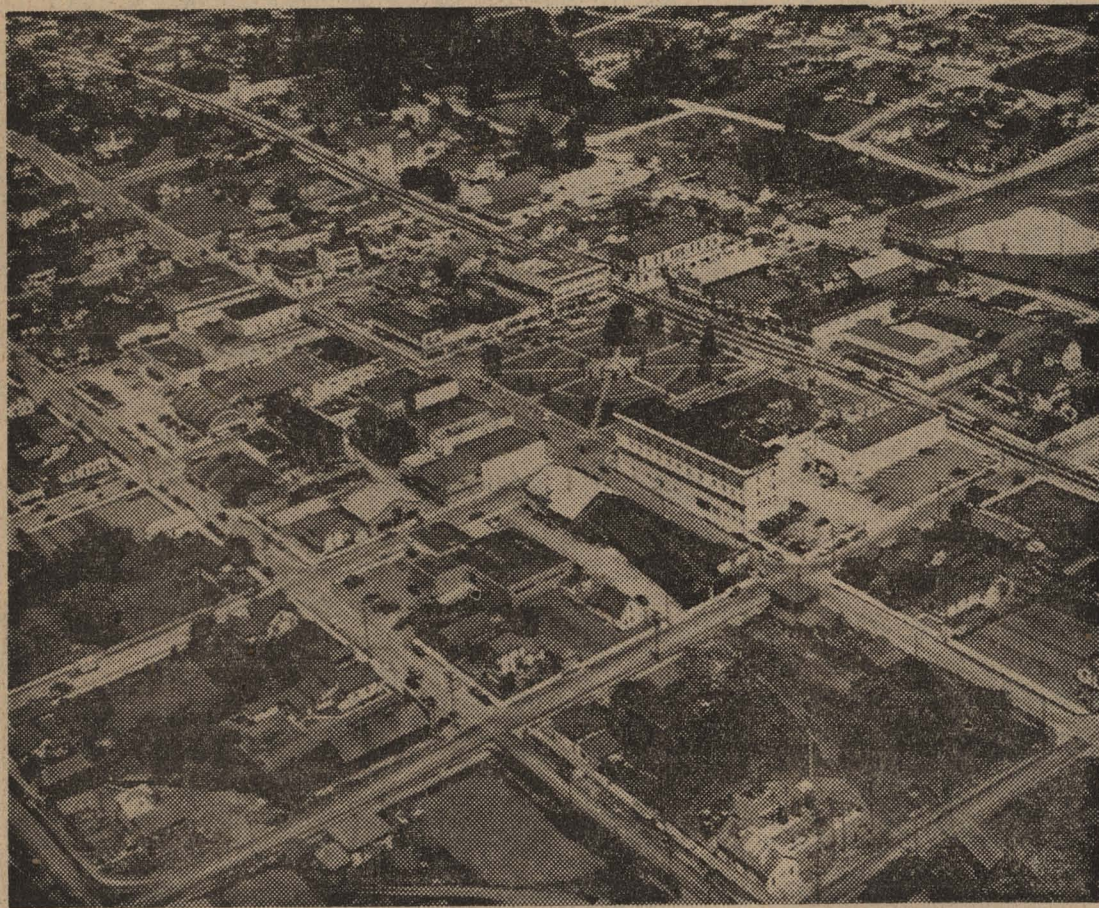


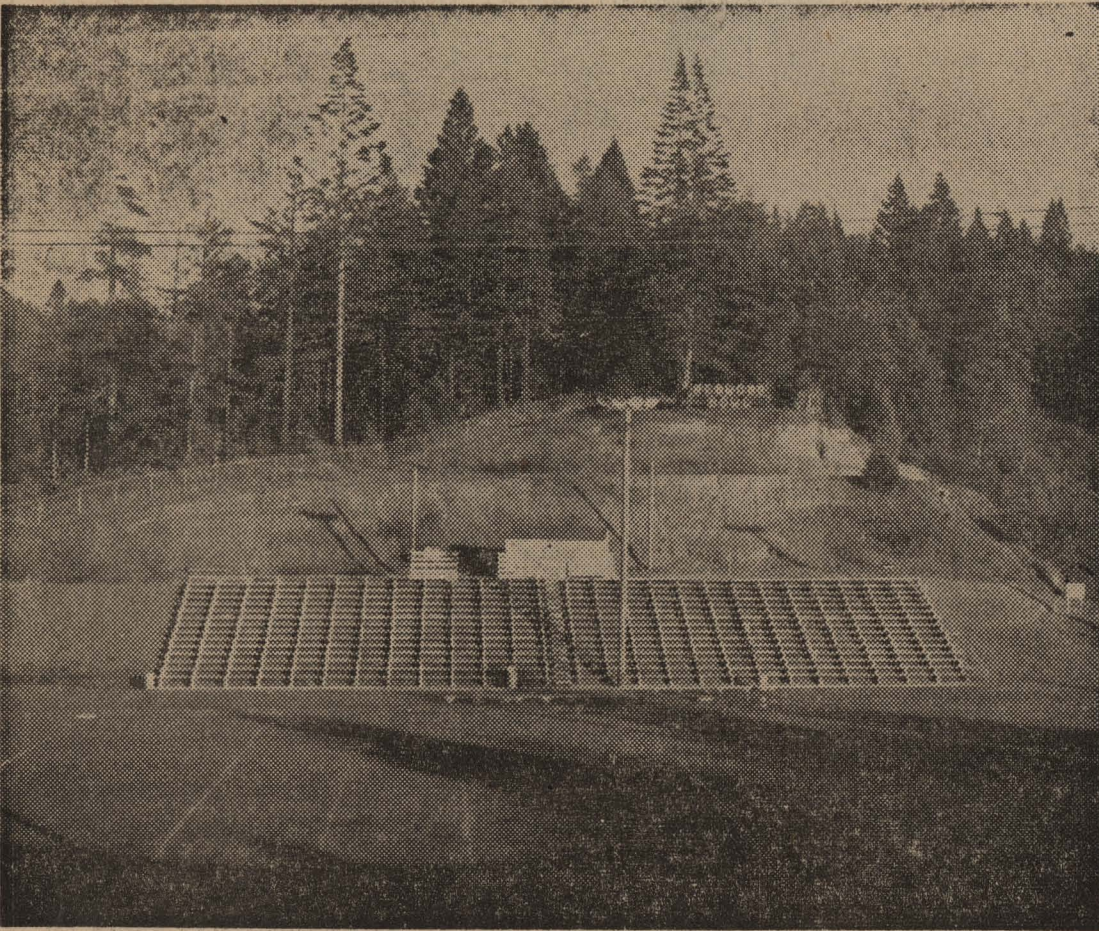
# Arcata--Colossus of the Timber Game



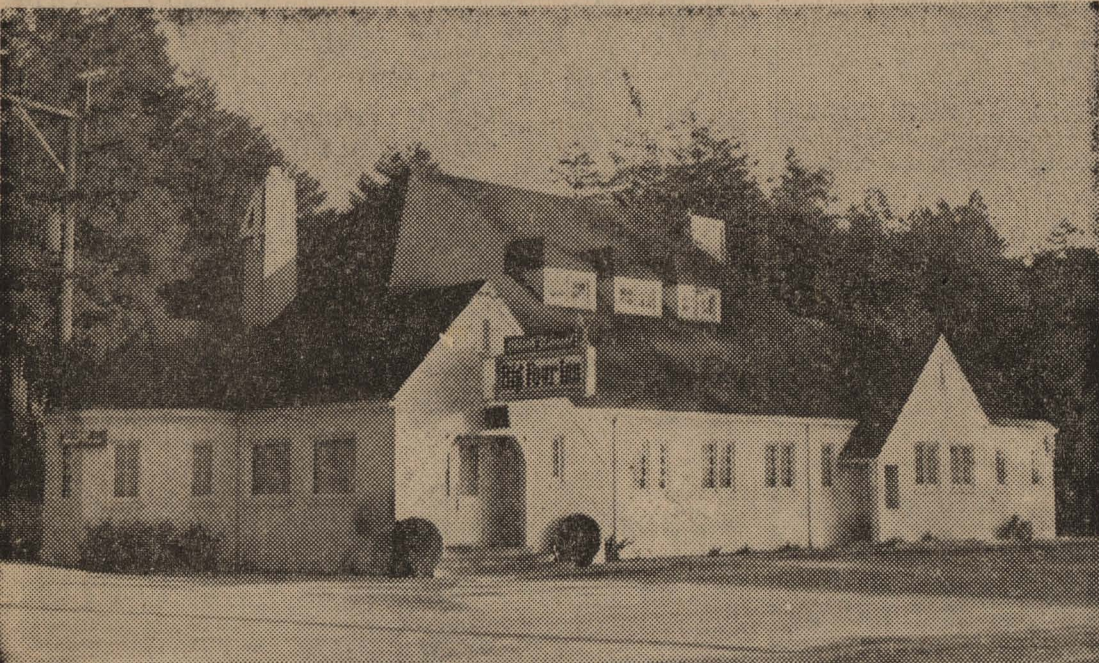
Aerial view of downtown Arcata, showing Plaza and surrounding business district. Residential and manufacturing areas radiate in all directions.



That we shall not forget the America we grew up in . . . Statue of McKinley stands guard over Arcata's Plaza.



Redwood Bowl, Humboldt State College's athletic field; set amid surroundings few colleges on earth can equal.



Where the college set rub elbows with ranchers, timbermen, tourists and townspeople; Arcata's noted Big 4 Inn.

## White City Gains As Never Before

BY CHET SCHWARZKOFF  
PHOTOS BY DICK RYAN

On the north end of Humboldt Bay, where Humboldt State college looks down from its templed hill, stands what is without doubt the northern Redwood Empire's "miracle town"—Arcata.

The man who sees it for the first time as of today, with traffic hustle, crowds—and a smoke problem from its numerous mills—must be impressed by this busy industrial scene. For Arcata is abrim with vitality, strength—and everybody is making money.

To the pre-war Humboldt Arcata is fast becoming a memory . . . for he recalls a quiet college town that had an air of aloofness from the mundane which seems to characterize educational communities.

Of course Humboldt State college is still there; and with an enrollment over 130 per cent greater than pre-war. But the college, despite its own phenomenal growth, no longer is Arcata's leading institution—its fundamental motif. For Arcata is now a payroll town first, possibly last, and certainly always. And with the ascendancy of its payroll to top place, Arcata has changed. You see a different strata of people—to some extent—on its streets. And you see vastly more people.

While a few, who cherish memories of a quieter day, may not be altogether in tune with the new Arcata, by far the majority of the town's citizens approve. For Arcata's stores are full, and their cash registers keep up a continuous clangor. New houses have been built by the street-full—and the housing shortage remains a bigger headache than ever. An average of \$750,000 passes through the town's bank with every business day. And on pay-days, that amount has swelled to \$1,500,000 for a day's turnover. Which, for a town with not more than 3500 people within its corporate limits, and about 5000 over-all, is clear out of this world!

And more is in sight, for it is known that one of the west's greatest lumber companies recently purchased a 160-acre site just beyond the town limits. This same company has been making extensive timber purchases in both Humboldt and Del Norte counties, and is laying long-range plans. Obviously then, say Arcatans who should know, their headquarters will be in Arcata. It is as logical as two and two . . . and doubtless they are correct. For Arcata's day has come and her boosters say she has the biggest payroll of any town between San Francisco and Portland.

Let us drop in and talk with young and enterprising Mel Abrahamson, president of Arcata's chamber of commerce, and who has all the facts of today's fast-moving Arcata right at his fingertips. Mel is a native Humboldt, and a veteran of World War II . . . and it suddenly dawns upon you that Mel is characteristic of so many of Arcata's up and coming business set—young Humboldters carrying on the New Era.

There's Gordon Hadley, for instance—publisher of Arcata's paper, the Union, and a graduate of Humboldt State college. And there's Lee Browne, who is doing so much to promote Arcata's civic interests . . . and Brouse Brizard, third generation of a great merchant family not alone of Arcata, but of all Humboldt . . . and Ernie Stromberg, boss of Arcata's bank . . . and merchants like Charlie Davis, Emmet Murray, and the amazing Bob Matthews . . . all Humboldters, to the soil born.

So, as you talk with Mel Abrahamson you realize that Arcata is the saga of Humboldt—a young and vigorous entity that is flexing its muscles and enjoying its newfound strength. And you rejoice with it and you're glad the breaks have come.

Mel is deluging you with statistics but they are neither dry nor prosaic. They are vibrant with the new life that has come to Arcata, and Mel's words seem a very part of it all.

He tells you about the California Barrel company, Arcata's largest employer. The big mill was founded in 1909, with less than a dozen working there, including the founders. As of today, there are over 1200 employed in it, and its vast yards and log piles spread over a whole corner of the town.

Brizard's is Arcata's largest merchant organization, and one of Humboldt's historic institutions. Alexander Brizard founded the big organization in 1863, and it is prospering now as never before. The Arcata retail headquarters alone, employs 100 people, and there are branches in Willow Creek and other county points, as well as Brizard-Matthews and Brizard's furniture in Eureka. Paul Brizard, last of the three sons of founding Alexander Brizard,

still comes down to the Arcata store as punctually in the morning as any clerk, and is looked upon as the "grand old man" of Arcata's plaza.

And here is an appropos place to mention the foresight of Arcata's founders when they laid the town out around a plaza. As Arcata has grown, its central business area has consolidated around its nucleus. Today, were it not for that green and pleasant block in the midst of the town's hurry and bustle, the situation would be far less attractive. The plaza, Mel says, is a Spanish idea—and a good one. And for a big trading center such as Arcata has grown to be, it is a life-saver as well as a thing of beauty.

Carloadings have taken a long jump in Arcata since the war, Mel points out. In 1940, if the town loaded 300 freight cars of lumber and dairy products in a month, that was quite a record. Nowadays, the New Arcata thinks nothing of 1300 freight carloads outbound per month. Nor is the end in sight.

The boom that has come to Arcata reflects itself in the town's schools. Humboldt State college, which is now, and always shall be, the town's center of culture, has increased from a pre-war 300 to a present of 700, and with no let-up in sight as World War II's veterans graduate into the ranks of business and the professions. Over \$200,000 worth of new buildings are to be built on Humboldt's campus in 1949, and more are in prospect, you're told.

And Arcata's beautiful high school has increased its enrollment step by step from 395 a decade ago to just under 600 now, according to Principal Clifford M. Sorem. And one of the high school's well known faculty members is Allen M. Ham, also known as His Honor the Mayor of Arcata . . .

Turning back to the older industries again . . . there's a big Golden State creamery, long-established, and whose imposing structure looks like a central power station . . . and there's the Humboldt Creamery association, a cooperative enterprise. Between the two of them, most all of northern Humboldt's world-famed dairy products are handled and marketed—butter and fine cheeses as well as milk. And Manuel Barcelles of Arcata has one of America's top Jersey herds.

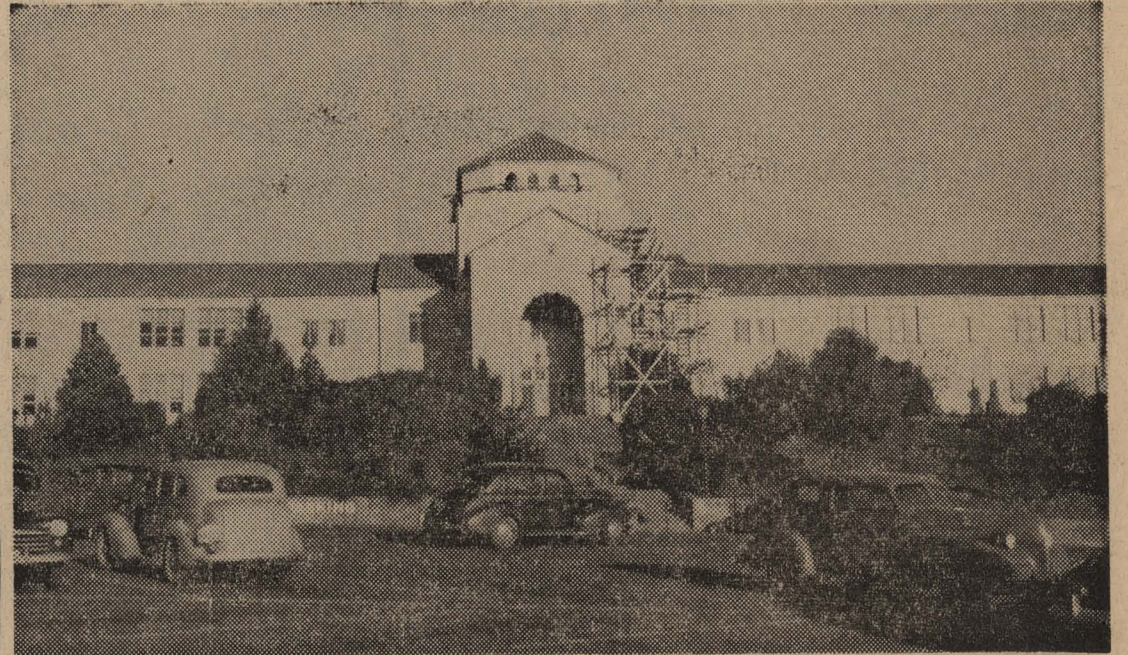
And now to the host of newer industries . . . there are 32 lumber companies operating within a two-mile radius of Arcata's plaza, Jim Wyatt, Arcata's fire marshal tells you. Think of it!

Just to hit a few of the high spots . . . the Humboldt Plywood company has erected a large plant out on highway 299 that stands as a model, and is the pride of President Frank Baker's eye. In the same area is the Dolly Varden Lumber company's plant, whose big brass is Howard Nelson. And Howard Libbey's Arcata Redwood company, in the same general area, is turning out a high daily quotient.

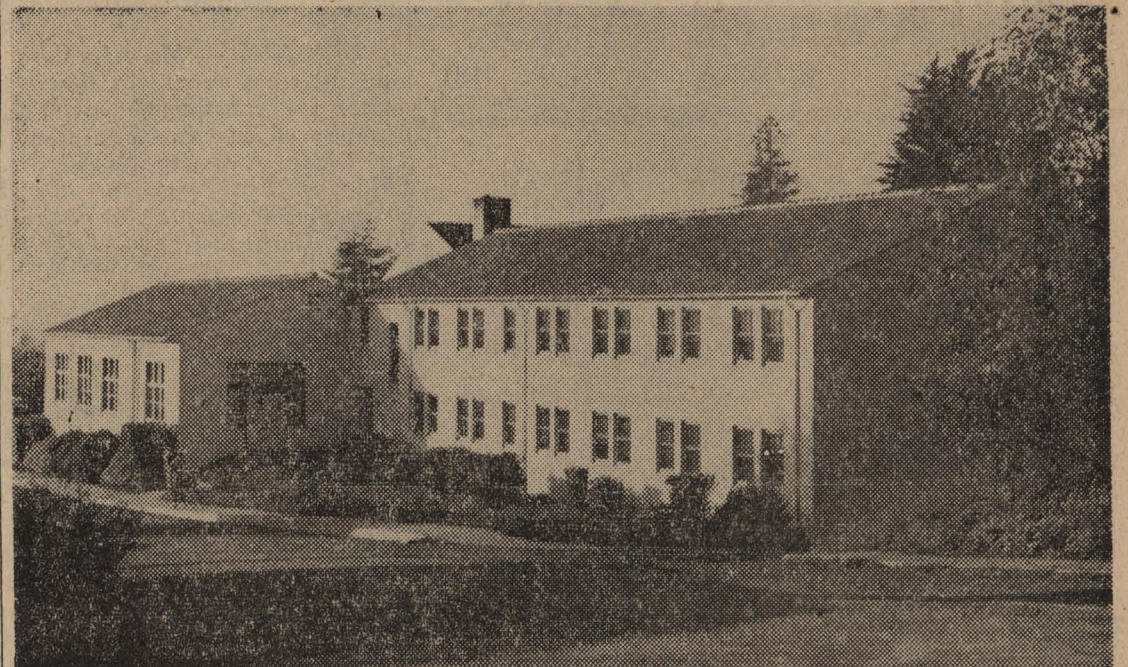
Still more who comprise Arcata's big mill colony are the G. L. Speier Lumber company, whose skipper is a Humboldt man—Lynwood Speier; the Goodrich and Allen sash and door plant, now under construction, and which will employ 250 when under way; the Sound Lumber company, operated by C. E. Magnussen, with a daily output of 120,000 board feet; California Fabricators Inc., owned by Alf Westberg and Hank Cole, which is sending redwood tank stocks all over the world; the Arcata Manufacturing company, and the Arcata Building Supply company, both planning mills—and a host of others, large and small.

To mention housing activities, there's the Bloomfield Acres subdivision of 80 houses, built by Blakeslee-Spiering company, and which comprises one of Arcata's nicest appearing home developments. And everywhere you look, you will see new construction under way—individual homes, blocks of homes, apartment houses, and business enterprises. Never in the history has Arcata even remotely gone through such a building rush as the present; high prices or none.

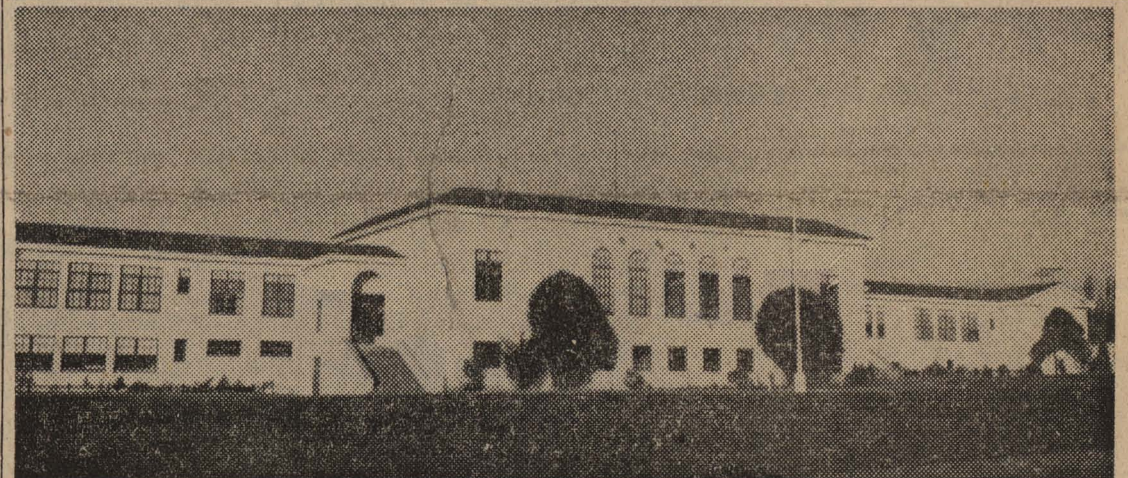
One of Arcata's liveliest civic activities is the Lumbejacks'



Humboldt State College looks across town, bay and forest from atop its cloistered hill.



Nelson Hall men's dormitory and cafeteria building, Humboldt State College, Arcata.



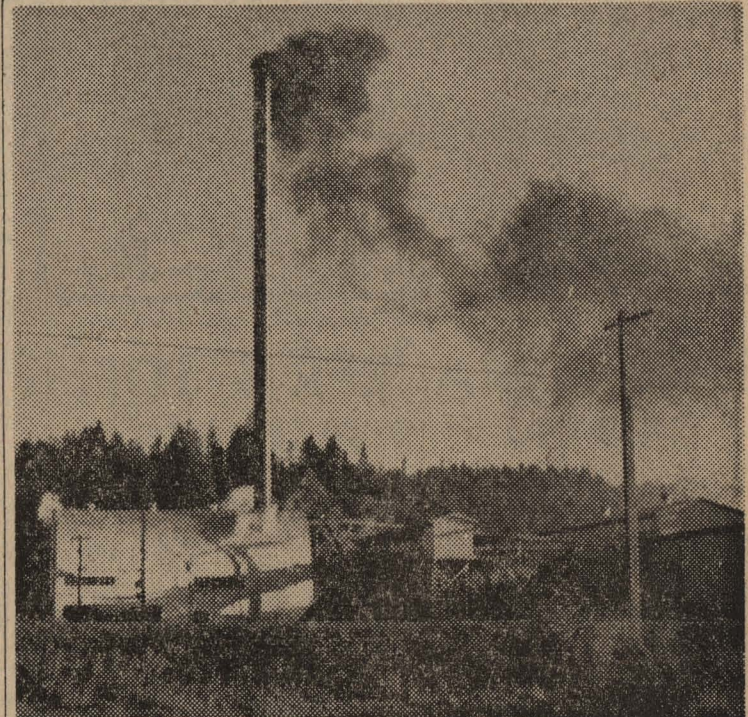
Where Humboldt State's budding teachers try their talents on the young Generation—College Elementary school.

association, an organization dedicated to the betterment of northern California. President is Charles Davis, while Lee Browne, who is Arcata's ever-consistent booster, is its publicity director. One of the Lumberjacks' main projects is the annual Arcata Cavalcade of Pioneers celebration; a fete planned to perpetuate Humboldt's and California's historical background.

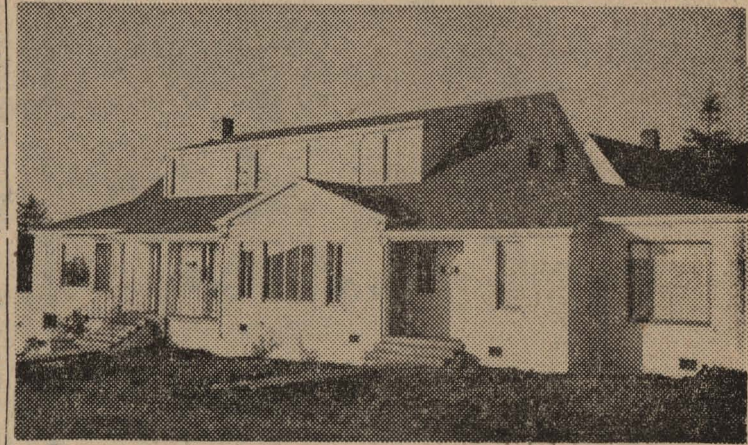
Another main project of the Lumberjacks is the Winnemucca-to-the-Sea highway association, of which Arcata's Lee Browne is vice-president, and whose membership covers five states. Purpose is to promote the completion of highway 299 from Salt Lake City to Arcata. As representatives of the terminus of the proposed transcontinental route, Arcata's Lumberjacks' association has been particularly active. "Putting that trunk highway through would be as beneficial as a railroad would have been 30 years ago," Lee Browne points out. "It will do incalculable good for all northern California."

Anyone is eligible to membership in the Lumberjacks, Browne explains. The association now has over 300 members, most of whom are business and lumber people of Arcata. Among other projects sponsored is a logging truck safety program, whose outgrowth has been the Timber Truckers of California, an organization that now has its own field representative on the highways, equipped to render aid either to logging trucks or to the public.

North of Arcata, but officially known as part of the town's activities, is the Landing Aids Experiment Station—that airfield whose fog landing, or FIDO system, has had so much written about it. Here, under federal supervision, are conducted experiments and research in the safe landing of planes under zero visibility conditions. This field was a Naval Auxiliary Air station during the last war, and is now used as a landing depot by two commercial airlines—Southwest Airways and United Airlines—who in turn connect with transcontinental air lines both north and south. Glancing for a moment into Arcata's history brings us again to fame as a writer, went to work for



"Steam's Up!" Humboldt Plywood Company's power generating plant.



Where the football squad will live—Varsity House, Humboldt State College.

Gordon Hadley's newspaper, the Union. Arcata was founded in 1850 by L. K. Wood and a party of 30 men, and was first known as Union, which historic name lives today in its paper. Among the famous people whose names are associated with Humboldt is Bret Harte, who, before he achieved larger scope as Arcata's New Era gathers additional momentum.