

Community Chest Is Efficient in Social Welfare

Community Chest of San Diego is a community-wide organization coordinating all organization dealing in social welfare. It holds together in close cooperation participating agencies, cooperative agencies, donor members. Its three principal functions are coordination of all social work, financing of participating agencies, social planning.

In the annual campaign it raises funds for 32 participating agencies which provide essential, highly specialized services outside the scope of federal, state and county departments in the field of health, child care, family welfare, youth guidance.

Agencies range in type from settlement houses to children's homes, such established national organizations as the Y. M. C. A., Boy Scouts.

Sick Visited

In the field of health, 3776 sick people were visited, cared for by nurses in the last year. Milk and hot lunches were given to 750 school children. Ten thousand days of maternity care were given unmarried mothers. There were 21 hospitalizations for the poor.

Central medical service, created by the health council of Community Chest about two years ago and now self-supporting, provides medical care of all kinds for citizens of San Diego county not eligible for the county hospital, yet unable to pay regular medical fees. No fixed financial status is used as a basis for choosing an applicant's eligibility; his needs in relation to his means are considered paramount. Patients may choose their own doctors.

Four agencies cooperate in caring for homeless children.

When economic ruin causes crises in the lives of children they are given proper homes until the family is back to normal. Mothers and fathers are relieved of the burden of trying to care for them while knowing how impossible a task it is. In the last year 66 children were placed, or supervised, in foster homes. One hundred and twenty children are given full-time care in institutions.

Vacations Arranged

More than 1800 boys and girls enjoyed healthful vacations at summer camps supported by the Community Chest last year. There are 800 Camp Fire Girls, 1100 Girl Scouts and 2500 Boy Scouts. Twenty-five hundred service men attend the Army and Navy Y. M. C. A. daily. Monthly attendance at the Y. M. C. A. is 2000 boys, 4000 men; 1000 girls and women regularly attend the Y. W. C. A.

In the family welfare field, Neighborhood House alone provides a wide year-around program that combines recreation and cultural development with recreation and relief for more than 500 families. An average family showing weekly attendance is composed of father, mother, four children.

Other chest agencies doing settlement work along the lines of Neighborhood House are Clay St. Girl Reserves, a settlement house for colored girls, Bayside Social center. The lives of people utilizing the facilities of Bayside Social center form a picture of old-fashioned tradition on a crazy quilt bearing the stamp of Americanism.

Legal Aid Provided

There are 16 agencies altogether in the family welfare field; last year there were 6883 cases of free legal aid; 5375 families were given temporary material relief, counsel, health guidance, clothing.

Thirty people are employed regularly at San Diego's unique factory—Goodwill Industries. "Turn waste into wages and junk into jobs," is the motto applied to this agency.

"Community Chest—the Golden Rule in Action," was the slogan adopted for the 1935 campaign.

BETTER HOUSING PRESENTATION IS UNIQUE PROJECT

Lumber manufacturers and dealers will find much to interest them at the California Pacific International Exposition.

Activities of interest to those dealing in wood construction will center around two major points of interest within the exposition grounds. They are the Palace of Better Housing and the California Exposition Home.

In the Palace of Better Housing will be gathered hundreds of exhibits which have to do with real estate development, home ownership, home building and the many types of architecture, construction and building supplies.

The California Exposition Home will be a \$30,000 completely furnished home, complete in every detail which will be given away at the close of the Exposition as the main prize in a contest. A group of Pacific coast firms will cooperate in building and furnishing this model home.

Another feature of great interest to business men having to do with home construction and ownership will be the large variety of trees growing in Balboa park where America's Exposition—1935 will be held.

The 1400-acre plot which comprises Balboa park contains 300 varieties of trees, including some of the most rare specimens in the world.

Among these are rubber trees, native of Australia, Chile, China, Bengal and Brazil; cork trees of Spain; Japanese oaks and 15 types of palms. The park contains 40 varieties of cactuses, 35 of acacias and 15 kinds of pine trees, including one very rare specimen, native of the Canary Islands.

Practically every country in the world is represented by its native trees growing in Balboa park.

In addition to these features of particular interest to lumber manufacturers and dealers, the Exposition will present a picture of progress and achievement in the west never before attempted in this part of the country.

RAMONA'S MARRIAGE PLACE RICH IN HISTORY



This famous landmark at Old Town, where California began, for many years has been the goal of sight-seers and visitors in the Southland. The patio with its attractive garden and wishing well and the many relics of bygone days are of intense interest.

Frank Drugan Credited With Idea That Started San Diego's Exposition

"There wouldn't have been even a start on a San Diego exposition in 1935 if it had not been for Frank Drugan."

That was what Joseph E. Dryer, former president of the chamber of commerce, said yesterday. Dryer had been appointed a chairman by some of the early sponsors of the Exposition to voice a tribute to Drugan. The following is the statement which Dryer brought to The Union for those early Exposition pioneers:

In August, 1933, little Frank Drugan came to San Diego to promote an exposition, if feasible. Prior to that he had lived in Long Beach for 13 years, losing both home and office in the earthquake of Long Beach, during those years, he operated on the road, promoting features for newspapers.

In San Diego in August, 1933, he settled in his present home, 2610 Front st.

After a series of meetings in the Plata Real of the U. S. Grant hotel he set about making a survey of the advantages and obstacles in San Diego in respect to launching an exposition. He found not only apathy, but emphatic opposition, based on a recent unsuccessful effort to promote an exposition. He was warned that it would be impossible to finance such a project. He found at Balboa park a complete exhibition plant, which, however, was largely being used by various associations and industries.

He decided to go to Chicago and investigate the Century of Progress for the purpose of deciding whether or not he could transfer exhibits from there to Balboa park. He felt that if he could do that, he would be justified in going to New York to confer with newspapers concerning publicity. He figured that with the exhibition plant, plus exhibits from Chicago, plus adequate publicity, he would be justified in attempting to promote the exposition in San Diego and be likely to finance it. He had strong hopes of press cooperation.

Goes to Chicago

He went to Chicago to investigate the Chicago Fair at the end of September and remained at the fair until it closed Nov. 12. He procured credentials from his friend, Cyrus H. McCormick, in Chicago, and conducted his investigations at the Chicago exposition with the aid of the director of exhibits, P. A. Massman, who was supplied with complete inside information concerning operating profits and gross business receipts for the various exhibits and concessions.

With a view to supplementing these final reports and his other findings, so that he might be able to present the project comprehensively in New York and San Diego, he put the whole of the fair at Chicago into pictures, both motion and still. In making this pictorial record, he exactly reproduced the precise colors which compounded the ballyhoo that Chicago used in place of natural beauty. He figured that in San Diego he would be able to sell the community on its natural beauty, as a lure, in contrast with Chicago's conception of grandeur.

From Chicago, in November, he took his records to newspapers at New York City, and there had several conferences. He tried to emphasize San Diego's need as an argument for trying to promote the exposition. Adding to that need, the city's exhibit plan, he argued that he felt able to break down apathy in San Diego and finance the venture. He was promised liberal publicity support if he succeeded in promoting the exposition.

From New York he went to Washington, to confer with Jesse H. Jones, head of the RFC, with whom he had had numerous promotion negotiations. He desired to investigate the possibility of governmental financing. He was informed that if he launched the project, with proper personnel, he might procure RFC support in the usual form of a guaranteed note.

He went back to San Diego, called at the Grant hotel shortly before Thanksgiving, and conferred with its manager, E. S. Bernard. He asked Bernard to give him, at a nominal rental, the use of the top floor of the Grant hotel.

Bernard assured him that Baron Long would take kindly to his efforts to promote an exposition.

His first objective was to break down apathy in the community. His second effort was to promote enthusiasm about the project. His third objective was to provide financing and a satisfactory personnel.

He accomplished the first two objectives by giving nightly tree presentations of the pictorial story of the Chicago fair, supplemented by reasons why it could be duplicated in San Diego, in our Balboa park. In addition to nightly meetings of citizens, he held daily conferences for the same purpose. No funds were asked from any one from the time he opened the headquarters November, 1933, until the Exposition cooperation was organized July 27, 1934. He personally provided all of the funds necessary for the initial promotion.

Before the end of 1933 he had

succeeded in arousing interest in the exposition project. Then he attempted to organize this interest. Local civic clubs, including the Ad club, the Kiwanis club, etc., were induced to provide moral support. Eventually he was asked to appear before the directors of the San Diego chamber of commerce for the purpose of presenting his plans. He did so March 20, 1934 and the chamber appointed to cooperate with him, a "ways and means" committee, including G. Aubrey Davidson, Sam L. Fox, Joseph E. Dryer, E. S. Bernard, Donald Burnham, Armistead Carter, and Roy E. Hegg. He later subdivided this initial committee into a finance and a grounds committee. He functioned as operating head of each of these committees.

He scoured the community for records of the San Diego exposition in 1915-1916. He procured figures for 1915 but searched for weeks before finding the 1916 figures in the local library.

He set up the first financial schedule, budgeting the promotion of the exposition at approximately \$300,000. This initial schedule was repeatedly taken down and put together by various citizens whom he induced to help him and in its final present form, the budget exceeds that sum by only \$33,000.

Acting as operating head for his grounds committee, he measured all of the building areas of the park and set about negotiating with occupants of the buildings for their removal.

Meetings Are Held

He held regular meetings of his sub-committees on the top floor of the U. S. Grant hotel, usually providing breakfast or dinner for their convenience.

On April 6, the initial effort to

procure financing was made. He called on Colonel Copley and had a conference with him and Messrs. McGrew, Wheeler and Bradley. Colonel Copley promised that when he had raised \$150,000, he would provide the support of his newspapers in San Diego and elsewhere. Colonel Copley later subscribed \$10,000, and the backing of the Copley papers has been given.

The first promise of a large sum came from Baron Long, who guaranteed \$50,000, provided enough money was raised to finance the promotion of the project. To this sum was quickly added \$20,000, promised by Wirt Bowman; \$50,000 promised by the county and \$50,000 promised conditionally by the city. He learned that the pivotal finance support would have to be Spreckels' cooperation, so he took a committee of 13 representative citizens to the office of Frank J. Belcher Jr., to request financial support from the Spreckels Co.

The months of May and June, 1934, witnessed a series of regrettable political machinations for control and direction of the exposition. Eventually, on July 27, the California Pacific International Exposition was incorporated, Larson and little Frank Drugan engaged as its managers, with Zack Farmer acting in an advisory capacity.

Duties Outlined

His duties include keeping the complete records of the corporation, in addition to acting as assistant manager, supporting Larson in his direction of the exposition.

On Sept. 12, prompted by the motive of getting the best possible assistance for the success of the exposition, he brought by airplane from Chicago to San Diego, P. A. Massman, director of exhibits at the Chicago fair, and made a contract with him, under the terms of which Massman is now an employe, working to secure exhibits from Chicago for the exposition.

Among his efforts, he has taken over the direction of foreign participation in the exposition and has launched a new form of foreign participation.



Paradise Valley Sanitarium—a View of the Main Building

Paradise Valley Sanitarium and Hospital

"Home of Health" Cooperates with Nature In Unselfish Work of Healing

FROM all parts of the world there come to San Diego those who are seeking rest from the vicissitudes of life; robust health instead of illness; youthful vigor in place of aged infirmity.

Inspired by the delights of pleasant, equable climate, an unlimited supply of bright, soothing sunshine; gentle, caressing sea breezes; the surroundings of trees and flowers supplied by a bountiful mother nature, whose supply of the best things in life was unlimited as she passed over this favored vicinity, the afflicted find in Paradise Valley the ideal conditions where they may recover health, vitality and hopefulness. Nature has indeed done well here in providing for the benefit of the ailing.

Here, in this land of beauty, romance, vivacity and health, is situated one of the most famous sanitariums in the land, The Paradise Valley Sanitarium and Hospital. Thousands have come for help and have been sent away cured of their physical and mental ills, full of the vigor of true health and a natural zest for life which they thought they had lost forever.

Six miles from the business center of San Diego, this large and important sanitarium is situated so as to combine all the pleasant advantages of city and country. Away from the city's noise and confusion, its smoke and nervous tensions, this modern medical and surgical institution has taken advantage of a natural setting in the clean, friendly countryside.

The Paradise Valley Sanitarium and Hospital is but one of many similar institutions under related management which extends into all parts of the world. It is conducted upon the broad, basic principles upon which these institutions are founded, and the physiologic methods of treating disease have been in constant successful employment for more than sixty years, and include every approved rational scientific measure known to modern medical and surgical research.

Through sheer merit, because it offers the best that advanced science and medical and surgical skill can offer, the Paradise Valley Sanitarium and Hospital has been placed on the honor roll of the approved hospitals of the American College of Surgeons, a distinction that is conferred only for the results of the work of the institution.

The institution, specializing in hydrotherapy, physiotherapy and dietetics, also covers the entire field of modern and scien-

tific medicine and surgery. It is a home of health where those who are sick can find such quiet and appropriate surroundings, and skillful attention in the employment of rational remedies, which will most efficiently cooperate with nature in restoring them to normal health.

Designed for its purpose of comfortably housing those who are not well, the main sanitarium building is a three-story structure, steam heated, electric lighted, with rooms single or ensuite. It is furnished with electric elevator, electric call system, long distance telephone service and other modern aids.

The hospital building contains over seventy-five rooms aside from its screened porches and sun parlors and has accommodations for seventy-five beds. Hot and cold water is provided for every room and each contains individual, modern lavatories and toilets.

A suite of modern operating rooms, with the necessary sterilizing rooms, surgeon's dressing room, surgical ward, delivery room, maternity ward, nursery and children's ward. Physicians' offices are thoroughly equipped with every facility for administering office treatments.

The hospital has no large wards but it is arranged for private rooms for two or three beds at the most, in one room. The maternity ward is modern and complete, having private rooms and two and three bed wards. Fees in the wards, including general nursing and physicians' fees, are very moderate.

Paradise Valley Sanitarium and Hospital extends a cordial welcome to San Diego's expected 15,000,000 visitors to the California Pacific International Exposition. To those among this great number of people in impaired health or to those who are seeking an environment which will allow complete and healthful relaxation, no finer place could be suggested.

A visit to the sanitarium will prove to be a worthwhile and pleasurable experience. Every courtesy will be given to those interested in the work of the organization and full information may be secured.

It is only by a personal visit that the complete facilities and beautiful environment can be fully appreciated. The visit is easy to make and takes only a short time as Paradise Valley Sanitarium is but six miles from down town San Diego.

For further information and an illustrated booklet address: Paradise Valley Sanitarium and Hospital, National City, California.

While visiting the SAN DIEGO EXPOSITION

Relax

at restful DEL MAR

On Del Mar Beach and the Coast Highway 101

How delightful after an exciting day at the San Diego Fair to seek the peaceful beauty of lovely Hotel Del Mar!

Here you may relax amid beautiful surroundings or enjoy your favorite recreation under ideal conditions. Bathing, riding, golf, tennis, badminton, fishing—virtually every sport is offered at this resort hotel—famed for fine food and perfection of service.

HOTEL DEL MAR AND ENGLISH COTTAGES

SENSIBLE RATES

Guests of Hotel Del Mar enjoy luxurious comfort with economy. All outside rooms with magnificent views of the ocean and mountains. Overnight rates from \$3.50 up, with bath, exclusive of meals. American Plan rates if you prefer.

MAKE YOUR RESERVATIONS EARLY—We urge you to write us quickly, giving the proposed length of your stay, and your preference of accommodations, in order that we may inform you specifically of the rooms available. An ideal place from which to attend the California Pacific International Exposition.

Del Mar is on the main line of the Santa Fe Railroad.

THE CHARMING NEW COFFEE SHOP and PAJES OFFER CONTINUOUS A LA CARTE SERVICE AT STANDARD PRICES.

30 QUICK MINUTES FROM SAN DIEGO