion and who live only for the time they may again cast a lure to a questing game fish.

San Diego? Well, it happens to be a bit of dry footing in the southwest corner of the United States and commands quite a view of a big blue stretch of water known as the Pacific Ocean.

There is a high promontory known as Point Loma, and if you stand on the end of it looking out to sea, a mile or so, you see the tops of a vast "ocean forest"—kelp beds, to a native—where great hordes of game surface-feeding fish spend the months from April to November.

San Diego deep sea fishermen found this out many years ago and so, beginning in late April, they leave San Diego in fast cruisers and voyage out to where large modern barges are anchored and there with plenty of live sardines for use as bait and schools of hungry game fish all around them they pastime amid surroundings catering to every comfort and convenience.

Thousands of salt water angling enthusiasts enjoy fishing off the kelp beds, but thousands of others have

different ideas. They want to go to the Coronado Islands, Mexico, eighteen miles southwest of San Diego Harbor.

These anglers will declare, "Here are the finest sport fishing waters in North America." Here in calm waters, ocean fishing for the man who cannot afford his own boat and expensive gear, reaches the ultimate of the summer playground of the yellowtail, one of the gamest and strongest fish for its size—ten to thirty-five pounds—to be found anywhere.

Here and in adjacent areas the marlin and broadbill swordfish are found, to be caught, when conditions are right by the score, on sport tackle.

Here the yellowtail swarm in incredible schools—the dolphin leaps in play—white sea bass school together and the bluefin tuna, aristocrat of the seas, responds to the lure of the inshooting sardine.

The Coronado Islands! The name is magic to a Southern California angler—he has reached "Heart's Desire" when the clatter of an anchor sounds against those steep cliffs, and he casts a wiggling sardine far out in deep blue waters.

There are public service, live bait boats, equipped with every modern device for safety and comfort leaving the San Diego docks every morning during the season from 2 a. m. to the crack of dawn.

The angler needs only to have the desire to fish. He'll find everything else provided for him aboard—a pair of coveralls to protect his clothes—a first class rod and reel—an expert by his side all day to show him how to hook and fight his fish and to gaff it for him at boatside.

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Opening Wider Eyes to the Skies

By

W. T. SKILLING

Professor of Astronomy, San Diego State College

CHAPERONED by Dr. J. A. Anderson, physicist of Mt. Wilson Observatory, the great twenty-ton disc of glass upon which the eyes of the scientific world have been focused for many months, has arrived at the California Institute of Technology, in Pasadena. Now begins the tedious task of grinding the big piece of glass, converting it into the mirror of the world's largest telescope.

Elaborate precautions were taken in transporting the 200-inch eye of the great telescope from the Corning Glass Works in New York to its present resting place in the Pasadena laboratory. The next three years, or more, will be devoted to grinding, polishing, and converting this piece of glass—with meticulous care—into the most flawless mirror that the ingenuity of man can contrive.

Completion and installation of the giant telescope on Palomar Mountain, in San Diego County, will mark the beginning of a new era in the science of astronomy. Although only twice the diameter of the present ranking telescope on Mt. Wilson, the Palomar Mountain instrument will have four-fold power of focusing light from distant stars—and to astronomers this will open to exploration vast areas of the universe now subject only to conjecture.

To get a mental picture of this reflecting telescope, one should think of a tower, about 60 feet high and 16 2-3 feet across, inside measurement, with a saucer shaped glass floor. This glass floor is the great glass disc which has been so long in preparation.

When finished, the tower-shaped telescope will be mounted so that it can be turned on either of two axes. One, called the polar axis, will point nearly to the north star, the other will be perpendicular to the polar axis. Thus mounted the great tube may have its open end pointed to any part of the sky. Electric motors, controlled by push buttons will furnish the power to turn this 425-ton mass of steel and glass.

Starlight from whatever quarter the opening faces will shine upon the glass floor. On account of its concave shape and the coating of silver or aluminum that will be given it, the light will all be reflected to a point near the upper opening, 55 feet above the reflecting surface, and there brought to a focus so as to form an image of the stars. It will be such an image as photographers catch on a ground glass screen.

All of the light from any star entering the sixteen-foot opening and falling on the curved mirror will be gathered together into a point focus, making the image extremely bright. The instrument will have wonderful light gathering and concentrating power. It will receive and bring to a focus four times as much light as the 100-inch telescope of Mt. Wilson will do, which is the largest telescope now in existence.

To the research astronomer this light gathering feature is the leading characteristic of the new instruments. Its magnifying power is a secondary consideration. This will be moderate—only a little greater than that of Mt. Wilson 100-inch telescope when used without an accessory reflector.

The reason light concentrating power is useful is that it enables the astronomer to see or photograph dimmer stars than with telescopes of smaller diameter. The reason magnifying power is not so much to be striven for, is that it is impossible to magnify stars with any instrument ever yet attained, or probably with any ever in the future attainable. Stars are so far away that their images, even with the most powerful telescopes are mere points of light. The better the telescope the more nearly does the photograph of a star image approximate a mathematical point. It can be made brighter but not enlarged to show surface features.

For use in studying the surfaces of planets and the moon, which are so much nearer than the stars that they can be magnified, this enlarging power of a telescope is advantageous. With one of the accessory concave mirrors to be used to throw the image down the polar axis of the Palomar telescope it will be given twice the greatest possible magnifying power of the 100-inch telescope. This power should bring into view objects on the moon the size of a very large house.

To properly evaluate the importance of this new telescope planned for California, the sizes of some of the world's largest instruments now in use, or in preparation, will serve for comparison. Telescopes are always referred to in terms of the diameter of their largest lens or mirror. The next in size to the 200-inch giant is the 100-inch Hooker telescope of Mount Wilson, California. Below that is an 85-inch telescope to be finished soon for the Michigan University at Ann Arbor. Also an 82-inch glass for the University of Texas, is nearing completion. The next two in size are in Canada, a 74-inch at Toronto, just finished, and a 72-inch one at Victoria, B. C. There are several 60-inch instruments, once considered giants. The first of this size to be constructed was the 60-inch of Mt. Wilson, near Pasadena. It has been in service since 1908, and was, for nearly ten years the world's largest in actual use. Harvard now has a 61-inch and a 60-inch reflector. Argentina, also, has a 60-inch. Europe has not been willing to make the large investments that are necessary for such telescopes as are found in America. Even the Royal Greenwich Observatory has only a 36-inch

reflector, but Great Britain has a 48-inch glass at Melbourne. Germany and France, both countries famous in the history of astronomical development, each have a telescope of one meter diameter.

Perhaps because California is the "Golden State" we have, or will have, three of the greatest of all observatories—Lick, with one of the two largest refractors, Mt. Wilson, now the world's leading observatory, (with the possible exception of Harvard), and the projected Palomar to be equipped at an expense of nearly six million dollars, supplied by the International Education Board.

While on the physical side such advances are being made in bringing the heavens nearer, the intellectual eyes of the people are opening wider to the universe around us. Our State University has one of the best known graduate schools of astronomy, for which the Lick Observatory serves as their laboratory in training for advanced research work.

Our lesser institutions of learning are turning the attention of many undergraduates to the universe in which they live. Work in astronomy is being given to serve as what the University of Chicago calls "mind stretching courses." For example, in the institution from which this article comes, the San Diego State College, about three hundred different students are annually electing at least one class in astronomy. They take a glimpse at the heavens through the college telescope, and at the laws governing the heavens, through the writings of modern astronomers, every day becoming more accessible.

The building of such a giant telescope as that for

Palomar Mountain, the wide dissemination of astronomical knowledge through the colleges and public print, and the marvelous public demonstrations at planetariums, such as that at Los Angeles, cannot fail to do good by calling our attention to at least the material heavens.

The story of the removal of the gigantic reflector from the car on which it crossed the continent, the loading onto specially prepared trucks and its final delivery to the California Institute of Technology, is one of the epics of the draying business.

Two years before, in April, 1934, Belyea Truck Company had handled the 102-inch checking mirror for California Institute of Technology and had safely brought that glass from train to laboratory. Again, in January of 1936, they had received at shipside in San Pedro, the huge steel base for the telescope weighing 36,800 pounds. The big steel base was also delivered to Pasadena to become the receptacle in which the 200-inch mirror would be fitted and later ground down to finished surface. The same company was called upon to safely deliver the larger and newer one. The complete story will be told in a later issue.

Four years from now, when the grinding is finished, the big mirror must be moved again. Then will come the supreme test. Millions of dollars will have been spent on the glass. Wrapped in its base it will weigh twice as much as it does now. Then, with a hundred miles to go instead of a few, another epic in the hauling business will be written, and a little later, with the telescope in operation, new wonders of the heavens will be revealed.



It's only a piece of glass, but the train carrying it across the continent was about as carefully guarded as if a President or royal personage were a passenger. Railroad men of half a dozen of the country's great traffic systems spent several months in figuring out the safest and most satisfactory routing for the unusual shipment. Bridge and viaduct clearance, curves, and other physical and mechanical features of various railroads were studied carefully before the routing was finally determined. The New York Central Railroad took the shipment from the Corning Glass Company plant at Corning, New York, to St. Louis, the Burlington nursing it carefully on from there to Kansas City. From Kansas City the great lens, insured for \$100,000, took the last and longest stage of its journey to Pasadena, via the Santa Fe. The trip to the Coast required nearly two weeks, a special, slow schedule having been arranged for the car.

California's State Parks

By

GEORGE R. BLISS

*Chairman, State Parks Committee,
Southern District California State
Chamber of Commerce*

CALIFORNIA, world famous for its scenic assets—its deserts and mountains, its great redwood forests, its unsurpassed bathing beaches and its magnificent network of highways which render these areas so easy of access, has fully awakened to the need for preserving these beauty spots for the enjoyment of our own people, for the pleasure of visitors to the State, and for the benefit of future generations.

The movement to set aside and to protect certain areas of the State was launched more than thirty years ago, but only within the last decade has any material progress been made in this direction. However, the progress of the last ten years has been rapid, and today Californians can take justifiable pride in a comprehensive, statewide park system.

Our state parks, of which there are now seventy, representing an investment of more than \$14,000,000, supplements the national parks and national forests, assuring preservation of the best of the scenic and recreational areas which make up much of the distinctive charm of the State.

In the center of this issue you will find a most excellent rotogravure booklet descriptive of these state parks. This booklet will interest every tourist, vacationist and lover of beautiful scenery as well as the historian. It will be sent free upon application to the State Chamber of Commerce in San Francisco, Los Angeles, Sacramento, Fresno, Stockton or Santa Rosa. The Richfield Oil Company also has put out a map on the reverse side of which are pictures and descriptions of all state parks.

The beginnings of the California State Park System date from the appropriation by the legislature and purchase in 1902 of 2,500 acres of redwood timber in Santa Cruz County with the purpose of preserving in a state of nature a representative area of the oldest living things in the world.

About the same time the California Historic Landmark League, sponsored by the Native Sons and Daughters of the Golden West, secured and gave to the State numerous historical monuments.

In 1919 the Save-the-Redwoods League organized the movement which through appropriations and private gifts has made possible the preservation of the redwood forests along the world famous Redwood Highway.

In 1923, having for some years been active in securing gifts of redwood groves which, in turn, had been conveyed to the State of California, the league became concerned regarding the administration and care of these properties. This led to the appointment by Dr. John C. Merriam, president of the league, of a committee to report upon the agency best fitted to receive the custody of and administer these properties.

EDITOR'S NOTE.—The period of acquisition of our state parks has about been completed. We must now devote every effort to their greater utilization by acquainting all residents and tourists with their scenic, historical and recreational features.

This committee reported to the council of the Save-the-Redwoods League that the State was the agency best fitted to care for park lands, if adequate laws could be established to this end.

At the recommendation of this committee in 1927 three bills were introduced into the legislature and passed almost unanimously. They provided for (1) a State Park Commission and a Division of Parks in the Department of Natural Resources; (2) a state-wide survey of park possibilities; and (3) a \$6,000,000 state park bond issue. The commission, after organization, chose Frederick Law Olmsted, eminent landscape architect, as director of the survey, and work was begun in the fall of 1927. The Department of Natural Resources acts through the State Park Commission whose members are appointed by the governor, and the chief of the Division of Parks is appointed by the director of Natural Resources upon nomination by the Park Commission, and executes the policies of the Park Commission in administering the State Park System.

The succeeding seven years since 1928 have been devoted to study and purchase of state park properties, until now, in 1936, a state-wide park system distributed throughout California and containing seventy areas of varying interest and beauty, has been built up under the careful policy of the State Park Commission. It includes some splendid stretches of the finest recreational beach frontage in Southern California, the Calaveras Grove of Big Trees, the Cuyamaca Rancho in San Diego County, and the Borego Desert Park. There have been established also a series of state historical monuments, like Fort Ross, San Juan Bautista, Vallejo Home, and Pio Pico Mansion.

If you desire to camp, Big Basin, Big Sur, Cuyamaca or the Humboldt Redwoods will interest you. If you want ocean bathing, we shall tell you about the beach parks in Southern California, and in Santa Cruz County. If you seek scenic beauty, we can direct you to the redwood parks and Point Lobos. If early California history lures you, there are fourteen historical monuments distributed through the State.

The total number of parks is seventy. The area almost 300,000 acres. The total beach, seacoast, bay, river and lake frontage preserved is ninety-six miles.

Few people realize the value of California's State Park System. Over \$14,000,000 has been invested in these parks. Approximately half of this investment has been made by the taxpayers; the other half represents private gifts and donations from local communities.

There is a money value also, in the returns from California's parks, for the tourist industry brings into California many millions of dollars every year. The state parks were used in 1935 by more than 5,000,000 people. The fact is that in the present time of stress



California's STATE PARK SYSTEM

PARKS -- HISTORICAL MONUMENTS -- BEACHES



Pictured above · World's tallest tree; Burney Falls; Palm Canyon; Santa Monica Beach; Old Castro Home at San Juan Bautista



Typical conveniences to be found throughout the State Parks



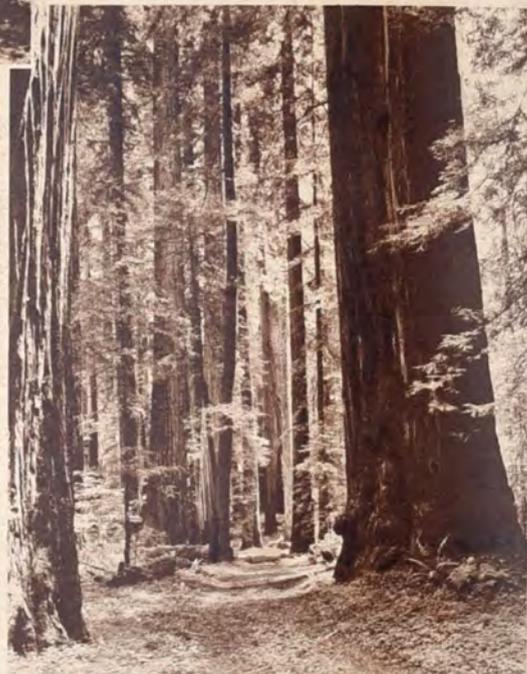
Patrick's Point, where Forests meet the rugged Coast



Camping among the Redwoods at Richardson Grove

The James D. Phelan Beach at China Cove, San Francisco

While the California State Park System was made possible by the approval by the people of the State, in 1928, of a bond issue in the amount of six million dollars, a substantial portion of the lands acquired represents gifts of lands and monies to match State funds as provided in the bond act. Notable among these gifts were a donation of \$2,000,000 by John D. Rockefeller, Jr. and \$550,000 from Edward S. Harkness for the saving of the redwoods; many donations for memorial redwood groves; gifts from San Diego, Los Angeles, Riverside, Contra Costa, Monterey, Humboldt, Del Norte, Mendocino, Sonoma, San Francisco, San Benito, San Luis Obispo, and Santa Barbara Counties, as well as other generous gifts by organizations and individuals.



Bull Creek Flat, one of the most magnificent Stands of Redwood



CALIFORNIA STATE PARK SYSTEM

This booklet published and copyrighted by
The California State Chamber of Commerce
 San Francisco, Los Angeles, Fresno, Stockton,
 Sacramento, Santa Rosa

Looking to the future, the State of California, during the past decade, has developed a comprehensive statewide Park system which now comprises 70 areas of varied interest and beauty, and represents an investment of over \$14,000,000. Supplementing the National Parks and Forests, the establishment of the California State Park System has assured the preservation for future generations as well as the present, of representative examples of the scenic beauty and recreational opportunity which make up a great part of the distinctive charm of California. These parks are administered under the Department of Natural Resources, Division of Parks with the State Park Commission as the policy-making body.

RECREATION, HISTORIC AND SCENIC LURES

If you desire to camp, typical parks like Big Basin, Big Sur, Cuyamaca or the Humboldt Redwoods will interest you. If you want ocean bathing, you can visit the beach parks in southern California, and in Santa Cruz County. If you seek scenic beauty, we can direct you to the Redwood Parks and Point Lobos. If early California history lures you, there are fourteen historical monuments distributed throughout the State.

And so on. Redwood Parks, Big Trees, Lake and Lagoon Parks, River and Waterfall Parks, Mountain Parks, Rocky Coast, Sandy Beaches, Tidelands, Desert Parks, as well as Historical Monuments make up the varied list of California's representative attractions in California's system of State Parks.

AREA AND INVESTMENT

The total number is 70. The area almost 300,000 acres. The total beach, seacoast, bay, river and lake frontage preserved is 96 miles.

Few people realize the value of California's State Park System. Over \$14,000,000 has been invested. Approximately half of this investment has been made by the taxpayers; the other half represents private gifts and donations from local communities.

LIMITATION OF USE

To many the reason for such restrictions as are placed on the use of State Parks is not clear, but when understood results in the whole-hearted co-operation of those using them.

The object is the conservation of the values of these parks. The State Parks of California belong to the people of the State, having been acquired through expenditure of State funds, and of gifts of cash, as well as gifts of land. In accepting such valuable gifts, certain wishes of the donors have had to be respected, with the result that some of the park areas are subject to more restrictions than others. Some of the parks, more appropriately called "reserves" are to be kept in their wilderness state, free from all artificial development and subject only to the simplest recreational use.

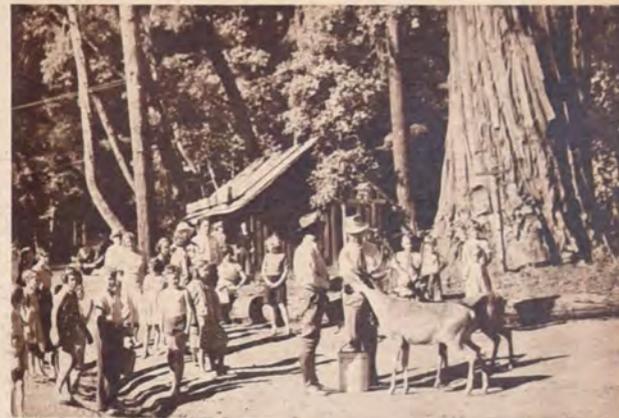
On the other hand, where possible, well organized and equipped camp grounds have been provided, with stone fireplaces, tables and benches, running water, sanitary facilities and parking places. These facilities far exceed the present demand in the parks where they are located.

The period of acquisition of the State Parks is, for the present, approaching completion, and the future efforts of the State Park Commission will be devoted to developing those parks which have recreational possibilities and to providing adequate facilities for the use of the public.

Admission to the State Parks is free. But, in keeping with the policy of all national and State owned properties some few charges have been found advisable for the maintenance of the facilities which the public demands for their convenience and pleasure. The taxpayers of the State have made the primary investment in the acquisition of the land and insofar as possible should not be further assessed for maintenance. The general public making use of the parks has realized the fairness of the principle of a moderate charge and is co-operating whole-heartedly.

SPECIAL INFORMATION

In the following pages we have endeavored to give you as much information on the State Park System as possible. Additional information may be obtained, together with a special travel map, by applying to the Division of Parks, State of California, at 619 Mills Building, San Francisco, or State Building, Sacramento or Los Angeles; the California State Chamber of Commerce; or your local Chamber of Commerce.



Feeding deer in Big Basin Redwoods Park. Close to the Bay Cities, it is one of the most popular recreational areas in the State

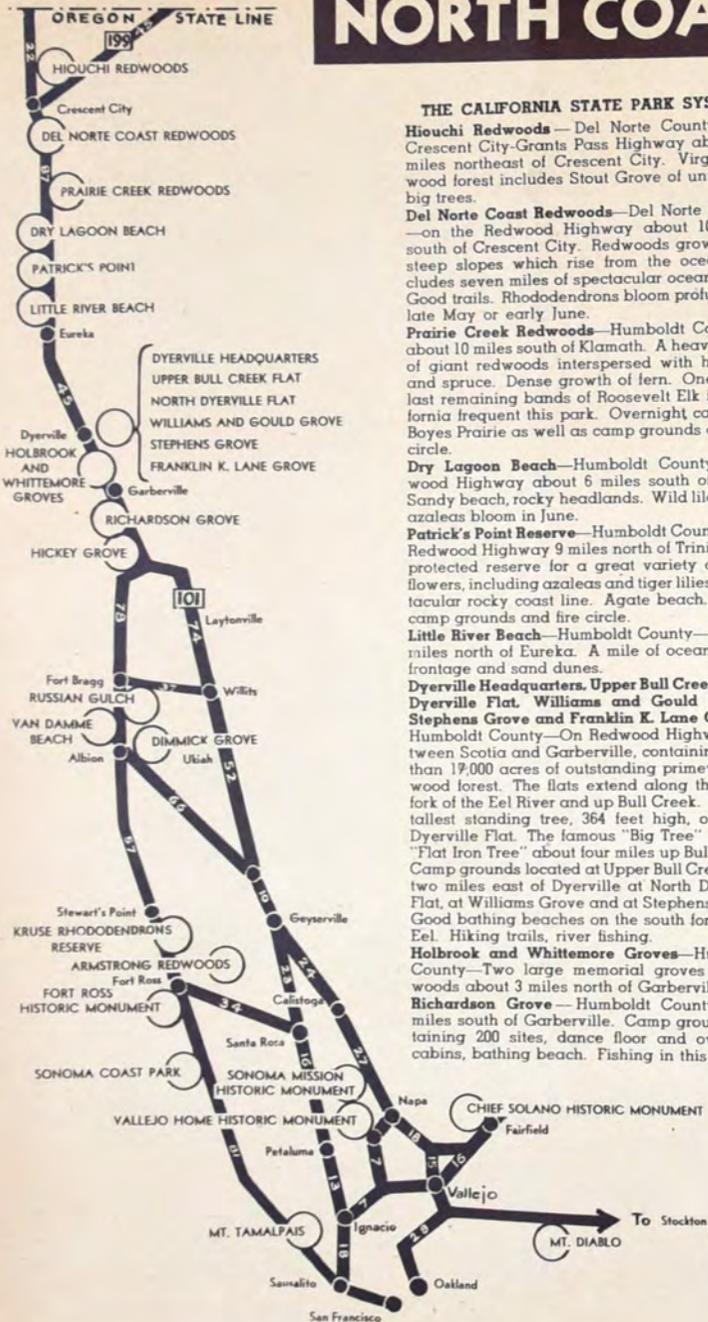


Point Lobos Reserve, with its rocky Coast and windswept cypress, framed against the blue waters of Monterey Bay, calls to the lovers of nature



Pfeiffer Redwoods offer a diversity of recreational activities. It is on the Coast Highway which, when completed, will be one of the world's most scenic drives

NORTH COAST COUNTIES



THE CALIFORNIA STATE PARK SYSTEM

Hiuchi Redwoods—Del Norte County—On Crescent City-Grants Pass Highway about six miles northeast of Crescent City. Virgin redwood forest includes Stout Grove of unusually big trees.

Del Norte Coast Redwoods—Del Norte County—on the Redwood Highway about 10 miles south of Crescent City. Redwoods growing on steep slopes which rise from the ocean. Includes seven miles of spectacular ocean shore. Good trails. Rhododendrons bloom profusely in late May or early June.

Prairie Creek Redwoods—Humboldt County—about 10 miles south of Klamath. A heavy stand of giant redwoods interspersed with hemlock and spruce. Dense growth of fern. One of the last remaining bands of Roosevelt Elk in California frequent this park. Overnight cabins at Boyes Prairie as well as camp grounds and fire circle.

Dry Lagoon Beach—Humboldt County—Redwood Highway about 6 miles south of Orick. Sandy beach, rocky headlands. Wild lilacs and azaleas bloom in June.

Patrick's Point Reserve—Humboldt County—On Redwood Highway 9 miles north of Trinidad. A protected reserve for a great variety of wildflowers, including azaleas and tiger lilies. Spectacular rocky coast line. Agate beach. Public camp grounds and fire circle.

Little River Beach—Humboldt County—Twenty miles north of Eureka. A mile of ocean beach frontage and sand dunes.

Dyerville Headquarters, Upper Bull Creek, North Dyerville Flat, Williams and Gould Groves, Stephens Grove and Franklin K. Lane Grove—Humboldt County—On Redwood Highway between Scotia and Garberville, containing more than 17,000 acres of outstanding primeval redwood forest. The flats extend along the south fork of the Eel River and up Bull Creek. World's tallest standing tree, 364 feet high, on north Dyerville Flat. The famous "Big Tree" and the "Flat Iron Tree" about four miles up Bull Creek. Camp grounds located at Upper Bull Creek Flat, two miles east of Dyerville at North Dyerville Flat, at Williams Grove and at Stephens Grove. Good bathing beaches on the south fork of the Eel. Hiking trails, river fishing.

Holbrook and Whittemore Groves—Humboldt County—Two large memorial groves of redwoods about 3 miles north of Garberville.

Richardson Grove—Humboldt County—Ten miles south of Garberville. Camp ground containing 200 sites, dance floor and overnight cabins, bathing beach. Fishing in this vicinity

is good. Free nature guide service and trips daily over the park trails. Campfire circle gathering every night during camping season.

Hickey Grove—Mendocino County—Redwood grove twenty-six miles south of Benbow on the Redwood Highway. Picnicking accommodations.

Russian Gulch—Mendocino County—Two miles north of the old town of Mendocino. 1000 acres of second growth redwood. Surf fishing and sea bathing. Hiking trails. Camp ground. Recreation Hall.

Van Damme Beach—Mendocino County—Two miles south of Mendocino on Coast Highway at the mouth of the Little River. Boating and an excellent bathing beach. Camp grounds.

Dimmick Grove—Mendocino County—Redwood second growth on the Cloverdale-Fort Bragg Highway near Navarro. Good picnicking spots and fine swimming in the river. The camp area is undeveloped except for water and sanitation.

Kruse Rhododendron Reserve—Sonoma County—Eight miles south of Stewart's Point on the Coast Highway. These flowering shrubs grow twenty to thirty feet high and are in bloom in late May and early June.

Armstrong Redwoods—Sonoma County—About a mile west of Guerneville. One of the finest remaining stands of redwood in the county. Picnicking areas.

Fort Ross Historic Monument—Sonoma County—Seven miles north of Jenner on the Coast Highway. Site of an old Russian Fort founded in 1812 by Russian fur traders. The State has restored the stockade, the lookout tower and the old Russian church.

Sonoma Coast Park—Sonoma County—Five miles south to Bodega Bay from the mouth of the Russian River at Jenner. There is a good sandy beach and fine ocean fishing.

Sonoma Mission Historic Monument—Sonoma County—Located in the town of Sonoma. Most northerly of the California missions and contains an interesting collection of early California relics. It was the "Mission San Francisco de Solano."

Vallejo Home Historic Monument—Sonoma County—Home of General Mariano Guadalupe Vallejo, historically notable for his stand advocating annexation of California by the United States. On the property is also a Swiss chalet assembled after it had been brought around Cape Horn in 1850. Museum of early California relics.

Chief Solano Historic Monument—Sonoma County—This is a bronze figure 10 feet high depicting the Chief who was the head of the

CENTRAL COAST COUNTIES



Swanton Natural Bridges Beach, at Santa Cruz

Indian tribes in this region. About six miles west of Fairfield.

Mt. Tamalpais—Marin County—Five miles west of Mill Valley, 843 acres. Outstanding views of San Francisco and Marin County. Well kept trails. Camp sites. Near by is the Muir Woods Redwoods National Monument. A toll road reaches to the summit.

Mt. Diablo—Contra Costa County—This peak provides a view of a greater area of country than any other in the United States comprising nearly half the area of California. The summit is easily reached by a good motor road, and there are many hiking trails. Camp grounds and picnicking spots.

Sutter Fort Historical Monument—Sacramento County—In the heart of the City of Sacramento. Administered by the State Department of Finance. Early California museum. One of the most interesting of the State's landmarks.

James D. Phelan Beach—San Francisco County—A sandy beach near Seaciff, popularly known as China Cove. It features outdoor fireplaces for the picnickers. Still under development and not yet open to public use.

Castle Crags—Shasta County—4 miles south of Dunsmuir on Highway 99. Includes a mile of frontage on the Sacramento River and noted mineral springs. There are many fine picnicking spots and good fishing in the river and the nearby mountain lakes and streams.

McArthur-Burney Falls—Shasta County—49 miles northeast of Redding on the Redding-

Alturas Highway, branching off 5 miles to the north at Burney. A marvelous area of scenic beauty. The visitor can see where "Lost River" leaves its underground channel and dashes over Burney Falls, nearly 120 feet high. Camp grounds. Fishing and hunting in season in the vicinity of the park.

Bidwell Park—Butte County—Six miles west of Chico on the Sacramento River. Boating and swimming. Picnic tables and stoves. Lunch room.

Marshall Historic Monument—El Dorado County—Near the town of Coloma. The monument depicts James Marshall, who discovered gold in California, pointing to the spot on the American River where he discovered the precious metal in 1848. Picnic grounds. Coloma is reached via Highway No. 50, 8 miles north of Placerville and 17 miles south of Auburn, which is on Highway No. 40.

Donner Historic Monument—Nevada County—Six miles west of Truckee. Bronze monument near Donner Lake, commemorating the rescue of the Donner party by Captain Sutter in 1846. Lunch room, picnic tables.

Tahoe Hatchery Camp Ground—Placer County—On the north shore of Lake Tahoe, quarter of a mile northeast of Tahoe City. Camping, bathing and boating. Clubroom.

Bliss-Rubicon Point Park—El Dorado County—Approximately 19 miles south of Tahoe City. 2 miles of frontage on Lake Tahoe, including a quarter mile of excellent bathing beach. Camping and picnicking.

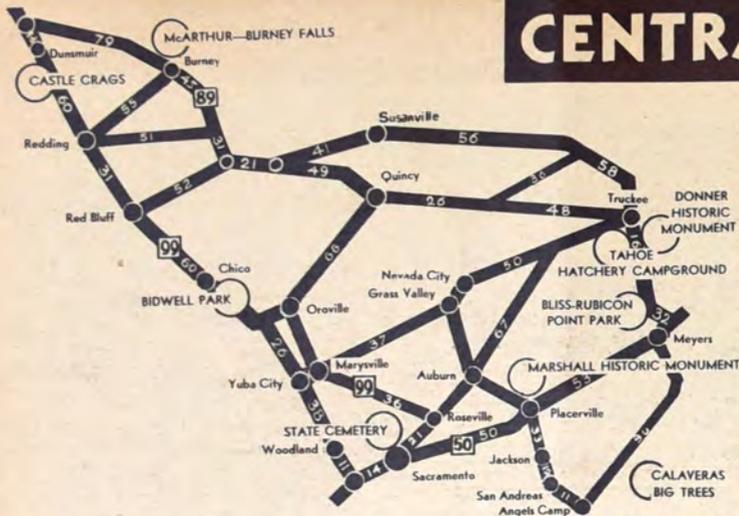
State Cemetery Historic Monument—Sacramento County—Final resting place of many who helped to make the history of California in the '50s.

Calaveras Big Trees—Calaveras County—Reached via Sacramento or Stockton on Ebbetts Pass Road. The Big Trees in the Grove are among the finest specimens of Sequoia Gigantea. 26 miles northeast of Angels Camp. Over 4000 feet elevation. The old Big Trees Hotel, partially restored, is still in use. Picnic and camping sites. A popular winter sports area.

Morro Rock stands guard over the entrance to Morro Bay and the beaches that comprise Morro Bay State Park



CENTRAL VALLEY



Big Basin Redwoods—California Redwood Park, Santa Cruz County—24 miles north of Santa Cruz on the Boulder Creek Road to San Francisco, more than 10,000 acres of which a large area is heavily timbered with virgin redwoods. One of the most famous is the Santa Clara Tree which is 17 feet 9 inches in diameter. Comfortable inn as well as cabins. Extensive camping grounds. Store, lunch room, club room, studio and fire circle. Nature guides conduct trips and give lectures. Swimming, boating, hiking and tennis.

Swanton Natural Bridges Beach—Santa Cruz County—Sandy beach on the north city limits of Santa Cruz. Picnicking and bathing.

New Brighton Beach—Santa Cruz County—Just east of Capitola, 5 miles southeast of Santa Cruz. One of the finest bathing beaches in the State.

Sea Cliff Beach—Santa Cruz County—At Aptos, 8 miles southeast of Santa Cruz. Good bathing beach. Picnic tables, dressing rooms. Cottages, club room, lunch room.

Sunset Beach—Santa Cruz County—On Monterey Bay near the mouth of the Pajaro River, 6 miles west of Watsonville. Bathing and clamming. Camp ground.

San Juan Bautista Historic Monument—San Benito County—Twelve miles south of Gilroy in the town of San Juan Bautista. Early California Plaza surrounded by adobe buildings including the Castro House, the Plaza Hotel and Zanetta Hall. Adjoins San Juan Bautista Mission.

Fremont Peak—San Benito County—12 miles south of San Juan Bautista. The site where Fremont first raised the United States Flag in 1846 while awaiting an attack by the native Californians. Fine view of the Salinas Valley from the summit. Picnicking areas.

Old Custom House Historic Monument—Monterey County—In the town of Monterey. The flags of Spain, Mexico and the United States have flown over this old Custom House, built in 1814. It was here that the West was claimed for the United States when Commodore Sloat raised the flag over it in 1846. Museum of many old relics.

First Theater Historic Monument—Monterey County—Constructed in 1844, intended for a sailors' lodging house, but was commandeered by ex-soldiers for use as the first California theater. For a time it was used as a resort for whalers, a dance hall and a bar.

Junipero Serra Historic Monument—Monterey County—In the Presidio at the northern limits of the town of Monterey, commemorating the landing of Father Junipero Serra at Monterey Bay.

Point Lobos Reserve—Monterey County—Three miles south of Carmel. One of the most spectacular examples of coastal landscape in California. Rocky coast, gigantic surf, wind-swept cypress framing grassy inland slopes. Little has been done here to change Nature's handiwork. You may park outside and walk through the area by trail or pay a toll charge and drive over the roads. Picnic areas.

Pleiffer Redwoods—Monterey County—A recreational area on the Big Sur River, 31 miles south of Carmel on the Coast Highway. Camp sites. Horseback riding, swimming and hiking. The ocean is only a few miles away. Cabins and dining room.

San Simeon Creek Beach—San Luis Obispo County—45 miles north of San Luis Obispo. 3 miles of sandy beach.

Morro Strand—San Luis Obispo County—35 miles north of San Luis Obispo. Comprises sandy beach on the highway south of Cambria.

Morro Bay—San Luis Obispo County—12 miles northwest of San Luis Obispo. 3 miles of ocean beach and the same amount of bay frontage south of Morro Rock. Thousands of waterfowl provide an interesting spectacle. Fine 9-hole golf course and club house. Picnic units and camp ground.



The beach at Rubicon Point, Lake Tahoe



Winter affords zestful fun at Calaveras Grove of Big Trees

Towering castle-like peaks gave Castle Crags its name



SOUTHERN CALIFORNIA



Tule Elk Refuge—Kern County—15 miles south and west of Bakersfield on the road to Taft. A 930-acre fenced area containing several hundred Tule Elk. Picnicking.

La Purisima Mission Historic Monument—Santa Barbara County—Six miles northeast of Lompoc. Restoration of the ruins of this old Mission is under way.

Carpinteria Beach—Santa Barbara County—Twelve miles south of Santa Barbara. Excellent bathing beach and club house.

Santa Monica Beach—Los Angeles County—At the mouth of Santa Monica Canyon. Provides excellent facilities for bathing. It is estimated that more than 1,000,000 people visited this beach last year.

Manhattan Beach—Los Angeles County—This beach is close to many amusement concessions and is very popular.

Alhambra Beach—Los Angeles County—At the mouth of the San Gabriel River on a peninsula. Provides both inland and ocean bathing. Just south of the City of Long Beach.

Pio Pico Mansion Historic Monument—Los Angeles County—Fifteen miles out of the center of the City of Los Angeles at Whittier you will find the mansion of Pio Pico, last Mexican governor of California.

Doheny Beach—Orange County—Just south of Dana Point, 3 miles west of San Juan Capistrano. One-half mile of ocean beach. Picnicking and camping.

San Clemente Beach—Orange County—Three miles south of Doheny Beach Park. There is also approximately 100 acres of upland between the highway and the beach. Good bathing. Picnicking and camping.

Mt. San Jacinto—Riverside County—Nineteen miles west of Hemet on the upper reaches of the mountain above Idyllwild. A beautiful view down over the desert from the various mountain peaks. Camp ground. Trails lead to the main peaks.

Carlsbad Beach—San Diego County—About 25 miles north of San Diego. Includes a mile of fine sheltered beach. Picnic sites.

Mission Bay—San Diego County—Just north of the City of San Diego. Comprises a long stretch of ocean beach together with some upland on Mission Bay. Bathing and boating may be had in the Bay. Amusement center in operation during the summer, including a mammoth swimming pool, dance pavilion and other concessions.

Silver Strand—San Diego County—Just south of Coronado. Surf and still water bathing. Picnic facilities.

San Pasqual Battlefield Historic Monument—San Diego County—Forty miles north of San Diego near Escondido. In this vicinity the na-

Over a million people use this splendid State Park Beach at Santa Monica, each year



This shelter, atop towering Mt. San Jacinto, elevation 10,800 feet, affords a magnificent panorama of mountains, desert and fertile valleys



tive Californians under Pio Pico fought against Kearny and his American forces in 1846, the only important battle in the conquest of California.

Palomar Mountain—San Diego County—15 miles north of Escondido. 1680 acres of southern Sierra forest. Hiking and horseback riding. Facilities for camping and picnicking.

Cuyamaca Rancho—San Diego County—6 miles north of Descanso. One of the most beautiful parks in the State, including 21,000 acres of fine timber. Skiing and ice skating in winter. Camp sites and picnic grounds. Stonewall Lodge is open to the public but reservations must be made in advance.

Borego Desert—San Diego County—10 miles north of the Kane Springs—Julian highway. 196,000 acres in extent. Several canyons where the fanleaf palm may be found. A few live streams that flow from the mountain side keep the canyon terrain covered with vegetation. Indian Gulch Canyon, Borego

CHARGES
Season service tickets at price of \$2.00, entitle the bearer and the occupants of his car to park and picnic or camp two days and nights in each listed State Park area where camping or picnicking is permitted during the year.

Regular rates for camping, 50c a night per car without a season service ticket, and 50c per night after second night to season service ticket holders. Parking and picnicking without season service ticket in developed areas costs 25c a day a car. Firewood is available at 25c a sack.



Mt. Diablo, towering landmark of Bay Region



Hiking in Mt. Tamalpais State Park

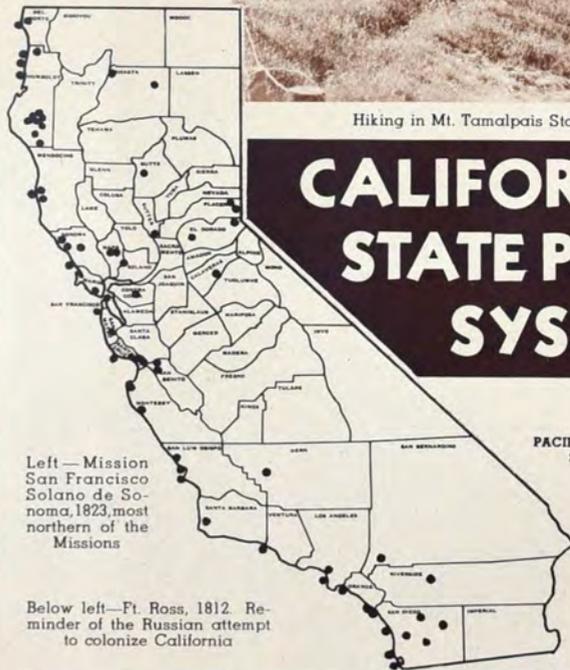


Left—Mission San Francisco Solano de Sonoma, 1823, most northern of the Missions

Below left—Ft. Ross, 1812. Remainder of the Russian attempt to colonize California



Borego Desert, particularly interesting in winter and spring



CALIFORNIA STATE PARK SYSTEM

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their use is rapidly increasing. Many thousands have been able to occupy camps in our state parks and enjoy the state beaches who could not otherwise afford a vacation. These areas of scenic beauty, recreational use and historical interest, are attracting tourists from all over the world who spend millions while here.

Because of their nature and the purposes for which they were acquired, some of the state park areas are subject to more restrictions than others as to general recreational use. The purpose in establishing the California State Park System was to preserve the interest and beauty of typical examples of California landscape as well as to provide the public facilities for healthful outdoor recreation. Some of the parks, more appropriately called "reserves," are to be kept in their wilderness state, free from all artificial development and subject only to the simplest recreational use, such as hiking and other activities, which enable the visitors to enjoy their beauty and interest without impairing their vegetation and other natural features. In this class are such park areas as the magnificent cathedral-like stands of redwoods on the main Bull Creek Flat, with its rich ground cover of oxalis and fern; the wind-blown grove of Monterey Cypress on Point Lobos, the Kruse and Patrick's Point wild flower reserves; the memorial redwood groves; the main Calaveras Grove of Big Trees; the wilderness area on the summit of Mt. San Jacinto and some of the palm canyons and areas of desert flora in the Borego Valley.

On the other hand, the state-owned beaches for the most part are freely open to recreational use. In parks which are of sufficient extent to allow it, well-organized and equipped camp grounds have been provided, with stone fireplaces, tables and benches, cupboards for supplies, running water, sanitary facilities and parking places for cars.

Notably at Cuyamaca Rancho, Big Basin Redwoods, Richardson Grove, and at various specified places among the northern redwood groves, adequate facilities of this sort have been provided for public use, at the present time well in excess of the demand for camping facilities. At the Carpinteria Beach Park, Santa Barbara County, known as "The World's Safest Beach," there is a fine club house and there are horseshoe pits, a fishing pier and a splendid rifle range.

Admission to the state parks is free. At Point Lobos there is an automobile toll for cars using the roads in the park, but pedestrians who park their cars outside the entrance are admitted without charge. Likewise there is a small admission charge to visit the museum at the Vallejo Home, but the main area is free of access to all visitors. The State Park Commission has instituted a system of moderate charges for special uses of facilities provided in state parks, notably in the case of the established camp grounds, where a charge of fifty cents per car per night is made. Besides the facilities enumerated above, the camp grounds have in general the use of public showers and public laundries and in many cases a public clubroom or recreation building, or a gathering place at the camp fire circle.

The period of acquisition of the state parks is for the present approaching completion, and the future efforts of the State Park Commission will be devoted to developing those parks which have recreational possibilities and providing adequate facilities for the use of the public. A great deal has been done in this regard through the assistance of the CCC camps under the Federal Government, not only in the way of developing camp grounds, but also in providing roads and hiking trails, and in affording fire protection to the parks. It is the hope of the California State Park Commission

that the public to whom these parks belong will make increasing use of their facilities. The historical monuments have special significance to many visitors and residents of the State. The possibility for educational development of these historical landmarks is great. Nature guide service has been inaugurated in some of the larger parks. These areas make up a great outdoor museum of nature, and the enjoyment of many visitors is increased by the opportunity under trained guidance to learn the significance of the flora and fauna of the parks. The aim of the State Park Commission and the Division of Parks and the Department of Natural Resources is to administer these areas so that the public with the minimum possible regulation can enjoy them and at the same time assure their preservation.

Coöperating with state officials, the State Chamber of Commerce has always worked energetically for state parks. It is now organizing the people in the seventy park areas in support of development and maintenance programs for their respective parks.

William E. Colby, who was a member of the original Redwood Grove Committee, is now chairman of the State Park Commission, the other members being William T. Hart of Carlsbad, P. E. Hatch of Long Beach, Joseph R. Knowland of Oakland, and Mrs. J. E. Butterfield of San Francisco. James A. Snook is chief of the Division of Parks. John H. Covington is executive secretary of the Commission. Any information in regard to state parks can be obtained by applying to the Division of Parks, State of California, at 619 Mills Building, San Francisco, or State Building, Sacramento, or Los Angeles, or from the State Chamber of Commerce.

Port Improvements

(Continued from Page 14)

naval cruisers, and will eliminate the blocking of the main harbor channel.

4. Removal of the middle ground just inside Ballast Point to a depth of 35 ft., by the removal of 793,000 cu. yds. at a cost of \$151,000. This will provide anchorage space for three light cruisers.

5. Dredging a portion of Whaler's Bight at the northwest corner of North Island, for the purpose of widening the entrance to the harbor and straightening the channel. This provides for removal of 2,396,000 cu. yds. at a cost of \$432,000.

The completion of these projects as quickly as possible is necessary in order that accommodations may be available for the new naval vessels now under construction. At present 85 naval vessels are on the ways as various shipyards. Eighteen of these are to be launched and commissioned this year. Virtually all of these are types of craft normally based at San Diego. They include 7 light cruisers, 10 submarines, 13 "Vest Pocket" cruisers and 40 destroyers. By January 1, 1938 there will also be added to the San Diego naval forces the new aircraft carriers "Enterprise" and "Yorktown." The third new carrier, the "Wasp," will join the fleet during the summer of 1938.

These new aircraft carriers will add 12 squadrons of aircraft to the forces at the Naval Air Station on North Island, bringing to a total of more than 650 planes the number based at this station during summer concentrations.

San Diego is awake to the need for harbor improvements and is doing everything possible to make her wonderful harbor of the greatest possible value to the Navy and to commercial shipping.

BAKERSFIELD

• In course of compilation by the Kern County Chamber of Commerce are two new books, one of 65 pages entitled, "Pictures Tell," "See Kern County at a Distance." In this book will be given the complete resources of Kern County in pictures. The other booklet being issued for the tourist will be 22 pages, showing all points of interest, and a travelogue showing just how all points shown are reached.

Due to the fact that rains came two months too late, followed by frost and hail, the showing of flowers all over the county was such that it was deemed inadvisable to invite the public to come. The Kern County Chamber of Commerce has therefore called off the Flower Festival for this year.

BENICIA

• Canning season opens at the Benicia Canning Company with the asparagus crop coming in. The plant will operate at intervals during the year until next February, giving employment to as high as 250 people during the season.

BEVERLY HILLS

• Building permits are showing a consistent improvement. Valuations in 1935 totaled \$3,014,000 which gave Beverly Hills fourth position in the State. Permits for the first two months of 1936 amounted to \$595,000 as compared to \$137,000 in 1934.

CHICO

• The Butte County Spring Fair and Fiesta will be held in Chico from May 10 to 17, inclusive. In addition to the usual county fair features the Fiesta will celebrate the opening of the Deer Creek Highway, which will mean a saving of approximately fifty miles for travelers from the San Francisco Bay area into Lassen Volcanic National Park via Chico.

CORONA

• Commemorating the fiftieth anniversary of the founding of the city, Corona holds its Golden Jubilee, May 1-5. The program includes historical Pageant, Rodeo, Pioneer Reunion and a Mexican Fiesta.

DEL MONTE

• Reconstruction work which will eventually run into three-quarters of a million dollars is now going on at Del Monte; tap-rooms at the Hotel Del Monte, at Del Monte Lodge, and at the Monterey Peninsula Country Club have all been remodeled; rooms in the hotel are being modernized; and a new and more artistic entrance to the world famous Seventeen Mile Drive is projected. A definite increase in tourist travel to the Monterey Peninsula over the first three months of last year is reported.

FRESNO

• Excavation is now going on for the basement of the \$125,000 administration building for the city schools, to be erected one block east of Court House Park, and one block south of the new \$400,000 Civic Auditorium to be completed by late fall.

More than 600 university, college, junior college and high school athletes will compete in the West Coast Relays at Fresno State College Stadium on May 16.

Business conditions continue to improve based on an investigation by the Fresno County Chamber of Commerce which shows that two of the best indices, automobile sales and the purchase of farm implements are well in

HERE and THERE

• Details on Any of the Follow

advance of last year. Sale of new cars is approximately 33½ per cent higher than last; 40 per cent increase in the sale of agricultural equipment.

GRASS VALLEY

• Lectures are being given in schools, service clubs and other organizations under the auspices of the Grass Valley Safety Council in the furtherance of their Safety Drive Campaign. The Community Service Council has also been recently organized consisting of all service clubs in the city for the purpose of united civic improvement.

LAGUNA BEACH

• The Board of Education proposes to spend \$100,000 in school improvements. Bids have been opened for the construction of a gymnasium, and for a five-room addition to the elementary school. Bids must go to Washington for approval as \$45,000 of this amount is a federal project.

LASSEN PARK

• Lassen Volcanic National Park is to have one Civilian Conservation Corps Camp for the summer season, 1936. The Mt. Diablo State Park Camp, SP-9, has been selected for transfer to Lassen.

An item of \$54,000 is in the budget, from the roads and trails appropriation of \$7,500,000 for the National Parks. This \$54,000 item is for paving the southwest approach road, from the junction with State Highway No. 36, at Mineral, to the "Y" at Morgan Summit, a distance of 4.5 miles.

LODI

• Lodi's group of wineries is to be increased by two new cooperative plants, the Del Rio and the Cherokee, each of which has signed up over 10,000 tons of grower's grapes. Each will have 1,250,000 gallons of cooperage. Actual construction on both plants will start in May to be ready for the 1936 crush. Including equipment, these plants will represent an investment of approximately \$200,000 each, and will, with proposed additional cooperage of other Lodi wineries bring the combined capacity of Lodi's wineries to over 25,000,000 gallons.

LOS ANGELES

• Purchase of the former Dahlstrom Metallic Door Company factory building at 3350 East Slauson Avenue, and a total of five acres of land, has just been completed by the L. A. Young Spring & Wire Corporation of Detroit, Michigan, the oldest American manufacturer of diversified wire products. The company is already represented in California by an Oakland plant.

The Enterprise Foundry Corporation of San Francisco has recently purchased property in Los Angeles, and will move its gas and Diesel engine plant in the near future. Investment in the new plant totals \$500,000.

MADERA

• Construction of a \$75,000 federal post-office building is under way.

Madera County's major project is the Friant Dam and the Madera and Kern

canals of the great Central Valleys project. Foundation exploration of the damsite has been under way for several weeks. Building of a good surfaced road, by most direct route, from U. S. 99 Highway at Madera to the damsite is under way.

Orchards and vineyards promise good crops. Cotton acreage will be increased, with a probable production of over 30,000 bales.

MERCED

• Contract for the rebuilding of the stores on the site of the former El Capitan Hotel together with the remodeling of the annex preparatory to its occupancy as a hotel has been let at a cost of \$71,000, exclusive of furnishing. Merced banks loaned \$24,587.37 for modernization under the Federal Housing Administration during March.

MODESTO

• Canning season opened with employment of 900 in plants of Tri-Valley Canning Company and Turlock Cooperative Growers packing spinach. Frost damage reports have been exaggerated and above normal apricot and peach crops are expected.

The Tuolumne Gold Dredging Company has acquired several thousand acres of placer ground on the Tuolumne River in Stanislaus County and plans to build a large dredger with \$640,000 borrowed from RFC.

NEEDLES

• Clearing of river bottom land in the Colorado River Valley has commenced. Several farms are started and early production of sub-tropical crops is anticipated. The utilization of this land has been made possible by flood control exercised by Boulder Dam.

NEWPORT-BALBOA

• Newport Harbor will be formally opened on May 23, following completion of \$2,000,000 Federal Improvement program. Entire lower bay dredged to minimum of ten feet at lower low water, and anchorages of fifteen feet and main channel of twenty feet depth. Entrance now protected by great stone jetties extending to almost fifty feet of water. Entrance channel 500 feet wide and twenty-five feet deep. Every yacht club, every coast city and county is invited to have boats in great water parade on opening day.

OAKLAND

• The City of Oakland has leased the Franklin Street Pier to the Marine Trading Company for development into a fishermen's wharf for the unloading and berthing of fishing boats. The opening date has been tentatively set for May 15.

POMONA

• According to a report prepared for the Federal Housing Administration, a total of 5,439 building permits valued at \$9,200,743 were issued in Pomona from 1926 to 1935.

SALINAS

• A total of 28,179 cars were shipped out of the Salinas district in 1935, of which 23,751 were lettuce. Other vege-

OVER THE STATE

ing Supplied Upon Request •

tables and the carload lots in which they were shipped are: Carrots, 2,466; mixed vegetables, 1,274; cauliflower, 751; peas, 476; tomatoes, 158; broccoli, 86; chicory, 59; spinach, 53; cabbage, 36; greens, 34; anise, 12; beets, 12; and brussels sprouts, 1.

SAN FRANCISCO

• A construction schedule for the 1939 World's Fair involving the expenditure of \$4,209,609 in funds under allocations of the Public Works Administration has been announced. Besides this, several million dollars will be spent during the current year as reclamation of the Exposition site at Yerba Buena Shoal progresses under allocation by the Works Progress Administration.

The Manufacturers and Wholesalers' Association announces May 1, 1936, as the date for the publication of the first issue of their "San Francisco Wholesale Shopping News," to be circulated only to retail stores; annual June Clearance Sale for retail merchants, June 1-6; Fall Market Week and Fashion Shows, August 3, 1936.

Unique among out-of-door festivals of the Pacific Coast is the Mountain Play, produced each year for a single performance only, by the Mountain Play Association, of San Francisco, given in the Amphitheatre on the south slope of Mt. Tamalpais. The vehicle for the current production is Bernard Shaw's satirical story of the Roman persecution of the early Christians, "Androcles and the Lion."

Commemorating the thirtieth anniversary of the San Francisco disaster on April 18, 1906, the April issue of "Fireman's Fund Record" (published by the Fireman's Fund Insurance Company and its affiliates), is of intense interest to Californians. Reviewing the safeguards and precautions that during thirty years have been effected in San Francisco to prevent serious loss of life and property; a brief review of the events of April 18, showing the failure of the water supply and the city's destruction by fire following the earthquake of early morning; the difficulties encountered by the Fireman's Fund management in honorably settling its 8,603 claims, totaling \$11,300,000—a sum in excess of the company's total assets at that time. This settlement, made doubly difficult by the complete destruction of the head office with all its records, the company's fast recovery and subsequent progress, is truly one of the most romantic episodes in the history of insurance.

SAN MATEO

• Active home building continues in San Mateo. Permits for fifty new homes so far this year have been issued as against ninety-seven permits for homes during the entire year of 1935. February showed a 55 per cent increase over the same month of 1935, while the March figures were 146 per cent better.

SANTA MONICA

• The world's largest airplane hangar is being built by the Douglas Aircraft Company at Clover Field. Thousands of persons are now employed by the company and plans are being made to purchase land near the factory on which to erect several hundred small homes for the workers.

SELMA

• If present plans materialize, Selma will soon be one of the best lighted towns in the San Joaquin Valley. A program has been proposed for the installation of more than one hundred electroliters of the latest type.

TURLOCK

• Board of directors of the Turlock Irrigation District has authorized improvement program involving expenditure of \$104,000. \$96,250 will be transferred from the general fund pertaining to PWA projects, and approximately \$78,000 will be added by the Federal Government to make possible the improvement.

The second annual Pioneer Day Celebration will be staged at Stevinson, May 16 and 17.

VENTURA

• Work is progressing on Ventura's new \$100,000 postoffice building as postal receipts are reported to be increasing over 1935.

November 15 has been set as the probable date for the completion of the work on the Conejo Grade, east of Camarillo, cutting out grades and curves, and shortening the distance to Los Angeles.

VISALIA

• The spinach crop was of such fine quality this year that the Visalia Canning Company doubled its pack, now ended; peach thinning started late in April with an especially heavy setting; building continues steady, 200 per cent over last year; tourist travel into Sequoia and General Grant National Parks 21 per cent over last year which was all-time record; Valencia orange harvest well under way but crop not over 60 per cent of normal.

WOODLAND

• The recently reorganized Woodland District Chamber of Commerce will assume leadership of the Holy Rosary Academy Golden Jubilee fete on May 3, and a Yolo County Horse Show at a later date in May.

STATE DEPARTMENT OF PUBLIC WORKS

• Undertakes the construction of an essential link in the road to the summit of Palomar Mountain in San Diego County, which will make possible transportation to the peak of the famous 200-inch telescopic mirror and thousands of tons of material and equipment for the world's largest astrophysical observatory.

The Department is experimenting with a new method of combating the destructive western pine beetle, which does considerable damage to the yellow pine. The cost of removing trees killed by this pest from highways is

about \$20 a tree. Last year the cost of treating infested trees was reduced from \$13.50 a tree to \$3 a tree by a new system of injecting into affected trees by pipe injectors a solution known as "Black Leaf 40." Now it is proposed to inoculate trees with a pressure gun which will inject fluid directly into the pitch tubes and force the solution through egg galleries.

Approaches to the new \$60,000 bridge across the North Fork of the North Yuba River at Downville will shortly be completed.

Construction undertaken of a proposed new state highway to constitute a direct route from Cherokee Lane near Lodi to Rio Vista passing through Terminus and crossing Bouldin, Andrus and Brannan Islands, or about 11 miles shorter than the present highway.

STATE DIVISION OF NATURAL RESOURCES—DIVISION OF FORESTRY

• Under the WPA program, the Division is securing administrative buildings consisting of ranger residences, offices, warehouses and garages in the following counties: Butte, El Dorado, Fresno, Kern, Madera, Monterey, Nevada, Orange, Placer, Riverside, San Benito, San Bernardino, San Diego, Santa Clara, Santa Cruz, Shasta, Siskiyou, Sonoma, Tulare, Yolo. Most of these buildings are well under way, and when completed will represent an expenditure in labor and materials of about \$350,000.

DIVISION OF FISH AND GAME

• During March, a total of 4,173,780 trout and 40,000 salmon were received. There were planted 6,822 trout and 1,010,200 salmon in streams throughout the State.

The sardine season closed in Northern California on February 15 with a much larger pack by the canneries than for several years. Southern California is also canning more sardines than for years, and by the time the season closes in the south, the pack for the State will reach 2,800,000 cases—an increase of more than 30 per cent over last season.

DIVISION OF MINES

• Announces publication of Bulletin No. 111, "California Mineral Production and Directory of Mineral Producers for 1934," giving detailed data and figures on the commercial yields of all mineral substances in the State.

DIVISION OF OIL AND GAS

• Thirty-two wells were completed in February in Kern County. Five of these wells were in Mountain View field with an average per well production of 700 barrels per day.

In the Rincon Field, Ventura County, Continental Oil Company succeeded in developing production about a mile from the nearest producer.

DIVISION OF PARKS—ARMSTRONG GROVE—BIG BASIN

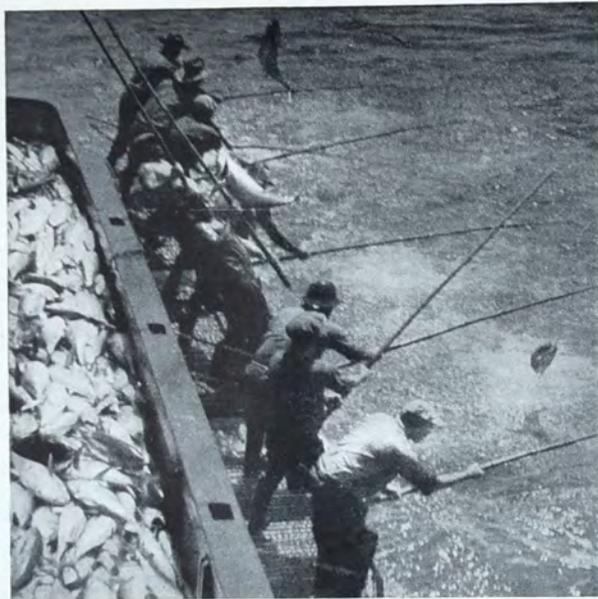
• WPA project at Armstrong Grove proceeding rapidly. The community house is being constructed of native rock; work on the open air theatre with a seating capacity of 1,800 is also progressing nicely.

Outdoor theatre and camp-fire circle at Big Basin has been completed.

CALIFORNIA BARLEY SUPERIOR

• The British research branch of the Institute of Brewing has conducted an analytical test which appears to show that the potential yield of malt extract and soluble nitrogen content constitute

(Continued on Page 23)



Commercial tuna fishing on board O. S. "Conte Bianco," off the coast of Costa Rica. Two men must work in unison and land the fish together.

Fishing Industry

By W. V. AMBROSE

THE growth and development of the tuna canning industry of the United States, which is confined entirely to California, makes a most interesting and entertaining history to those who are interested in the development of the fisheries of the United States. It is divided into two distinct epochs; the first dealing with the beginning of this industry and lasting until 1926, and the second from that date until the present time.

The first epoch deals with the founding of the industry which had its birth in 1908 at San Pedro, California, and was the outgrowth of a desire on the part of the owners of a sardine canning company to extend its development into lines other than oil sardines which had not been successful. This was accomplished by experimenting with the albacore, or long fin tuna, which later became known as the white meat variety.

For many years the industry confined itself entirely to the albacore, or white meat variety, and it was not until 1915 that the demands for canned foods caused by the World War brought in another variety that could be taken off the coast of California and was known locally as the skipjack, or striped tuna. About 1917 the industry further developed another variety known as the bluefin tuna which was caught in large seines known as purse seiners, and is the only variety of tuna that is netted.

About 1920 with the demand for tuna increasing, operations were extended to the south and off the coast of Lower California, and another variety known as

yellowfin began to be used in quantities; and until 1926 the development remained as above but with the big demand and the largest pack being made from the albacore, or long fin varieties.

Up until 1926 the annual demand for canned tuna usually exceeded the supply, and coupled with the general conditions kept the price to the consumer at a fairly high figure and comparable to the sockeye and chinook salmon. However, in 1925 the albacore tuna off the coast of California showed unmistakable signs of depletion, and the year of 1926 showed that this variety of tuna had definitely disappeared from local California waters, and that new sources of supply would have to be obtained.

The period from 1926 on would comprise the second epoch and the development of the business has been quite distinct and apart from the first period.

The waters of the Pacific Ocean abound with tuna fish, and with the elimination of the albacore or white meat variety, the attention of the canning industry of California was turned toward the yellowfin, which could be taken in large quantities off the coast of Lower California, Mexico, and as far south as the Galapagos Islands off the coast of Ecuador. This yellowfin variety is a deep water migratory species and is found on banks ranging from 40 to 600 miles off the coasts as above named, as well as in the waters of the South Sea Islands. While this species of fish is not quite as light in color as the white meat variety, the quality is very fine and has been very acceptable to the American trade.

Necessarily, the development of these far banks brought into the picture an entirely different line of fishing boats and equipment, and while in the first epoch all of the fish was furnished by small boats ranging from 40 to 55 feet in length, the second epoch of the industry turned to large refrigerator boats with a capacity for long distances and large loads, and at the present time the fishing fleet of the tuna canning industry of Southern California is comprised mainly of deep sea boats averaging from 90 to 135 feet in length and a carrying capacity ranging from 65 to 400 tons, and are capable of going on trips of 5,000 to 8,000 miles, varying from two to eight weeks in duration.

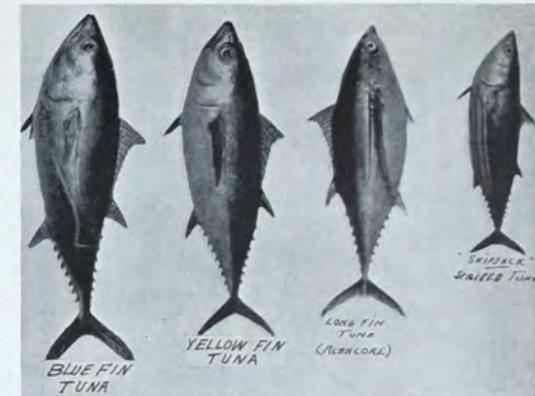
The tuna fish caught on these long trips are not frozen but are packed away in the refrigerator holds of these large vessels in crushed ice, and the refrigerating machines are used only for the purpose of keeping the refrigerated fish holds to a temperature low enough to prevent the ice from melting.

During this second epoch, the pack of tuna fish in Southern California has more than trebled and at this time amounts to about 2,500,000 cases. In addition, the pack of the Hawaiian Islands, Japan and Borneo at the present time amounts to about 500,000 cases and is mostly sold within the United States.

While there are no definite figures as to the amount of employment the tuna canning industry in Southern California is responsible for, it is estimated that if the industry were confined to one point in Southern California and that no other industry was available for the maintenance of this one point, it would support a thriving city of about 35,000 people.

The canning of sardines began about the year 1912 at Monterey, California, and did not attain any proportions until 1917, when the demand for this food caused a tremendous increase in the amount of sardines that were packed and sold. At the present time, the California sardine is canned on San Francisco Bay, Monterey Bay, Los Angeles and Long Beach harbors and San Diego, and an average pack at the present time is about 3,000,000 cases.

In addition to that, a tremendous business has grown up in the reduction of sardines into fish fertilizer and fish oil. Also, large quantities are used in the manufacture of fish and stock foods.



In 1929 the canners in Southern California began turning out a pack of canned mackerel and this business has grown tremendously within the last four years. This mackerel had been experimented with in a commercial way since 1892, when a plant was opened at San Pedro with the idea of salting the Pacific mackerel, which can be taken in tremendous quantities; but these operations proved unsuccessful and the commercial use of mackerel remained practically dormant until the last few years, when there was found a splendid market for this fish, packed salmon style. During the year 1935, 1,750,000 cases of this particular pack were distributed, mostly within the United States, although there is developing a splendid demand for the same in Europe.

Like every other industry that has to depend upon the waters of the ocean for their raw supply, the fish canning business of California, while employing tremendous numbers of people and spreading great sums of money through the communities directly affected by the canning operations, the mortality among canning companies has probably been as great as any other line of business. It is a common saying among the processors of fish products that there has been more money invested in the business than has been taken out.

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the proper factors for judging barley values. The results of these analyses show that California malting barley produces more malt extract than an equal quantity of competing barley.

EFFICIENCY IN DAIRY PRODUCTION

• For several years California has led the other states of the Union in the total number of dairy cows on test for production, having approximately one-sixth of all cows that are being tested for production in the United States. This production testing work has served as a foundation for a general dairy improvement program resulting in considerable increase in efficiency in dairy production.

WINE SCHOOL FOR GROCERS

• The Wine Institute during the past three months has held a series of "wine schools" for retail grocers' organizations throughout the State. Arrangements are being made to extend the educational program to restaurant groups.

CITRUS NEWS

• Early season exports of citrus fruits are almost equalling last season's record volume. The largest single export citrus cargo ever to leave Los Angeles Harbor was on the S. S. "Corrientes" on April 10 with 80,000 boxes, largely San Joaquin Valley valencias and grapefruit.

Lemon growers in the Goleta section have founded the Goleta Lemon Association and are building a packing house to handle their increasing production.

AVOCADO SALES DOUBLE

• Use of newspaper advertising to create national markets is repaying the Calavo Growers of California. Over twice as much fruit is being marketed this year as was handled two years ago. A total of 189,885 packed boxes of all grades and varieties have been marketed by the growers' organization during the first five months of this season.

A substantial operating dividend for Southern California Calavo growers participating in the industry's orderly marketing program will be disbursed early in May. Growers expected to receive a total of \$25,000 from this dividend by the end of the season.

CHICAGO-CALIFORNIA UNDER FORTY HOURS

• Highlights of the preparations which the Santa Fe Railway is making in anticipation of heavy western rail travel this summer include inauguration on May 12 of the first less-than-forty-hour schedule between Chicago and California with a new once-a-week train, the Super Chief, placing in service of another new daily transcontinental train, the Scout, and further slashing of both east and westbound schedules of the present Chief, both effective May 10; and air-conditioning of additional passenger equipment.



Acceleration!

By MAJOR REUBEN H. FLEET

THE Consolidated Aircraft Corporation, in its move to California, brought with it all the exigencies and demands of one of the most rapidly growing industries in the manufacturing world today—the highly specialized production of aircraft. That another major company should recognize the advantages California has to offer in the way of her ideal climatic conditions and be willing to gamble on her ability to compensate for her present lack of manufacturing resources, is significant inasmuch as it serves as a challenge to California to meet the demands, industrial and civic, so created. Acceleration is the keynote of the new order.

To San Diego, no greater stimulus to constructive growth could have been offered than the establishment here of this—one of our major industries.

Consider its magnitude: The present factory of the Consolidated Aircraft Corporation occupies two hundred and fifty thousand square feet of floor space and although little more than six months old, plans are already under way for substantial enlargement of both office and factory space.

Although aircraft production has not yet achieved the standardization of the motor car industry, there is nonetheless a definite flow of material with the line of assembly clearly established. Starting from one end of the factory where the engineering and planning departments are located, one can follow the complex fabrication of the planes through intricate processes involving machining, drilling, heat-treating, anodizing and the plating of metal parts, through a multitude of hand-assemblies by highly skilled aircraft mechanics, until the completed parts are assembled, the power installed, and the ship is ready to fly.

Approximately two thousand men are employed and this number is constantly being added to as demands for more ships come in. It is no doubt due to the

tragic unrest in Europe and the Far East that the attention of governments is being focused more and more upon the immediate necessity for adequate air forces. Daily, requests are being received by Consolidated for bids on planes for sale abroad, which might serve as adequate indication of the growing tendencies toward air defense.

Despite the accents on the military angle of production (which this year alone will run into many millions of dollars) the first ideal of Consolidated is to minimize the hazards of flying and every effort has been and is being made to increase the safety-factors of the planes so as to make flying as safe as any other means of transportation. While world records have been broken repeatedly by the ships turned out by this factory, no factor contributing toward greater airworthiness has been sacrificed to speed.

To California, and particularly San Diego, the influx of families from the East has brought with it grave responsibilities taxing every department of civic affairs. There is the housing problem, still an urgent one, which a recent survey in the factory reveals a ready market for upwards of five hundred small houses renting for approximately \$25 a month, near schools, stores and churches and within reasonable distance of the plant. There is land ideally situated for the development of community projects which awaits the initiative of local builders, and should be considered in the nature of a civic responsibility in order to permanently establish the working population.

A permanent industry, such as the Consolidated Aircraft Corporation, places at our very doorsteps a ready market for skilled labor and has given a tremendous boost to employment. So long as men fly, jobs will be open to qualified workers to make the planes. However, the manufacturing of aircraft being a highly specialized process, requires skilled workers and it has taken a

little time for the average mechanic to realize that special training is essential. Young men starting out could do no better than to fit themselves for positions in the aircraft industry. Training in any of the qualified aircraft technical schools gives them a decided advantage over the shop-trained mechanic and they may be confident that after they have completed their course, an industry is waiting to make use of their talents.

In the industrialization of any community, tremendous adjustments must take place in order to bring about the necessary correlation between supply and demand. From the standpoint of material-handling, there is indication that future demands might well be anticipated and provision made for more rapid and cooperative movements over the outgoing and incoming transportation systems. There is opportunity here for improvement which, if realized, would act as a magnet in attracting other industries and thus serve to promote San Diego as an urban rather than a rural community.

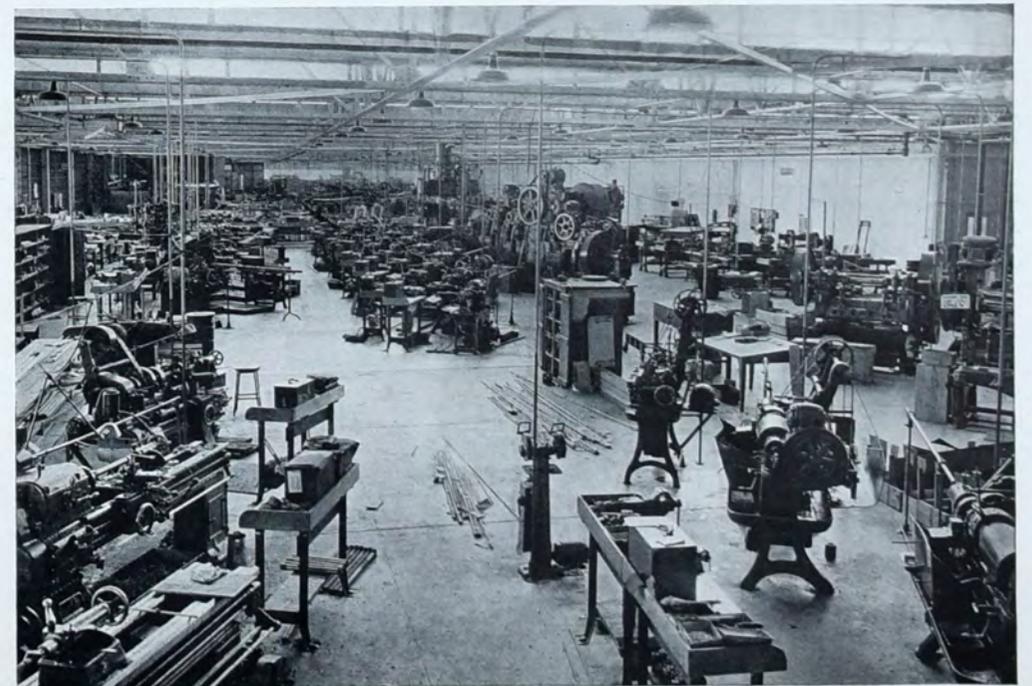
Anticipation of demands in the maintenance of western depots for the storing of semi-finished products incident to the industry would serve to lessen the dependence on eastern markets and fabrication could proceed with more acceleration.

Last October, at the dedication ceremonies of the Consolidated Aircraft Corporation's factory, the president, Major Reuben H. Fleet, quoted the builder of the Suez Canal as having said to the Empress Eugenie: "I have done something for peace and progress." Major Fleet went on: "Some day this will be true of our endeavors as we now carry on under most auspicious surroundings in this, the city of our choice." It is for California and San Diego to work with us in materializing that ideal.



(Top) This plane broke a world's non-stop long distance record of 3,300 miles in October, 1935.

(Bottom) Consolidated's commercial flying boat.



Machine shop, Consolidated Aircraft Corporation.



Scripps Institute of Oceanography, branch of the University of California. One of the two institutions of its kind in the world. Extremely valuable and interesting work in forecasting temperatures and precipitation is being done at the Institute.

The Ocean Yields Its Secrets

At the Scripps Institution
of Oceanography, La Jolla

MANY years ago science decided that the oceans should be used for purposes other than the providing of food, the floating of battleships and the shuttling back and forth of cabin liners. It seems that previously, the discovery had been made that about two-thirds of the earth's surface was covered with sedimentary deposits that had once rested on the bottom of the sea; deposits upon which man relied for the raw fact of his very existence. It was only natural that science would want to trace these elements to their source, and thus the pursuit of oceanography was born.

So it was that back in 1892 the University of California decided to find out what bearing the Pacific Ocean had on the situation. As a starter it erected a wood and canvas structure at Pacific Grove, near the since departed Chinatown, and proceeded to take the various elements of ocean water apart, pail by pail. Later it was decided to move the laboratory to a point where the ordinary bilge offal of commerce did not intrude, for there is really little to learn from banana peelings and avocado pits cast up by the sea, so the plant was moved to Avalon Bay, Santa Catalina.

But, as the study progressed, it was found that other sites along the coast might be desirable for summer work, and, in 1901, a portion of the plant was moved to San Pedro, a little old bathhouse being purchased and reconstructed for the work. An open gasoline launch, the *Elsie*, was obtained for the offshore work,

and other means were devised for the taking of sub-surface specimens.

Then, in 1901, Professor C. A. Kofoid made certain studies off San Diego for the little laboratory and came back with a glowing report of the possibilities there. So, with Chamber of Commerce backing and with the connivance of certain interested individuals, the San Pedro laboratory was moved to that point. Under the direction of a corporation known as the Marine Biological Association of San Diego, formed for the purpose, the Coronado base was made the chief point of operations for the research work, and the ultimate institution of oceanography was on its way.

The selection proved to be a happy one. From the outset of the enterprise in its new location, E. W. Scripps and his sister, Miss Ellen Scripps, favored it with a deep interest and gave generously of their ample means to develop it from a mere experiment to an enterprise that eventually was to make itself known around the world. However, early in the Coronado period, the idea of abandoning an inside location and of turning to some point on the open sea, began to grow and, in 1909, resulted in the selection of La Jolla as the most advantageous point.

There, through the kindly intervention of Mr. Scripps, a "pueblo," very near the village of La Jolla, claiming

some 170 acres, with a half mile of waterfront was finally obtained. Through the continued kindly suffrage of the Scripps, necessary roads were built, laboratory buildings were provided, Mr. Scripps' own yacht, the *Loma*, was pressed into service, and the business of finding out what the Pacific Ocean was all about, and just what part it played in the life of man was gotten under way on a more or less elaborate scale.

"Great faith in the efficacy of natural knowledge toward the highest good of mankind" was, from the beginning, the guiding principle of the institution. This is reflected in the different names given it in the various stages of its development.

During the first stage, 1905 to 1912, it was the "Marine Biological Station of San Diego." During the second stage, 1912 to 1923, the name was "The Scripps Institution for Biological Research." Since 1923, the "Scripps Institution of Oceanography" has been the name.

The persistence of the name "Scripps" throughout, and the disappearance of the word "biological" should be specially noted. Interest of the two Scripps in the project, both being preeminently humanistic, was chiefly in its possibilities, as indicated by the above formula.

Both, but especially E. W., found in their idea "biological," solid bases for their interest. Accordingly, when the transition from the first to the second stage took place, it was at the suggestion of E. W. Scripps that the word "marine" be dropped to avoid the difficulty that would arise in the future if the institution should want to make a research "in human as well as marine biology."

The experiences of the institution between 1912 and 1924, especially in connection with the World War, made it clear to all concerned, but especially to the Scripps and to Director W. E. Ritter, that the institution was not only not adapted for research on human biology of the sort that seemed most needed, but had on its hands more research problems in connection with the Pacific Ocean and its life than it could ever hope to solve fully.

Hence, as the director's retiring time approached, he recommended that his successor be selected with reference to an exclusive policy of oceanographic effort, it being understood that this could necessarily include study of the life of the sea as well as the sea itself.

The large place the institution now has among similar institutions of the world appears to be sufficient justification of the change of name and of the selection of the present director, Dr. T. Wayland Vaughan.

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(For Directors and Officers, see Page 3)

California's Problem of Public Expenditures and Taxation

OUT of the deliberations of the State Chamber's regional and state-wide committees to date, substantial agreement has been reached upon certain fundamental conclusions or premises. The educational campaign, now well under way, is being progressively broadened to secure wider understanding and acceptance of the following premises and conclusions. As these organized efforts continue, specific proposals for dealing with the expenditure problem will be presented.

Basic Premises and Conclusions

1. Continued increase in governmental expenditures, and the absence of effective means for establishing a rational balance between demands for public services and ability to pay for them, are creating a dangerously high tax and debt burden. There are limits beyond which taxation can restrict and destroy the private activities which are the source of public revenues.

2. No tax reform or tax shifting proposal in the direction of "taxing large incomes," "taxing industry" or "taxing property" can ever provide sufficient revenues to maintain the present high level of public expenditures, and at the same time prevent a major share of these costs from coming out of the incomes of the mass of average citizens, either directly, or in the hidden form of reduced payments to wage earners, or higher prices to consumers.

3. California's present tax system for raising state revenues, so far as being equitable to wage earners and small income groups is concerned, is already more progressive than practically any other state in the United States, and does not need radical revision. The major difficulty is the size of the total tax burden, and not any great or preventable inequity in its distribution between groups.

4. The initiative proposal establishing the single tax on land and repealing the sales tax, and the initiative measure repealing the personal net income tax should both be defeated, regardless of our individual opinions as to whether or not these are theoretically desirable or equitable forms of taxation in a state revenue system. Any desirable changes in existing property tax, sales tax, income tax or other revenue laws, should be sought through deliberative action of the State Legislature, rather than by "repealing taxes" during a fiscal crisis, or by freezing into the Constitution various prohibitive and mandatory restrictions.

5. Provisions in the deceptively named "sales tax, repeal" initiative, which would revolutionize our whole state and local tax system, by establishing the single tax on land values, are vastly more important to business men, farmers, wage earners, and home owners, than the relatively minor question of whether or not we should continue the sales tax in its present form. The single tax would redistribute the existing general property tax burden inequitably, practically compel a heavy state ad valorem tax on land, and narrow the property tax base to a point where collectable revenues would be insufficient to support the necessary functions of government.

6. If the sum total of public expenditures is so large that no bearable system of direct taxation will provide sufficient revenues, the remedy lies in the direction of a concerted effort to secure economy and more effective expenditure control, and not in conflicting efforts of various taxpaying groups to shift the burden to other groups. Repealing such direct and visible taxes as the sales or income tax, or adopting such political deceptions as hidden "transactions" or excise taxes will not solve the real problem.

7. The class of public expenditure which overshadows all others in its scope and importance at the present time is that of relief and social welfare. An integrated program must be devised, both as to financing and administration, in which the responsibilities of the counties, the state and the Federal Government can be met on a permanent basis under a stabilized policy, with fullest possible administrative control in local hands.

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It Can Be Done!

(Continued from Page 7)

ing the illusion of a gigantic, 600-acre fairyland. Landscaping effects also were changed, so that in addition to viewing new exhibits, the appearance of the grounds, either by day or night, gave every visitor a new and delightful experience.

In addition to the newness of the principal features of the Exposition, new policies of entertainment were also adopted. Large, free attractions have been scheduled, not only for the early months, but throughout the summer. Visitors in the grounds are assured of seeing not only the most beautiful Exposition ever conceived, but also numerous attractions which, if presented upon a theater stage, would cost many times more than the price of admission. The public's enthusiastic reception of these new policies has been extremely gratifying.

As this is written it still is early in the season. We have just gotten under way. But all indications are that 1936 will far surpass 1935 in attendance, interest and beauty. We entertained nearly 5,000,000 visitors last year and are confidently looking forward to more than 6,000,000 in 1936.

These figures are particularly interesting when San Diego's geographical location is taken into consideration. Here we have a community of about 180,000 in population, situated in the southwestern-most corner of the United States. To the west we have the Pacific Ocean; to the east, for several hundred miles, principally mountains and desert country. So our principal source of intake must be from the north, the Los Angeles area and adjacent densely populated districts.

From a strictly financial aspect, San Diego has already reaped enormous dividends from the Exposition. In exchange for the \$700,000 it raised by popular subscription, it has received park and municipal improvements conservatively valued at \$6,000,000. Every business man, every property owner and every individual in the city has been helped in innumerable ways. The city is definitely out of the depression and on the up grade. History, so far, has repeated itself and gives every indication of doing so on an even more generous scale.

Gratifying as all this is to us who have shared the responsibility for the Exposition, it becomes even more so when we realize that our community is not alone in reaping its benefits. The entire state, and adjoining states as well, have been helped to some extent. San Diego has for the last year been the magnet that has drawn hundreds of thousands of visitors to California. Recognizing this, all communities of the state have so generously supported our enterprise, it is indeed only fitting that we should call it "California's Exposition."

Fishing for Sport

(Continued from Page 15)

A member of the crew takes the fish off the hook, places it in a sack, and later cleans it, ready for the moment during the afternoon that the angler lands at the dock to carry away his prizes—along with a memory, never to be erased, of a marvelous day of fishing.

Now, as to the fish waiting to be caught. There's the yellowtail for example, a distant relative to the tuna family.

He isn't a fish to be taken lightly—although light tackle is the proper way to get him. If you happen to

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be an indoor man, seldom taking any violent exercise, a fight with a yellowtail will stretch more muscles than you suspected you possess.

Then, there is the barracuda. He is a long, eel-like speedster, especially designed by nature to try the patience of human beings who come armed with split bamboo and linen thread.

Fast as a flash, the barracuda has an annoying habit of raking the bait fish with sharp teeth and fooling the angler into thinking he has a strike, whereas he really hasn't anything but a badly scarred sardine on the end of his line.

The white sea bass, however, a scintillating beauty, weighing from 16 to 60 pounds, acts a little differently. He calmly swallows the bait and moves away leisurely until the fisherman, thinking only a little mackerel has taken his lure, strikes and is suddenly convinced a balky mule is trying to shake off its bridle.

The bonito is about the most surprising of all game ocean fish. He is only a little fellow but so strong he can pull a man around the deck; he has got a hundred tricks, the heart of a fighter, never giving up.

There are other gamesters, too; the kelp bass, dolphin, mackerel, giant black bass—nightmare of all ocean fish—rock bass, ling cod, whiting, groupers, sheep's head, cabisona, the ugly faced scolphin, etc.

The tuna, of course, is the most coveted prize. The fish, scaling from 15 to 75 pounds as an average, and often caught weighing several hundred pounds, are magnificent fighters.

Snapping the lure viciously, the tuna will give any angler the thrill of a lifetime by its marvelous outrush which must be stopped expertly if the fish is to be brought to boatside for gaffing. With a myriad of tricks, with superstrength and endurance, the tuna will prove a match for any angler's skill and courage.

Last year more than 40,000 people came to San Diego to enjoy its ocean sport fishing, the majority from Southern California. It is estimated that more than 3,000,000 miles were traveled by these rod and reel enthusiasts by automobile.

San Diego's great Ocean Fishing Derby, launched as a permanent civic attraction with the beginning of the 1936 season and for which thousands of dollars in prizes will be awarded, is expected to bring to San Diego no less than 75,000 deep sea fishermen—to enjoy the wonderful sport awaiting them in San Diego's offshore waters.

Expositions Do Pay

(Continued from Page 13)

the city's present and future growth. A large part of our present substantial population first was attracted here either by a personal visit to the Exposition or by a description of its charms carried away by someone who did visit it.

So it will be with the present Exposition. With improved highways, more modern means of travel and a greater area to draw from, the benefits to be derived from the 1935-36 Exposition should be realized more quickly. I feel safe in predicting that the population of San Diego, as a result of the Exposition, will increase by at least 100,000 within four or five years. I base this prediction upon the rate at which people are coming here now—people with means, people who will mean much to our future.

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An overlooked point or the wrong grease applied here or there—and a few months later some part wears out. It is claimed that 85% of all car repair bills originate from careless lubrication.

So Shell engineers set to work to provide a "fool-proof" system. Leading engineers for all of America's car manufacturers gave their help.

The result is Shelllubrication. This new type of car upkeep offers lubrication the way the designers of your car specified it. The right lube. In the right place. At the right time.

Nothing is neglected. The battery is serviced. The upholstery vacuumed or brushed. The windows are cleaned.

And trained Shell men check every step in their work, first on an exact chart of your car, again on an exclusive chart-receipt. One copy of this receipt goes to you, another is kept on file at your neighborhood Shell station.

Investigate this new system of upkeep and all its many safety factors. Ask at the Shell station near your home.

