

A Few Interesting Facts About the Industries and Natural Resources of Santa Cruz County

Santa Cruz County, the smallest but one in the state, but the greatest in its diversity of natural and industrial advantages, is entering the era of its ripest prosperity through the fact that paved concrete highways, valued at more than \$1,000,000, and connecting the beautiful California Redwood Park, the Big Trees, Santa Cruz, Capitola, Boulder Creek, Brookdale, Ben Lomond and Watsonville with the main coast line highways of the state, will be virtually completed by the summer of 1921.

The highway system will make comfortably available to the travelers of the world every month in the year the beautiful mountain and seaside allurements of the north of Monterey Bay region—a section where there are more clear days in the year than in any other part of California. The fourteen mile section of state highway between Glenwood and Los Gatos is of the reinforced concrete type, one of the few sections of this type of road in the state.

Advantages for the family in schools and churches in Santa Cruz County are as good as are offered anywhere in California. Santa Cruz has a splendid school system with high university ratings, and the leading religious denominations are all represented in the city with progressive congregations.

Around Santa Cruz proper a million dollar poultry industry is carried on. The birds, all of the Leghorn variety, are said to average more eggs per hen each year than for any other district of its size in the country. The California Farm Bureau Egg Laying Contest, built by the Santa Cruz Chamber of Commerce, at a cost of \$12,000, of national importance, is located at Santa Cruz.

Eighty per cent of the apple industry of the state is located in the Pajaro Valley, pronounced by an important English agricultural commission to be one of the most fertile valleys in the world. The shipments of apples from the valley in 1919 included 1344 tons of packed apples, 5488 tons of dried apples, 17 tons of canned apples and over two million gallons

of cider and vinegar. This valley is 20 miles south of Santa Cruz.

Several carloads of artichokes were shipped in 1919 and in 1920 from this ever increasing industry northerly along the coast line between Santa Cruz and Davenport. This industry along the Pacific Coast, now has control of the world market, and many new plantings are going out in the country.

The largest producing acreage of artichokes in the United States lies adjacent to Santa Cruz in the north.

The bee industry is only in its infancy, and the present investment of \$100,000 is rapidly on the increase.

Bulb growing around Santa Cruz affords the poultrymen a very profitable side issue to his egg farming. Bulbs are said to grow in this locality to equal, if not surpass, those imported from Holland, and this industry is also in its infancy, but growing rapidly.

Other industries of the Santa Cruz section are cement, lime, leather and fishing in wide variety, including a large sardine cannery; also a fruit cannery. The Santa Cruz Portland Cement Plant at Davenport employs 450 men, and supports a payroll mainly distributed in Santa Cruz, totaling \$75,000 per month. The city of Santa Cruz enjoys a year-round patronage from pleasure seekers and tourists estimated to be worth in excess of \$1,000,000 annually.

Santa Cruz is the gateway city to the world-famous Big Trees, five miles distant and readily accessible by train or automobile the year round. Twenty-seven miles from the city to the north lies the California Redwood Park, a splendid natural park of 3600 acres, filled with redwood forest giants thousands of years old. This park belongs to the state and is dedicated to posterity, and is one of the natural wonders of the West. Santa Cruz city entertains 25,000 tourists annually. The enjoyments of a perfect climate, matchless sea bathing and proximity to the Big Trees form a great attraction for all classes.