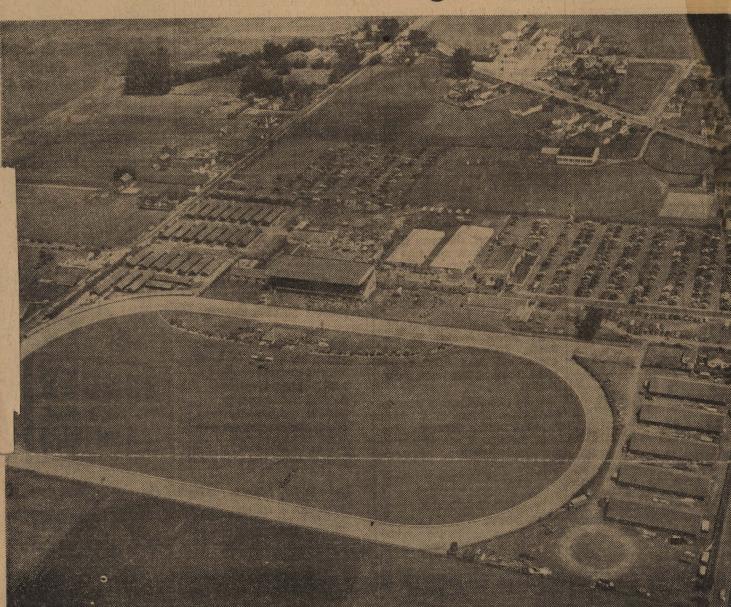
'Cream City' Has Right To Be Proud



This air view shows the site of the Humboldt county fair in Ferndale, oldest continuous fair in the U. S.



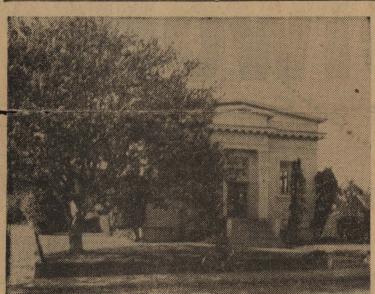
Bearding street typifies the neatness and "Western Victorian" architecture of Ferndale.



Ferndale's Main street is short but complete with all the merchandising wants of the friendly community.



These cows are typical of the heavy-producing milk cows raised on the fertile delta land of Ferndale.



Ferndale's Carnegie endowed library was established in 1904 and last year had a circulation of over 12,000 volumes.

The Ferndale housing shortage may soon be alleviated by construction of such as this attractive four-room home on

Ferndale, 'Most Westerly City,' Is a Community of Tidy Homes grange, and two women's societies, the Village club and the Garden club. A Chamber of Commerce ardently strives for improvement.

About the only thing that ever angers a Ferndale resident is when Allen Peers Jr., is the present head some other town is mistakenly called the "Most Westerly City in the of the group, which long has been United States." Ferndale in 1952 will celebrate its one-hundredth anniversary, and was incorporated as a city of the sixth class in 1893.

The "Most Westerly City in the United States" has many other dren claims of distinction. It is a popular vacation-sportsman site, it is noted for its dairy production, it is the home of the oldest continuous county fair in the U.S., but most

and friendly people. streets and community spirit is sistance from his father. something to be marveled. Every one of the over 400 homes seems newly-painted and their trimness and orderliness are conducive to

the best in family life.

HOUSING SHORTAGE homes or apartments can't be had sary 10 to 15 acres.

even after diligent search.

absence of a building code and tion, which was started in 1909. ant sanctuary. There are repre- Centerville beach, seven miles to large-scale development.

his brothher, Charles, has been building his own home. For several months during his spare time ceasing community pride perpethepainted or remodeled.

he has been working on a large uated by the energies of many MANY NATIONALITIES he has been working on a large uated by the energies of many house at the corner of Schley and service groups. There are lodges

of all Ferndale is a town of homes is Francis Laloli, ex-navy man, plan was defeated. Now the Chamwho has been building a home for ber of Commerce is working to-The neatness of the homes and his wife and himself with as-ward a playground's being in-

> THE CREAM CITY Ferndale is deservedly known ciation.

as "The Cream City." Ferndale. So serious as the hous- dairy cattle. One heavy-producing in the state. ing situation is in all cities, it is milk cow per acre is the average, One-third of Ferndale's backat its peak here, where empty as compared to the usually neces- ground is composed of one of Cal-

Several homes in West Fern- established in 1901, and in 1908 the of Russ park, donated by a pioneer Germans, among the 1200 residale are planned by Wilbur Greer, Central Creamery company began resident, Mrs. Zipporah Russ. Fortuna contractor, who recently producing "dry" or powdered remodeled for apartments the milk. A process patented by this developed, but is potentially a of devotion to Our Lady of Faown's old veterans' hospital, company for powdered milk is first-grade camping and picnick- tima in commemoration of the which had been vacated for years. used throughout the world. The ing spot and game refuge.

Many of the citizens have been city also has the country's oldest

The city's churches provide tima, Portugal, in 1917. building their own homes in the continuous cow testing associa- services for many faiths in pleas- An old road leads to popular

Albert White, an army veteran station maintained for the Univerof World War II, with the aid of sity of California by J. J. Bognuda. man Lutheran, Assembly of God, which 40 persons were lost in Jan-

PROUD OF CITY

lows, Rebekah, Easter Star, American Legion, Veterans of Foreign Wars, Druids, the Eel River Valley

dently strives for improvement. working on plans such as a projected playground for small chil-

At first the playground was proposed for a lot partially occupied by the Village club, but the cluded in the expansion plans of the Humboldt County Fair asso-

THE BIG FAIR

Situated nearly at the mouth of Late each summer Ferndale is the Eel river, Ferndale long has host to the county fair, which first been noted for the fertility of the was held in 1897. Each year the There is great opportunity for valley. The delta land as far back livestock shown is valued at over home development program in as 1856 was producing excellent \$1,000,000, the largest of its kind

> fornia's largest natural parks. To Ferndale's first creamery was the east of town are over 60 acres Swiss, Schlesvig-Holstein,

With its long history, Ferndale and with the symbolism of good ose streets.

and auxiliaries of the Native Sons has drawn to it peoples of many living in the spruceness of the resMany other vets have been doand Native Daughters of the Goldnationalities. Living here are Danidential and business areas, Ferng the same thing. One of these en West, Free Masons, Odd Fel-lish, Portuguese, Irish, Italians, dale is truly a "Cream City,

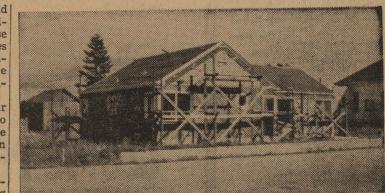


Ferndale Portuguese annually observe rites of devotion to Our Lady of Fatima.

The park never has been fully hold impressive, week-long rites vision of the Virgin Mary in Fa-

Ferndale also has a seismograph sented the Congregational, Epis- the west, near the site of the

and Danish Lutheran churches, uary, 1860. The city is endowed with un- most of which have recently been Between the beach with its perfect swimming and surf fishing to the fertility of the ranching area



Army veteran Albert White is one of the many Ferndale citizens who are building their own homes. He is being assisted by his brother, Charles, in spare-time construction of this house at Schley and Rose streets.