

Appendix 5: Cloverdale Citrus Fair

Building the Cloverdale Citrus Fair Pavilion was one of Dave Davini's main accomplishments in life. He was very proud of his efforts to expand the Fair after World War II, to secure State of California financing for the Fair, and finally to build the new Pavilion in 1950-51. The City of Cloverdale gained a multi-purpose facility that has served as the home of many civic events including the Fair. The new pavilion even provided classroom space before Washington Elementary School was completed. The author of this book, David Davini, Jr., attended sixth grade in the pavilion.

- A. "New Home for Citrus Fair in 1951 is Foreseen," February 12, 1950- *Press Democrat*.
- B. Resolution to Purchase Property for New Pavilion, February 6, 1948. The Cloverdale Chamber of Commerce serving as the Fair Board passed a resolution to purchase six acres, the present site of the Cloverdale Citrus Fair, from Mrs. E. Seghesio for \$14,000.
- C. Chamber of Commerce Resolution to Improve Old Pavilion Property for Sale, August 25, 1949. This resolution makes possible the development of the old Cloverdale Citrus Fair property on Cloverdale Blvd. (was then called West Street). The old Citrus Fair building had to be sold in order to finance the building of the new pavilion.
- D. Map of Old Pavilion Property. The map of the city block containing the old Citrus Fair Pavilion shows the owners of property at the time of development of the new pavilion concept in 1948. Dave Davini developed the Lee Shelford property and the Old Pavilion property with the cooperation and financing of Arthur Jarvis, a family friend from Alameda, California.
- E. Meeting of Assembly Committee on Fairs and Expositions, April 24-25, 1950. Dave Davini became a member of the Western Fairs Association and represented Cloverdale Citrus Fair at many meetings statewide. On April 24 and 25, 1950, he represented Cloverdale at a meeting of the Assembly Interim Committee on Fairs and Expositions. This committee helped provide financing for the building of the New Pavilion.
- F. Page 1 from Payroll Checkbook for Citrus Fair Main Building, pay periods June 26, 1950 through January 13, 1951. Checkbook contains record of pay for all who worked on the building. Payroll checkbook donated to Cloverdale Historical Society Museum.
- G. Excerpts from 49th Citrus Fair Program, 1951. This Cloverdale Citrus Fair Program is from the first year in the New Pavilion.
- H. Audit Report, Department of Finance. This audit report contains facts and figures related to the construction of the New Pavilion and the first year of operation in the new facility.
- I. "Theme of Gold Features Coronation of the Queen," February 21, 1952 - *Cloverdale Reveille*.

New 'Home' for Citrus Fair In 1951 Is Foreseen

By MRS. CARL ANDERSON
Staff Correspondent
Phone 105-J

CLOVERDALE, Feb. 11—Cloverdale Citrus Fair will have a new home in 1951 if plans outlined at Thursday night's meeting of the Board of Directors of the Chamber can be materialized. The directors voted to proceed with the sale of the old pavilion as soon as possible after the completion of this month's fair (Feb. 18-22).

Bill Blair was appointed to consult with architects about plans for the new civic center, to consist of two, or perhaps three adjacent buildings, housing an auditorium

with a basketball floor, a banquet hall with a kitchen, and possibly, a smaller assembly hall, suitable for meetings and social affairs.

Participation by the state on a 50-50 basis is virtually assured, the directors were told, as funds are available from pari-mutuel receipts.

In the meantime, planning for the 1950 Fair has not been neglected. Thursday, Mrs. W. G. Oldham's committee took the Chamber of Commerce exhibit on Outdoor Living, a patio scene constructed of oranges and dried fruits, to San Francisco for display in the window of a Market Street department store.

Wednesday night, the volunteer fire department of Rounds and Kilpatrick's Lumber Mill, headed by Roy Starkes, put the finishing touches on the decorations of the pavilion.

Decoration of the stage for the coronation of the Citrus Queen will be the task of the Eastern Star, under the direction of Harriet Bell, worthy matron.

The ceremonies of the coronation are being planned by Mrs. Fred Gummerson and Mrs. Norman B. Livermore, Jr.

THE RACE for the position of Citrus Queen took a surprising turn this week, when shy little Mary Jean Simis crowded out tall, vivacious Carol Southard, who has been in the lead since the contest started. Mary Jean had 37,000

votes to Carol's 35,000 when representatives of the Women's Improvement Club counted the weekly accumulation of ballots Tuesday night. Shirley Oster, with 27,000 votes, Evelyn Morris with 17,500 and Mabel Hiatt with 7,000 are other candidates for the honor.

The name of the winning candidate will be announced Feb. 16.

Clem Butler, George Cavalli and Mrs. R. B. Hall, the committee on exhibits, report that seven organizations will be represented by displays of local products. They are the Parent-Teachers Association, the Veterans of Foreign Wars, the Grange, American Legion, Rotary, High School and the Sonoma County Fair Association.

Cash prizes have been increased this year, with the first place bringing \$350 instead of \$300 as in previous years. Lesser prizes will be \$275, \$225, \$175 and \$125.

Names of the three judges will not be announced until after the awards have been given out, Mr. Butler said. Selection will be on a three-fold basis, (a) general effect, design and originality, (b) workmanship as shown in neatness and evenness of wiring, grading and tufting and (c) quantity of citrus fruit used, preference being given to larger displays using more than the required minimum of 150 dozen oranges.

The American Legion, in charge of the community band concerts Monday night, Feb. 20, has ordered four prize plaques for presentation to the high school bands participating. Acceptances have been received from Boonville, Hopland, Geyserville and Cloverdale.

IN GEYSERVILLE

Card Game Series to Continue

By MRS. ROBERT NEILL
Staff Correspondent
Phone 71-R

GEYSERVILLE, Feb. 11—The series of card games started here recently between Rebekahs and Odd Fellows proved so popular the games will be continued each Tuesday night following the I.O. O.F. meeting. High points were won by the men at this week's meeting.

Next meeting of the Rebekahs, Feb. 22, will be the occasion for revealing "secret pals." Good Fel-

Scouts Honored In Cloverdale

February 6, 1948

The Board of Directors of the Cloverdale Chamber of Commerce, at a special meeting held February 6, 1948 passed the following Resolution on motion of Walter Haebl jr, and seconded by Dave Davini and unimously approved by the Board.

RESOLVED; That, the Cloverdale Chamber of Commerce go on record by giving Mrs. E. Seghesico, of Geyserville, \$2500 as down payment for property approved by the Board of Directors in the south city limates of Cloverdale; South of Cloverdale Welding Shop; and West of Highway 101.

WHERE AS, this property will front U. S. Highway 101 approximately 430ft, and a depth of approximately 624ft, and is to equal 6 (six) acres.

WHERE AS, the final payment of 12,500 dollars is to be made upon passing of the deed not later than July 1, 1948.

NOW THEREFORE BE IT RESOLVED, That, the Board of Directors of Cloverdale Chamber of Commerce, County of Sonoma, State of California, Herewith: Notify Mrs E. Seghesio of their intendment;

RESOLUTION OF CLOVERDALE CHAMBER OF COMMERCE
ADOPTED AT A SPECIAL MEETING OF THE BOARD OF DIRECTORS
HELD AT CLOVERDALE, CALIFORNIA, AUGUST 25, 1949

Upon motion duly made by Director Tenney and seconded by Director Stapleton, and passed by the affirmative vote of all directors present, the following resolution was duly adopted:

"RESOLVED, that the Cloverdale Chamber of Commerce, through Director Boucher, offer to the City of Cloverdale, a strip of land fronting on First Street 6½ feet in width along its entire First Street frontage for the purpose of widening First Street, provided, that said City of Cloverdale agrees to surface the said strip and use it for street purposes by December 1, 1949.

"BE IT FURTHER RESOLVED that the said Chamber of Commerce at its own expense replace the curb bordering the new street line on First Street and provide an eight foot sidewalk parallel to First Street for the full length of the property involved.

PROVIDED, FURTHER, that the owners of the Jarvis Building property donate a like footage sufficient to widen the said First Street from West Street to Main Street.

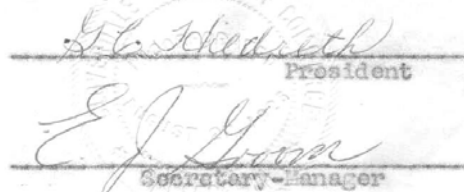
The following Directors were present and voted in the affirmative on said resolution:

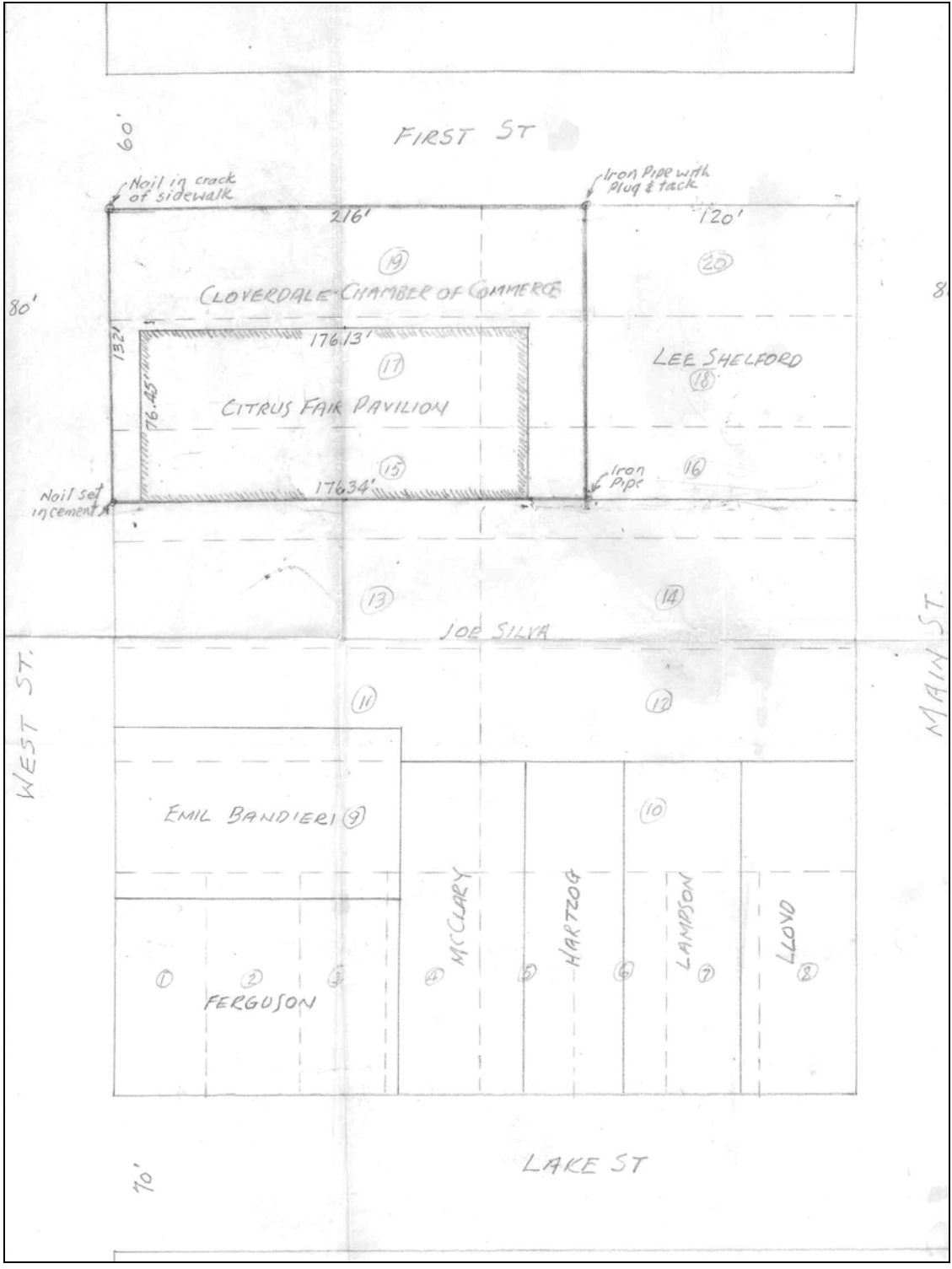
G. C. Hildreth	Harry Tenney
R. A. Pellegrini	Ralph Warner
Bert Stapleton	William Blair
E. J. Groom	F. M. Boucher
David A. Davini	

The following Directors were absent:

O. T. Hildman
L. M. Jeffers

We hereby certify the foregoing to be a true copy of the resolution duly adopted by the Directors of the Cloverdale Chamber of Commerce at a special meeting held August 25, 1949.


G. C. Hildreth
President
E. J. Groom
Secretary-Manager



MEETING OF THE ASSEMBLY INTERIM COMMITTEE ON FAIRS & EXPOSITIONS
 April 24-25

Committee Members: Chairman, Lester T. Davis, Portola
 Verne W. Hoffman, Acampo
 John W. Evans, Los Angeles
 John E. Moss, Jr., Sacramento
 Stewart L. Hinckley, Redlands

REGISTRATION:

<u>NAME</u>	<u>ADDRESS</u>	<u>FAIR REPRESENTED</u>	<u>TITLE</u>
C. B. Afflerbaugh C. G. Anderson	Pomona Los Angeles	Los Angeles County Fair Anderson Mfg. Co.	Pres.-Mgr. President
Jesse Bequette A. Brucker Fred Bruderlin	Orland Calistoga Hemet	Glenn County Fair Napa County Fair Farmers Fair & Festival	Secy-Mgr. Director Secy-Mgr.
George R. Cadan Dale K. Campbell J. H. Chambers J. N. Cook	Santa Rosa Mariposa Santa Maria Orland	Sonoma County Fair Mariposa County Fair Santa Barbara County Fair Glenn County Fair	Director Manager Secy-Mgr. President
David A. Davini T. A. Dodge A. L. Doty	Cloverdale Fresno Hat Creek	Cloverdale Citrus Fair Fresno District Fair Inter-Mountain Fair	President Secy-Mgr. Director
A. J. Elliott	Tulare	Tulare County Fair	Secy-Mgr.
Glenn M. Fountain Loyle Freeman R.M.C. Fullenwider	Merced Grass Valley Riverside	Merced County Fair Nevada County Fair Riverside County Fair	President Manager Secy-Mgr.
A. E. Galli Carl L. Garrison E. P. Green	Cloverdale Cow Palace Sacramento	Cloverdale Citrus Fair 1-A District Agri. Assn. California State Fair	Eldg. Committee Manager Manager

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 Interim Committee Meeting Registration
 April 24-25, 1950

<u>NAME</u>	<u>ADDRESS</u>	<u>FAIR REPRESENTED</u>	<u>TITLE</u>
Jos. N. D. Hindley W.H. Hollingsworth Nic Huddleston	Ferndale Turlock Roseville	Humboldt County Fair Stanislaus District Fair Placer County Fair	Secy-Mgr. Secy-Mgr. Secy-Mgr.
George Ingram	McArthur	Inter-Mountain Fair	Secy-Mgr.
D. R. Jaqua A. A. Jensen E. P. Johnson	Lancaster Susanville Watsonville	Antelope Valley Fair Lassen County Fair Santa Cruz County Fair	Secy-Mgr. Secy-Mgr. Secy-Mgr.
Wm. Leask C. P. Lewis Rose E. Links	Bakersfield Lakeport Sacramento	Kern County Fair Lake County Fair Western Fairs Assn.	Secy-Mgr. Secy-Mgr. Secy-Treas.
Bob McClure Frank McDonald Eric McLachlan C. B. Mathews Louis S. Merrill George N. Miller Wm. F. Miller	Crescent City Davis Sacramento Sonora Sacramento Sacramento San Bernardino	Del Norte County Fair Yolo County Fair Dept. of Finance, Division of Audits Mother Lode Fair Western Fairs Assn. Div. of Fairs & Expositions National Orange Show	Secy-Mgr. Director Manager Manager Asst. Chief Superintendent
Gerald H. O'Brien J. T. O'Shaughnessy	Sacramento Madera	County Supervisors Assn. Madera District Fair	Consultant Secy-Mgr.
Tevis Paine	Sacramento	Western Fairs Assn.	Field Representative
Wm. S. Randall Wm. Redman, Jr. Oren Robertson W. T. Rodman John T. Rogers Silvio E. Ronzone Theo Rosequist	Colusa Lancaster Victorville Cedarville Davis Placerville Sacramento	Colusa County Harvest Festival Antelope Valley Fair San Bernardino County Fair Modoc County Fair Yolo County Fair El Dorado County Fair California State Fair	Secy-Mgr. President Secy-Mgr. Secy-Mgr. Director Secy-Mgr. Asst. Mgr.

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 Interim Committee Meeting Registration
 April 24-25, 1950

<u>NAME</u>	<u>ADDRESS</u>	<u>FAIR REPRESENTED</u>	<u>TITLE</u>
Max P. Schonfeld	Chatsworth	San Fernando Valley Fair	Manager
Edith B. Scott	Grass Valley	Nevada County Fair	Secretary
R. Z. Smith	San Bernardino	National Orange Show	Secy-Mgr.
A. E. Snider	Sacramento	Div. of Fairs & Expositions	Chief
Joseph J. Speer	Anderson	Shasta District Fair	Manager
Geo. Tierney	Alturas	Modoc County Fair	Director
Stuart B. Waite	Woodland	Yolo County Fair	Secy-Mgr.
Ed Warrenner	Calistoga	Napa County Fair	Secy-Mgr.
Roy Welch	Yuba City	Yuba-Sutter Fair	Secy-Mgr.
J. E. Whitaker	Gridley	Butte County Fair	Secy-Mgr.
Earl Wilson	San Bernardino	San Bernardino County Fair	Director
W. C. Woxberg	Merced	Merced County Fair	Secy-Mgr.

BAL. BROT. FWD. \$

No 1

NAME Bert E Peterson

FROM 6/26 TO 7/1 50 INCL.

DAYS @ \$

1 1/2 HRS. @ 2.50 \$ 100.00

TOTAL COMPENSATION \$ 100.00

UNEM. DISAB. INS. \$ 1.00

OLD AGE INS. \$ 1.50

INCOME TAX WITHHELD \$ 3.80

U. S. SAVINGS BONDS \$

\$ 6.30

TOTAL DEDUCTIONS \$ 6.30

NET COMPENSATION \$ 93.70

CITRUS FAIR BUILDING ACCOUNT **No 1**

July 3 1950

PAY TO THE ORDER OF Bert E Peterson \$ 93.70

PAY ROLL CHECK DOLLARS

- KNOW YOUR ENDORSER - REQUIRE IDENTIFICATION -

90-1237 CLOVERDALE BRANCH 90-1237 CLOVERDALE CHAMBER OF COMMERCE AGENTS

Bank of America
NATIONAL SAVINGS ASSOCIATION
CLOVERDALE, CALIFORNIA

David A. ...

BAL. BROT. FWD. \$ 93.70

No 2

NAME Bert M. Peterson

FROM 7/26 TO 7/1 50 INCL.

DAYS @ \$

2 1/4 HRS. @ 1.35 \$ 33.08

TOTAL COMPENSATION \$ 33.08

UNEM. DISAB. INS. \$ 33

OLD AGE INS. \$ 50

INCOME TAX WITHHELD \$ 3.10

U. S. SAVINGS BONDS \$

\$ 3.93

TOTAL DEDUCTIONS \$ 3.93

NET COMPENSATION \$ 29.15

CITRUS FAIR BUILDING ACCOUNT **No 2**

July 3 1950

PAY TO THE ORDER OF Bert M. Peterson \$ 29.15

PAY ROLL CHECK DOLLARS

- KNOW YOUR ENDORSER - REQUIRE IDENTIFICATION -

90-1237 CLOVERDALE BRANCH 90-1237 CLOVERDALE CHAMBER OF COMMERCE AGENTS

Bank of America
NATIONAL SAVINGS ASSOCIATION
CLOVERDALE, CALIFORNIA

David A. ...

BAL. BROT. FWD. \$ 122.85

No 3

NAME Bert E Peterson

FROM July 3 TO 7/8 50 INCL.

DAYS @ \$

1 1/2 HRS. @ 4.00 \$ 60.00

TOTAL COMPENSATION \$ 60.00

UNEM. DISAB. INS. \$ 60

OLD AGE INS. \$ 90

INCOME TAX WITHHELD \$ 0

U. S. SAVINGS BONDS \$

\$ 1.50

TOTAL DEDUCTIONS \$ 1.50

NET COMPENSATION \$ 58.50

CITRUS FAIR BUILDING ACCOUNT **No 3**

July 10 1950

PAY TO THE ORDER OF Bert E Peterson \$ 58.50

PAY ROLL CHECK DOLLARS

- KNOW YOUR ENDORSER - REQUIRE IDENTIFICATION -

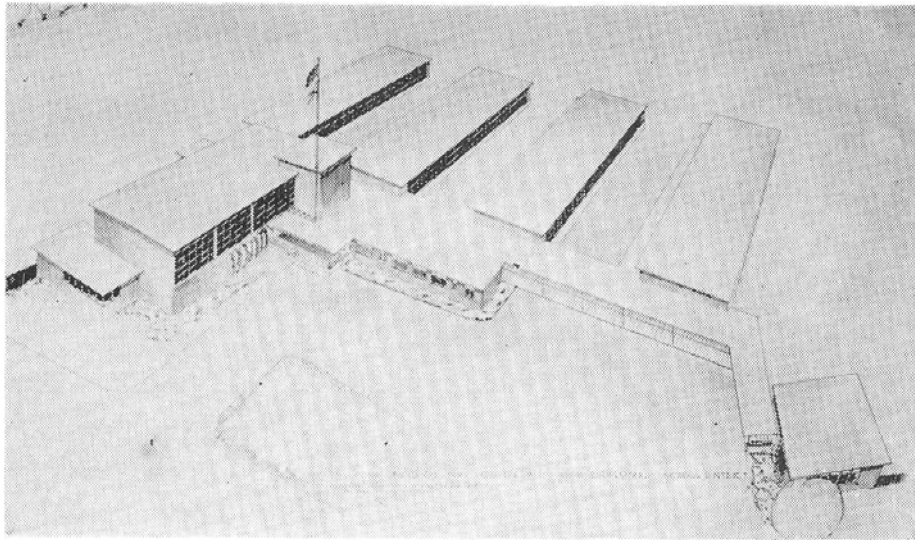
90-1237 CLOVERDALE BRANCH 90-1237 CLOVERDALE CHAMBER OF COMMERCE AGENTS

Bank of America
NATIONAL SAVINGS ASSOCIATION
CLOVERDALE, CALIFORNIA

David ...

49TH
CLOVERDALE
CITRUS FAIR

FEBRUARY 21 TO 25 INCLUSIVE
1951



FIFTY CENTS

**Cloverdale
Chamber of Commerce
Souvenir
Citrus Fair Program**



1950 BOARD OF DIRECTORS

Dave Davini, Pres.	William Blair
Bill Clark, Vice Pres.	F. M. Boucher
A. E. Galli	Carl Simmons
Richard Heffelfinger	Lyall Neat
Ralph Warner	E. C. Emmons



E. J. Groom, Sec.-Mgr.



CHAMBER OF COMMERCE MEMBERS

William H. Blakely	Ed Haczela
W. L. Brauning	Italian Swiss Colony
H. S. Boise	Hiway Variety
Clem Butler	L. M. Jeffers
William H. Benson	Leroy O. Johnson
Ralo Bandiera	Luciani Poultry Co.
Robert Bilbro	The Lockhorn
Paul Chase	John L. Miller
Dick Campbell	Al Montedonico
A. F. Habenicht	Oldham Drug Store
Fred Ciatti	Ed McPherson
Arthur Call	Jesse F. Scott
Frank China	Nels Sundeen
Coastal Plywood Corp.	O. W. Schleuter
Otto Crider	A. F. Stevens
Cloverdale Clinic	Standard Oil Co.
Cloverdale Kiln Co.	Joe's Hotel
C. G. Dahlman	Al F. Spaht
R. A. Donnelly	Simpson Hardware
Mrs. Georgia Edwards	Lillian Smith
Ray Ferrari	L. L. Tyler
First National Bank	Harry Tenney
Fred Gummerson	George Tockstein
Donald L. Gerber	Joseph A. West
A. Jos. Giovannetti	Ralph Warner
Otis Goodman	E. M. Whitbro
Jerry Hildreth	Thomas W. Williams
Charles E. Humbert	LeRoy J. Wehr
Hammond Lumber Co.	Ledford Post
American Legion, Wm. Russell	
Northwestern Pacific R. R. Co.	
Jack Brannan, Pacific Tel. & Tel.	
Rounds Kilpatrick Lumber Co.	

**Committees
Cloverdale Citrus Fair**

FEBRUARY 21-25, 1951

EXECUTIVE COMMITTEE

Board of Directors of the Cloverdale Chamber of Commerce.

SECRETARY-MANAGER

E. J. Groom.

ADVERTISING AND COMMERCIAL EXHIBITS

Chairman, A. E. Galli, David A. Davini, Ralph Warner, Frank China, Carl Simmons, Fred Gummerson.

QUEEN CONTEST

Chairman, Otto Crider, William Blair, C. G. Dahlman, Dr. Donald Gerber.

PAVILION DECORATION

Employees Rounds and Kilpatrick Lumber Co.

PUBLIC RELATIONS

Chairman, J. LeRoy Wehr, Rotary Club, Otis E. Goodman, J. L. Miller Jr., Dr. W. Paul Chase, Mayor, John Rhoda.

PUBLICITY

Chairman, Richard Heffelfinger, Al Spaht, J. L. Miller Jr., Carl Simmons, Joe West, J. LeRoy Wehr, William Blair.

QUEEN CORONATION

Supervision and direction Beta Sigma Phi, Eleanor Scherrer, director, A. R. Call, W. L. Haehl, Jr., Lyall Neat, Thomas Williams, Gordon Kindall.

TICKET SALES AND CONTROL

Chairman, V. G. McDaniel, A. F. Habenicht.

CITRUS EXHIBITS

Chairman, L. M. Jeffers, Mrs. Ethel Hall, Arthur W. Foster.

WOOL EXHIBITS

Chairman, E. C. Emmons, Shelford Hiatt, George Cavalli, Walter Haehl, Ray Ferrari, Wm. G. Oldham, R. A. Donnelly, F. E. Sohler, Jr., M. D., Louis Luciani, L. L. Tyler, L. M. Jeffers, A. Jos. Giovannetti.

STREET DECORATIONS

Supervision and installation, Northern Sonoma County Sportsmen's Club, W. H. Benson, Cecil Smith, F. M. Boucher, Lee Johnson, G. C. Hildreth.

GATE ADMISSIONS AND CONTROL

Chairman, David A. Davini, H. S. Boise, Jesse Scott, Richard Heffelfinger, Thomas Williams.

DANCE

Chairman, Lee Johnson, R. A. Pellegrini, Evan Thompson, Charles R. King, Jack Allen, Arthur Ciatti, Verne Arneson, Walter Samanaski, Ray Semanski, Bill C. G. Clark, Lyall Neat, R. A. Donnelly, Veterans of Foreign Wars.

BUILDINGS AND GROUNDS

Chairman, G. C. Hildreth, Bill C. G. Clark, C. E. Humbert, Nels Sundeen, O. W. Schlueter, H. A. Simpson, Edward McPherson, Lee Hixon, N. B. Livermore Jr., John Bryson.

EDUCATIONAL AND ACHIEVEMENT EXHIBITS

Cloverdale Union Elementary School, Cloverdale High School, 4-H Clubs and Leaders, Camp Fire Girls and Leaders, Cloverdale Junior Grange and Leaders.

In Retrospect

The first Citrus Fair in the new pavilion inevitably evokes recollections of other "first" fairs. The very first Fair was in 1892 when C. E. Humbert, W. T. Brush, Capt. John Field, William Caldwell, Reuben Baer, I. E. Shaw and Col. J. T. Armstrong exhibited branches of oranges and neat little pyramids of the perfect golden spheres on plates in the old Library Hall, which was smaller than the present Grange Hall and was situated where Mrs. Gordon has her funeral home today. Mrs. Tom Wilson (nee Annie Brush, whose brother was one of the first participants) recalls that the wives of the exhibitors defrayed the expenses of the first fair by a dinner served with borrowed dishes and silver on the stage of the Library Hall.



MRS. ANNIE WILSON

Oranges had been grown in the locality as early as 1868, when Mary Jane Crawford (Mrs. George Cox) succeeded in coaxing seedlings from the pits of an orange given her by Mr. and Mrs. David Brush, who that year made a trip to New York, via Panama. The old orange trees in the yard of the Shaw house next to the shopping center and behind Laura's Grill are said to be Miss Crawford's seedlings. In the latter 1880's, I. E. Shaw and J. A. Kleiser had planted orange trees as a blossoming shrub, and Capt. Field made a large planting in 1887, but the Citrus Fair gave impetus to orange culture in the 90's.

When Henry Haehl's Library Hall burned down, C. E. Humbert offered the use of his "Seasongood's Stable" for the 1895 Fair. The stagecoach barn was decked out with potted palms and bamboo screens, and the hayloft was converted to a dance floor for a grand ball which lasted until 4 a. m.

Three hundred people attended the opening of the 1895 Fair. E. W. Davis was the principal speaker, and Luther Burbank was called upon for a few words. M. Menihan's navel oranges won first prize, and Col. Armstrong, then president of the newly-organized Citrus Fair Assn. attracted much attention with a branch bearing over 200 oranges. Mrs. Christiana Gerkhardt, one of the builders of the U. S. Hotel, exhibited a bell made of oranges, and there were several amusing exhibits made of raisins and figs. Paintings by Miss Pauline Brush, Mrs. C. E. Humbert, Miss Kate Armstrong and Miss Kate Smith received praise from the newspapers, and special attention was given china painted by Miss Daisy Furber, Mrs. Humbert and Mrs. Kleiser, and woodcarving by Miss Emilie Hagmayer (Mrs. A. G. Tod).

The Healdsburg Tribune reported, "There is no disputing the fact that Cloverdale has outdone all the other towns in the county in the way of advertising its resources."

The next year, the Association acquired a lot for \$400, and in 1897, the Fair moved into its own quarters, a debt-free pavilion. That was a great year for Cloverdale. The first electric lights were installed in Reuben Baer's house on Commercial St., near 3rd. (The Pavilion was not electrically illuminated until 1898.) The previous

year had seen the installation of the telephone and the first cement sidewalks. Roads were the critical political question of the day, and the Sonoma Democrat bore on its masthead the testy slogan, "The World is Governed Too Much." Charlie Humbert was being teased because of his support of woman suffrage. Mary Sedgley was winning prizes for her cream cakes, and the fine art of wood-burning or pyrography was coming into vogue.



CHARLIE HUMBERT

"Citrus culture is now out of the experimental class," Anna M. Reed of Laytonville told an audience of nearly 1000 at the opening of the 1897 Fair. M. Menihan again took top honors with his navels. John Field won first place with his model of the new pavilion, executed in oranges, second prize going to Mrs. L. A. Domine for her model of the Episcopal Church. Other exhibitors were A. G. Leger and G. Hagmayer.

The 18th Annual Citrus Fair was front page news, pushing to an inconspicuous backpage such sensational reporting as the "testimony" of Mrs. Minnie Deems, Alameda seeress who was helping solve a murder mystery after a 12-hour trance. The new, fireproof pavilion, begun two months before, was completed four days before the fair opened. It cost \$10,000 and was modern in every respect. Cloverdale residents were still talking about the fire which had leveled the whole block south of First St., July 18, 1909. At noon, a grass fire in the lot between the pavilion and the blacksmith shop got out of control, and in the blaze that threatened the whole town, burning shakes were carried by the wind for a distance of two miles.

Yellow bunting decorated the streets, and many homes had displays of their oranges on tables in the front yard. A uniformed band met every train, and visitors were escorted to the Pavilion in carriages and automobiles provided by the entertainment committee.

Dr. C. W. Shipley was president of the Association. Governor Gillette was the speaker at the opening of the Fair, and guest of honor at a banquet for the representatives of the North of Bay Counties Assn. given by the Chamber of Commerce. The Governor stayed overnight at the Humbert home and was impressed to learn that his breakfast, except for the bread, had been produced right in his host's back yard. The bread came from the Cloverdale Bakery, William Leist, prop.

"Watch Cloverdale Grow" won its exhibitors first prize, with second place awarded to an orange summerhouse and fountain, surrounded by violets and narcissis. The W. C. T. U. put up a life-sized statue of Frances Willard, and "Gates Ajar" by the Methodist Church provided a somber note. Mrs. Carl Yordi had a replica of the Yerba Buena ferry, with a functioning smokestack.

Other exhibitors were John Menihan, Mrs. Henry Hibberd, Mrs. George Baer, Judge William Caldwell and his daughter, Mrs. Fred Yordi, Mrs. William Leist and Mrs. John Field.

"Citrus fairs haven't changed much," says one consistent participator. "There are fewer exhibits nowadays, but they are more massive and they represent group production rather than individual effort. The fun of getting ready for the fair, the hard work, the spirit of friendly competition and of getting acquainted with one's neighbors are still there. We used to say the quickest way of getting to be a 'Cloverdalian' was helping put on a Citrus Fair."

BOARD OF DIRECTORS OF THE CHAMBER OF COMMERCE, 1950-1951



Carl Simmons, publisher of the Cloverdale Reveille; William Blair, theater owner; Ralph Warner, grower; Richard Hefflefinger, motel operator; E. J. Groom, secretary; E. C. Emmons, turkey grower; A. E. Galli, manager Bank of America; David Davini, builder, Bill Clark, Coastal Plywood stockholder, and Lyall Neat, plumber.
Joe O. Spring photo



Keeping In Step With Our Growing Community

FIRST STREET - CLOVERDALE

Mr. and Mrs. Theo. Newman

Mr. and Mrs. Otto Crider

Wm. H. Blair & Son

**The
First National
Bank
of Cloverdale**

"The Old Home Bank"
Nothing to Sell but
SERVICE
—Since—
1884

PROGRAM

Wednesday Evening

February 21, 1951

OPENING OF THE CITRUS FAIR

A. E. Galli, Master of Ceremonies

PRESENTATION OF COLORS

American Legion, William Russel Ledford Post 293
Veterans of Foreign Wars, Ray Zittleman Post, 926

THE STAR SPANGLED BANNER

Cloverdale High School Band

INTRODUCTION OF GUESTS

Senator F. Presley Abshire
Assemblyman Richard McCollister
Mr. James Lytle,
Chairman Sonoma County Board of Supervisors
Board of Directors, Cloverdale Chamber of Commerce

ANNOUNCEMENT OF AWARDS FOR CITRUS EXHIBITS

CORONATION OF CITRUS QUEEN

PROGRAM by Pupils of Miss Florence Berning



THE QUEEN'S BALL

Music by Ralph Rawson and His Orchestra
Decorations by AMERE Club of the Eastern Star
Miss Harriet Bell, Chairman, Mrs. Amy Reichel,
Mrs. Merritt Tallman
Coronation Pageant directed by Mrs. Cecil Sherrer
and Members of the Beta Sigma Phi

**First In
Cloverdale
Economy
Grocery**

**Complete
Food
Service**

QUALITY MEATS
Henry Muegge

HARRY'S

- WORK CLOTHES
- SPORT CLOTHES
- DRESS CLOTHES

119 First Street, Cloverdale

HARRY TENNEY MENSHOP

GLOVES, OVERALLS, SHIRTS, JACKETS, SOX
SHIRTS, JACKETS, COATS, SWEATERS
T-SHIRTS, WESTERN SHIRTS, SLACKS
SUITS Made to Measure (Photo-fit)
SHIRTS, TOP COATS, SOX, TIES

Phone 246-J

PROGRAM

Thursday
February 22, 1951

Clover Inn Dining Room

Cloverdale

BREAKFAST - LUNCH DINNERS

Hours - 7:30 a.m. to 8 p.m.

Courtesy and Good
Home-Cooked Food

COTTAGES

11 a. m.—Redwood Empire Association Publishers' Unit Meeting, City Hall, R. E. Harlan, Sausalito, Presiding.

11:45 a. m.—Cocktails, Grange Hall, courtesy of the Chamber of Commerce, Bill Clark, Lyall T. Neat, Frank China, hosts.

12:15—Luncheon, Publishers' Unit and Guests, Grange Hall, R. E. A., hosts. R. E. Harlan, toastmaster. Guests of Honor, Senator F. Presley Abshire and Assemblyman Richard McCollister.

2 p. m.—Dedication of Citrus Fair Pavilion
Board of Directors and Members of the Chamber of Commerce.

Guests—

Board of Supervisors of Sonoma County
Members of the Board of Directors of the Sonoma County Fair
Members of the Cloverdale City Council
Senator Abshire
Assemblyman McCollister

2:45 p. m.—PROFESSIONAL ENTERTAINMENT—

Russ Byrd, Master of Ceremonies
John and Jackie O'Dell, Balancing Act
The LaMarrs, Ballroom Dancing Comedians
Rose Ann Smith, Acrobatic Dancer
Harvey Brema, Juggler
Musical Accompaniment by Howard Frederic and his Orchestra

Clover Blossom Beauty Salon

Machine
Machineless
— and —
Cold Waves

MERLE NORMAN
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Grant Bldg. Phone 1215

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GIFTS, CANDY
STATIONERY

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AND BEST WISHES FOR SUCCESS OF THE 1951 FAIR

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*An
Elegant*

Hamilton
AMERICA'S FINE WATCH
MARKS THE OCCASION
Forever!

Price Includes
Federal Tax

LANA . . . \$71.50
17 jewels. 14k natural or white gold case.

PARKER'S JEWELRY
CLOVERDALE

TERMS IF DESIRED

PROGRAM

Thursday Evening

February 22, 1951

Theatrical Entertainment

Russ Byrd, Master of Ceremonies

John and Jackie O'Dell, Balancing Act

The La Marrs, Ballroom Dancing Comedians

Rose Ann Smith, Acrobatic Dancer

Harvey Brema, Juggler

Town and Country Shop

West Street at Broad

Ladies Apparel

All Accessories

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"The Smart Shop of
Sonoma County"

HEADQUARTERS FOR PARTS and ACCESSORIES For All Makes of Cars and Trucks

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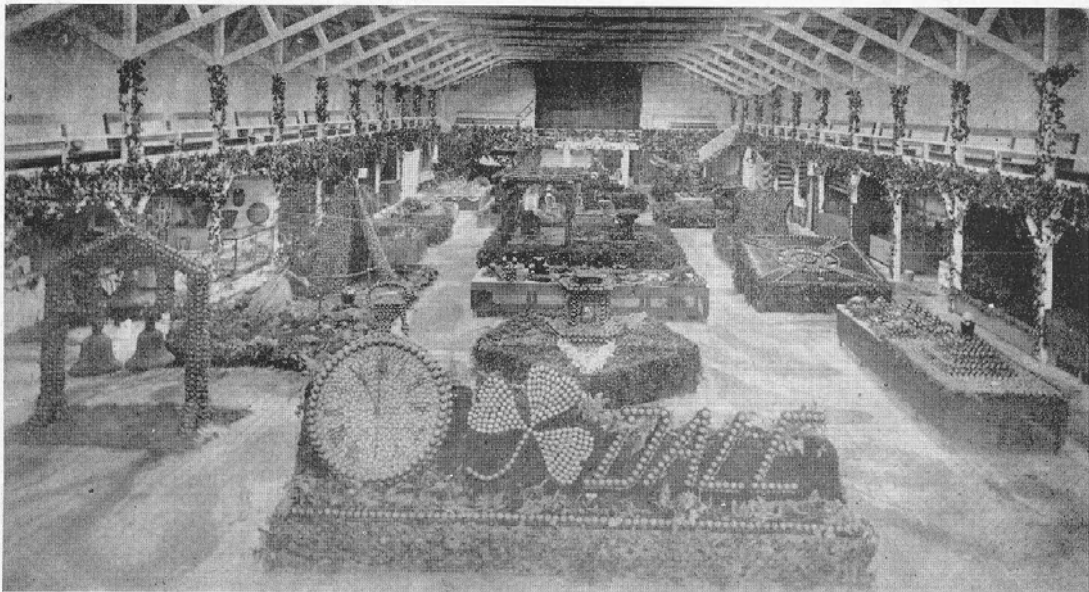
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"BUILT ON QUALITY AND SERVICE"



"Watch Cloverdale Grow" by E. A. Cooley and George Weston won first prize in 1910. Behind it is shown the Eastern Star's emblematic altar, topped by an open Bible, the Star-points worked in colored flowers and smilax. Further back is the garden scene which won second prize for Mrs. C. E. Humbert. To the right are shown the Knights Templar emblem, worked by Dr. C. W. Shipley, then president of the Citrus Fair Assn., and a shield and fleur-de-lis exhibited by John Caldwell. On the left is a replica of the San Gabriel Mission Bell, by W. T. Brush, Jr. and Dan Sink, and an Indian tepee, by the High School.
Photo loaned by C. E. Humbert.

Compliments

— of —

**GOODMAN
& SONS**

GROCERIES - MEATS

NORTH CITY LIMITS

PROGRAM

Friday Afternoon

February 23, 1951

Community Concert—High School Bands of Neighboring Communities. Non-competitive.

Ukiah Union High School, F. T. Mooney, Director
Anderson Valley Union High School at Boonville
William Mills, Director

Hopland Union High School
Leonard Fredlund, Director

Geyserville Union High School
Robert Lockhart, Director

Cloverdale High School, Steve Connolly

PRESENTATION OF AWARDS

William Russell Ledford Post No. 293
American Legion, Sponsor

Dr. Paul Chase and Harry Tenney, Co-Chairmen

Ralo Bandiera, Robert Bilbro, Raoul Pellegrini
and Vern Arneson



Quality counts with the world famous "General Tire."

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BOUCHER**

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C. C. WILLS LUMBER COMPANY

Manufacturers of

FIR and REDWOOD LUMBER

CLOVERDALE, CALIFORNIA

**Congratulations to the Chamber of Commerce
on the New Fair Building**

Curly's New Cocktail Lounge

IN THE HEART OF CLOVERDALE

Yanglin's Fountain Lunch

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Home Cooked Lunches - Short Orders

Fountain Service

FEATURING SWIFT'S ICE CREAM

Next to Bank of America — Cloverdale

**Western
Auto Supply
Co.**

**Your Home and
Auto Supply Store**

209 West St. Phone 45

Compliments

**JARVIS and
MARCUS**

**GOLD MEDAL
CLOTHES**

SAN FRANCISCO, CALIF.

PROGRAM

Friday Evening

February 23, 1951

Five Acts of Professional Entertainment

Norman Nasarr, Master of Ceremonies

Ford and Harris, Colored Comedians

Warner and Leigh, "The Singing Sweethearts"

Anita Jakobi, Acrobatic Dancer

Charlie Raino, Juggler

Dancing to the music of Howard Frederic

Friendly Cafe

**The Home
of Friendly
Food**

WELCOME

Electric Sheets

Electric Heaters

Venetian Blinds

Window Shades

Electric Range, Air Heater
and Water Heater Repairs

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Westinghouse Dealer

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Cloverdale Shopping Center

New Cavalli Building
West Street

**Quality Groceries
and Meats**

— at —

LOWEST POSSIBLE

PRICES

Dave Davini Says

As this is written, we are in the midst of last-minute rush to finish your Citrus Fair Pavilion.

Building a \$175,000 structure for \$93,000 would not have been easy, even if we had not been plagued with one difficulty after another.

There were delays before we got the approval of the State Department of Finance, Division of Fairs and Expositions, without whose grant of \$65,000 the pavilion could not have been built. We ran into difficulty procuring structural steel. Actual construction wasn't begun until September and this was the rainiest autumn in years.

We have a precedent: the old pavilion was not completed until 4 days before the opening date of the 1910 Citrus Fair.

More than once, we thought it couldn't be done, but the dogged persistence of the committee carried on.

It couldn't have been done, except for the hard work of a lot of people. Bert Petersen, who, with the assistance of his brother Bruce did an expert job of supervising construction. Bill Schleuter, who, without salary, put in regular hours, checking figures, keeping time records, preparing payrolls. The crew who put everything they had into the job, even to working in all kinds of weather, and especially the boys who came down at 10:30 one night to trowel a cement floor which was slow drying.

Charlie Humbert turned the first shovel of dirt. That's a sort of a symbol. If he hadn't bought the old pavilion for \$22,500 we couldn't have started.

One face is missing in the photograph on page 15. The late Fred Oster, whose dream of a Citrus Fair Pavilion and a community center inspired us all.

Working together has made possible a new Citrus Fair Pavilion. We in the Chamber of Commerce believe that working together we can build a better Cloverdale. It is our hope that as we use the Pavilion to play together, we may also learn new ways of cooperation, and by keeping our eye on our goal and overlooking petty disagreements, accomplish even greater things for our community.

Dr. Frank Sohler, Jr. Says

Cloverdale, with its increase of population and industries, feels the growing pains of any city. Growth in business and other endeavors must keep pace.

In the field of medicine, we must equip ourselves to treat immediately any emergency. In a word, we need our own local hospital.

This is not a dream. It is a necessity. The need has been recognized by the State Board of Health, Division of Hospitals, and approval has been given.

With enthusiasm, sponsors and financial support, we can have our hospital.



DAVE DAVINI



DR. FRANK SOHLER, JR.



Rugged construction and dependable service is built into every model "International" Truck. Come in and talk over your truck problems with:

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BOUCHER**

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INTERNATIONAL TRUCK

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M. Bianchini

Tosca Bianchini

Dante Hotel

Italian Dinners

Drinks of All Kinds

Railroad Ave., Cloverdale

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IT IS OUR PLEASURE TO EXTEND

Congratulations to the Chamber of Commerce

UPON THE ERECTION OF THE CITRUS FAIR PAVILION

Oldham's Pharmacy

Complete Prescription Service Since 1925

123 WEST STREET

CLOVERDALE, CALIF.

Phone 1

BREAKING GROUND FOR THE NEW CITRUS FAIR PAVILION JUNE 25, 1950



The building committee A. E. Galli, chairman; Leroy Wehr, legal advisor; E. C. Emmons, C. E. Humbert, David Davini, superintendent; William Schlueter, timekeeper; Bert Petersen, construction foreman.
Frank Tileston, photo

Compliments
of
Cloverdale Food Center

Cloverdale Clinic

F. E. Sohler Jr., M. D.

PHYSICIAN and SURGEON

Hours — 11 to 12 and 1:30 to 4:30 — Saturday 10 to 12.
Tuesday and Friday, 7 to 8:30 p. m. by appointment

Emergency Calls at all hours

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**Best Wishes
To The Citrus Fair**

**Cloverdale
Welding &
Repair**

Welding - Blacksmithing
Machine Work
Hard facing Plowshares our
Speciality

**DEALER IN STEEL
WIRE ROPE AND CABLE**
Full line of Bolts and Nuts
and Heavy Hardware
**PORTABLE ELECTRIC ARC
EQUIPMENT**

West Street Cloverdale
Phone 172

PROGRAM

Saturday Afternoon

February 24, 1951

YOUTH DAY

Court of Honor—Sonoma-Mendocino Area Council
Boy Scouts of America

Cloverdale High School Mixed Chorus

Steve Connolly, Director

Band Concert—Petaluma Municipal Band

Van Matre Beck, Director

**PARKS
SALES
AGENCY**

JOHN H. PARKS, Owner

LUMBER - Wholesale

**Office Phones
325 - 326**

**Residence Phone
324**

Miller Building
CLOVERDALE, CALIF.

PROGRAM

Saturday Night

February 24, 1951

The Moderne Liquor Store

Imported and Domestic

**Liquors, Wine and
Beer**

Next to Bank of America

CLOVERDALE, CALIF.

Professional Entertainment

Frank Paine, Master of Ceremonies

Patricia Lynn, Singing Personality

Jimmie Payne, Mr. America, 1949-1950

Alberti Brothers, Tap Dancers

Ah Hing, Magician

Dancing to music of Howard Frederick

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Save Money on Your
Meat Bill

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Supply Company**
SAN FRANCISCO

The finest in industrial
supplies and engineering
specialties

Also representing
Soule Steel Co.
SAN FRANCISCO

Only the best in steel
products

PROGRAM

Sunday Afternoon

February 25, 1951

★★★

Professional Entertainment

Jimmie Muir, Master of Ceremonies

Chico-Dell, the One-Man Circus

Ricky and Rooney, Record Pantomime

Lolita and Ardo, Dance Team

Jimmie Jameson, Impersonations

Musical accompaniment by Howard Frederic
and His Orchestra

Marie & Jack's

NOW SERVING

LUNCHEON

11:30 a.m. to 2:30 p.m.

DINNERS

5:00 to 10:00 p.m.

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Giovannetti**

**Licensed Real Estate
Broker**

Notary Public

INSURANCE

Fire, Automobile, Casualty
Leading Companies

CLOVERDALE, CALIF.

PROGRAM

Sunday Evening

February 25, 1951

★★★

Professional Entertainment

Jimmie Muir, M. C.

Chico-Dell, the One-Man Circus

Ricky and Rooney, Record Pantomime

Lolita and Ardo, Dance Team

Jimmie Jameson, Impersonations

Musical accompaniment by Howard Fredric
and His Orchestra

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REPORT ON EXAMINATION
OF THE
BOOKS AND RECORDS OF ACCOUNT
OF THE
CLOVERDALE CITRUS FAIR
CLOVERDALE
FOR THE PERIOD
JUNE 1, 1950 TO APRIL 30, 1951.



AUDITS DIVISION
OF THE
DEPARTMENT OF FINANCE
STATE OF CALIFORNIA

CLOVERDALE CITRUS FAIR
SPONSORED BY THE
CLOVERDALE CHAMBER OF COMMERCE

OFFICIALS OF THE CITRUS FAIR

11-Directors 1952
David A. Davini, President
Bill Clark, Vice-President
Richard Heffelfinger
2 A. E. Galli
3 Ralph Warner
4 William Blair
F. M. Boucher
Carl Simmons
5 Lyall Neat
6 E. C. Emmons
7 J. LeRoy Wehr
8 Jesse Smith
9 Harold Groom
10 John Rhoda
11 Art Blabenichta
E. J. Groom, Secretary-Manager

Honorable James S. Dean
Director of Finance
Sacramento, California

Dear Sir:

We have made an examination of the books and records of account and financial transactions of the

CLOVERDALE CITRUS FAIR

CLOVERDALE

for the period June 1, 1950 to April 30, 1951.

This report includes the following exhibits and statements:

EXHIBIT A Statement of Operations for period
 June 1, 1950 to April 30, 1951

EXHIBIT A
Schedule 1 Attendance Statistics, 1951 Fair

EXHIBIT B Statement of Financial Condition
 at April 30, 1951

EXHIBIT B
Schedule 1 Schedule of Accounts Receivable
 at April 30, 1951

SCOPE OF EXAMINATION

Our examination consisted of a review of the accounting records and supporting documents of the Citrus Fair by methods and to the extent possible. We were unable to make a detailed examination due to the incompleteness of the records. Certain information extracted from the audit report of Richard R. Carey, Public Accountant, has been incorporated in our exhibits.

The exhibits and statements included in this report have been prepared in conformity with the State of California's Manual of Uniform Accounting and Procedure for Agricultural Fairs as issued

by the Fairs and Expositions Division of the Department of Finance in February, 1947.

ACCOUNTING RECORDS

The records maintained by the Citrus Fair were separate Cash Receipts and Cash Disbursements Registers for the operating, citrus fair, and building accounts. These registers were not posted up-to-date and columnar analyses of the receipts and disbursements were not shown in all cases. Industrial space agreements, concession contracts, program advertising contracts, and vouchers supporting disbursements were not available for examination.

HISTORY AND ACTIVITIES

It is our understanding that the first Cloverdale Citrus Fair was held in 1892. No records of the fairs conducted prior to 1923 are available. Fairs have been conducted in the month of February of each year from 1923 to 1941, both dates inclusive. During the years 1942, 1943, 1944, and 1945, the citrus fairs were not held due to war conditions. Fairs were again conducted beginning with 1946.

As the fiscal year ending June 30, 1945, was the first year since the enactment of Chapter 1248, Statutes of 1941, in which the revenue to citrus fairs held in counties having a population of less than 160,000, the Cloverdale Chamber of Commerce applied for an allocation of \$5,000.00 under Section 19624 of the Business and Professions Code. In connection with the application, the Director of Finance requested an Attorney General's opinion as to the propriety of making such an allocation. The Attorney General handed down his opinion No. 46-56, dated February 20, 1946 which stated that the Cloverdale

Citrus Fair is entitled to an allocation of \$5,000.00 from the Fair and Exposition Fund, under Section 19624(a) of the Business and Professions Code.

Chapter 1037, Statutes of 1949 amended Section 19624 of the Business and Professions Code to provide that "each such citrus fruit fair held in counties having a population of less than 160,000 shall receive fifteen thousand (\$15,000.00) each year". The effective date of this amendment was October 1, 1949.

On January 23, 1951, the Cloverdale Citrus Fair was incorporated as a non-profit organization for the purpose of organizing, conducting, and carrying on annually a citrus fair in Cloverdale. Articles of incorporation were filed with the office of the Secretary of State on the above date.

On March 8, 1951, a note was executed by the newly formed corporation for \$43,500.00 covering the value of the land, amount of cash on deposit in the citrus fair bank account, and the value of the equipment turned over to the newly formed Cloverdale Citrus Fair. Subsequent to the close of our audit period the Chamber of Commerce adopted a resolution cancelling the note and donating the property and funds to the Cloverdale Citrus Fair for the purpose of perpetuating the annual fair. At the same time, a resolution was passed by the Cloverdale Citrus Fair accepting this donation.

For report purposes, we have treated these items as donations taking place during the current period.

While the receivables and payables of the citrus fair were not specifically mentioned in the resolutions, we were informed that it was the intent of both organizations to transfer all the assets and

liabilities of the citrus fair to the newly formed corporation. On this basis, we have treated the receivables and payables as a part of the transfer to the new corporation. It is recommended that both organizations adopt resolutions clarifying the status of these items.

A deed dated February 27, 1951 was recorded in the Sonoma County Court House at Santa Rosa on March 2, 1951 which transferred the title of the land from the Cloverdale Chamber of Commerce to the Cloverdale Citrus Fair, a non-profit corporation. The Fair held in February 1951 was apparently sponsored by the Cloverdale Chamber of Commerce. The allocation for the Fair issued in July 1951 was again made available to the Cloverdale Chamber of Commerce. We have been informed that the Fair to be held in February 1952 will for allocation purposes be considered the first fair conducted by the newly incorporated Cloverdale Citrus Fair.

From February 21 to 25, 1951, the 49th annual citrus fair was held in the new pavilion in Cloverdale. Exhibits consisted of feature displays of locally grown oranges, wool, and prune exhibits. Professional entertainment, band concerts, and dances were provided for the entertainment of the visitors.

The new citrus fair pavilion was constructed during the period under review. Additional comments concerning property acquisitions are contained in the section of this report dealing with Capital Expenditures.

The following allocations of State Funds have been made available for the operation of the Cloverdale Citrus Fair:

From Fair and Exposition Fund:

Under Section 19624(a) Business and Professions Code	\$40 000 00
Under Section 19626, Business and Professions Code	89 685 00

EXPENDITURES

Exhibit A of this report presents a summary of expenditures, revenues and allocations of the Citrus Fair for the period June 1, 1950 to April 30, 1951.

GENERAL

ADMINISTRATION

Administration expense includes the following costs:

Directors	\$ 257 97
Secretary-Manager, Salary	1 125 00
Secretary-Manager, Travel	120 02
General	2 684 89
	\$ 4 187 88

Included in general expense is \$945.02 for the cost of printing programs from which the Citrus Fair received \$2,330.00 revenue from advertising.

BUILDINGS AND GROUNDS

Buildings and Grounds expense consists of the following:

Maintenance and repairs	\$ 607 31
Temporary structures and decorations	157 80
Utilities and trash removal	576 25
General	231 57
	\$1 572 93

PUBLICITY

Publicity expense includes the cost of \$175.92 in connection with a queen contest. Publicity expense of \$925.14 resulted in an approximate cost per reported attendance of \$.183 as compared to \$.247 for 1950.

ATTRACTIONS

Entertainment presented to the fair visitors without additional charge consisted of professional entertainment, a mixed chorus, and band concerts by various high school bands. Attractions expenses of \$1,092.00 resulted in an approximate cost per reported attendance of \$.216 as compared to \$.605 for the 1950 Fair.

TAXES

Admission taxes paid by the Citrus Fair were \$695.72.

EXHIBITS

Entries at the 1951 Fair were limited to Feature displays, Wool, and Prune exhibits. The following shows the amount of premiums awarded in the various departments.

Feature displays	\$2 400 00
Wool exhibits	240 00
Prune exhibits	70 00
Trophies and ribbons	28 15

CITRUS TREES

Citrus trees purchased cost \$305.70. The revenue from citrus trees sold during the Fair totaled \$357.15.

SPECIAL ATTRACTIONS

Special attractions consisted of professional entertainment on four nights of the fair and a dance on three nights. The costs

consist of the following:

American Artists Agency (prorated)	\$ 2 100 00
Musicians union stand-by (prorated)	85 00
Ralph Rawson Orchestra	148 00
Salaries	246 25
Admission Taxes	153 29
	\$2 732 54
Less: Admissions	917 50
Net Expenditures	\$1 815 04

A comparison with the 1950 Fair attendance could not be made as no statistics of the dances for the 1950 Fair were available.

REVENUES

Deficiencies in the control of revenues are noted below under the accounts to which they apply.

GENERAL

ADMISSIONS

Admission statistics of the 1951 Fair are reflected on Exhibit A, Schedule 1. A comparison with the statistics of the 1950 Fair follows:

	1951	1950	Percentage of Increase or Decrease*
Number	5 049	4 605	9.64
Receipts	\$4,154.80	\$5,229.80	20.56*

Included in the above 1951 statistics are 1696 admissions to the Citrus exhibits for which an admission price of \$.30 was charged. In previous years there were only season and general admission tickets sold.

Ticket sellers reports were found to be in good order.

INDUSTRIAL SPACE

No information as to the area of industrial space rentals was made available to us during the course of our examination. Revenue from industrial space for the 1951 Fair was \$281.20 as compared to \$550.00 for the 1950 Fair.

CONCESSIONS

The Fair received \$850.00 from the carnival concession at the 1951 Fair as compared to \$400.00 in 1950. We found no concession agreement for the carnival.

MISCELLANEOUS

Included under miscellaneous revenue are the following:

Program advertising	\$2 330 00
Queen coupons	281 30
Donations	62 00

Written agreements supporting the program advertising were not used. Receivables from program advertising are shown in detail on Exhibit B, Schedule 1.

DONATIONS-CLOVERDALE CHAMBER OF COMMERCE

The amount of \$24,550.85 represents the following:

Cash deposited in the Building Fund	\$3 000 00
Cash from sale of old pavilion deposited in Building Fund	21 550 85

NON-FAIR REVENUES

Miscellaneous non-fair revenue was derived from the following sources:

Pipe sale	\$ 41 16
Copper Wire Sale	11 65
Miscellaneous	8 27

CAPITAL EXPENDITURES

BUILDINGS AND IMPROVEMENTS

Expenditures for Buildings and Improvements for the period were for construction of a new pavilion. The funds were supplied from the following:

Citrus Fair Building Fund	Executive Order
\$22 890 15	\$80 557 16

Included in capital expenditures from the Fair fund is \$4,602.97 for which claims have been sent to the State Controller for possible reimbursement from Executive Order.

EQUIPMENT

The following items of equipment were acquired during the period:

Typewriter	\$159 65
Rest Room equipment	178 96
Unidentified	73 56
	\$412 17

STATE APPORTIONMENT

The amount of \$15,000.00 represents the 1950-1951 P. Y. appropriation from the Fair and Exposition Fund under Section 19624a of the Business and Professions Code.

EXECUTIVE ORDERS

Executive Order F-499 in the amount of \$24,685.00 was allocated by the Director of Finance in March 1951 for the construction of permanent improvements during the 1950-1951, 1951-1952, and 1952-1953 fiscal years.

STATEMENT OF FINANCIAL CONDITION

Exhibit B presents the financial condition of the Cloverdale Citrus Fair at April 30, 1951.

CASH

Three bank accounts entitled operating, building, and state funds are maintained.

ACCOUNTS RECEIVABLE

Exhibit B, Schedule 1, presents a schedule of accounts receivable of the Cloverdale Citrus Fair at April 30, 1951. It is recommended that a renewed effort be made to collect all receivables. The amount due from the Cloverdale Chamber of Commerce is computed as follows:

Balance of 1950 Fair bank account erroneously transferred to the Chamber of Commerce	\$	213	20
Executive Order reimbursement deposited in Chamber of Commerce bank account		1 967	93
Transfer to the Chamber of Commerce		3 000	00
Amount received from Sonoma County Fair Association for 1950 Fair receivable erroneously deposited in Chamber of Commerce bank account		347	09
	\$	5 528	22
Less:			
Partial return of transfer	\$	2 500	00
Prior year payable to Chamber of Commerce		1 356	50
		3 856	50
	\$	1 671	72

EXECUTIVE ORDER REIMBURSEMENTS

Claims amounting to \$4,759.88 had been paid from executive order on April 26, 1951 as reimbursement to the fair for expenditures

from the fair fund but as of April 30, 1951, the warrant F-499 had not been received by the Citrus Fair. We have shown this amount as an additional capital expenditure from the executive order.

EXECUTIVE ORDERS

Executive order F-460 had an unencumbered balance of \$1.00 and Executive Order F-499 had an unencumbered balance of \$9,126.84 at April 30, 1951. For report purposes we have shown these balances on Exhibit B. We understand that the Executive Orders are no longer available to the Cloverdale Chamber of Commerce.

PROPERTY

The Citrus Fair has not established any property records. It is recommended that these records be established and kept current to reflect all the property acquisitions of the Citrus Fair including equipment.

Land and Equipment figures on Exhibit B have been adjusted to reflect the donation by the Cloverdale Chamber of Commerce of Land in the amount of \$15,101.85 and Equipment in the amount of \$3,847.30. No records were available to show the detail of the equipment donated.

ACCOUNTS PAYABLE

The following represent the payables of the Citrus Fair at April 30, 1951.

C. Marvo Williams (Citrus trees)	\$	180	70
Hammond Lumber Co.		963	15
Basalt Rock Co.		2 142	71
Numerous small accounts		180	39
Withholding Taxes, State Unemployment, and Federal Old Age Benefit		975	07
	\$	4 442	02

The payroll taxes are the excess payroll deductions over the payments to the Federal and State governments. Detailed records were not available at the time of our examination to substantiate the accuracy of the deductions.

We were informed that the Citrus Fair had applied for relief from these taxes and was not considering them payable at this time.

SURPLUS

We have adjusted the surplus account balance as follows:

Surplus May 31, 1950	\$2 317 13
Add: Adjustment of receivable from the Sonoma County Fair Association	31 66
Surplus June 1, 1950	\$2 348 79

RECOMMENDATIONS

Recommendations contained in previous report on examination which have not been effected are repeated herewith:

Property records be established.

In order to provide a more adequate system of accounting, consideration be given to the adoption of forms and procedures prescribed in the Fair Accounting Manual.

CURRENT AUDIT RECOMMENDATIONS

Page
Number

It is recommended that:

1. Cash receipts and cash disbursements registers be posted currently and columnar analysis of all items of receipts and disbursements be shown under proper columnar headings. 2
2. That the Chamber of Commerce and the Cloverdale Citrus Fair adopt specific resolutions clarifying the status 4

of the receivables and the payables.

3. All vouchers supporting disbursements be retained
for audit purposes. 2

4. All receivables be cleared by making a renewed
effort for their collection. 11

CONCLUSION

We acknowledge the cooperation accorded us by the Fair of-
ficials and auditor during the course of our examination.

Respectfully submitted,

Ray Harris
Ray Harris
Principal Accountant

Sacramento, California
RHG, Jr:gmc
May 15, 1952

APPROVED:

Eric McLachlan
Eric McLachlan, C.P.A.
Chief, Audits Division

CLOVERDALE CITRUS FAIR
CLOVERDALE
STATEMENT OF OPERATIONS
FOR THE PERIOD
JUNE 1, 1950 TO APRIL 30, 1951

OPERATING EXPENDITURES	TOTAL	CITRUS FAIR FUNDS	EXECUTIVE ORDERS
General Activities			
Administration	\$ 4 187 88	\$ 4 187 88	
Buildings and Grounds	1 572 93	1 572 93	
Publicity	925 14	925 14	
Attractions	1 092 00	1 092 00	
Taxes and Licenses	695 72	695 72	
Exhibits			
Premiums	2 738 15	2 738 15	
General Expense	67 72	67 72	
Citrus Trees	305 70	305 70	
Special Attractions			
Entertainments	2 579 25	2 579 25	
Taxes	153 29	153 29	
TOTAL OPERATING EXPENDITURES	\$ 14 317 78	\$ 14 317 78	
REVENUES			
General			
Admissions	\$ 4 154 80	\$ 4 154 80	
Industrial Space	281 20	281 20	
Concessions	850 00	850 00	
Miscellaneous	2 673 30	2 673 30	
Donations - Cloverdale Chamber of Commerce	24 550 85	24 550 85	
Citrus Trees sales	357 15	357 15	
Special Attractions Admissions	917 50	917 50	
Non-fair revenue	61 08	61 08	
TOTAL REVENUES	\$ 33 845 88	\$ 33 845 88	
NET OPERATING EXPENDITURES	\$-19 528 10	\$-19 528 10	
CAPITAL EXPENDITURES			
Buildings & Improvements	\$103 447 31	\$ 22 890 15	\$80 557 16
Equipment	412 17	412 17	
TOTAL EXPENDITURES - NET	\$ 84 331 38	\$ 3 774 22	\$80 557 16
State Allocations			
Section 19624A Business and Professions Code	15 000 00	15 000 00	
Section 19626, Business and Professions Code	24 685 00		24 685 00
NET CHANGE IN SURPLUS	\$-44 646 38	\$+11 225 78	-\$55 872 16

CLOVERDALE CITRUS FAIR
CLOVERDALE
ATTENDANCE STATISTICS
1951 FAIR

	ADMISSION PRICE	NUMBER OF PERFORMANCES	TOTAL NUMBER	AMOUNT
Grounds		5		
Season Tickets				
Adults	\$ 3 60		213	\$ 766 80
Students	1 80		188	338 40
General				
Adults	90		407	366 30
Adults	1 00		1 804	1 804 00
Students	50		741	370 50
Citrus Exhibits	30		1 696	508 80
Total Grounds			5 049	\$4 154 80
Special Attractions:				
Dances		3		
Wednesday	1 00		112	\$ 112 00
Friday - Saturday	1 50		537	805 50
Total Dance			649	\$ 917 50

CLOVERDALE CITRUS FAIR
CLOVERDALE
STATEMENT OF FINANCIAL CONDITION
APRIL 30, 1951

ASSETS		
Cash in bank:	Operating Account	\$ 7 821 86
	Building Account	2 959 88
	State Account	6 25
Accounts receivable:		
	Individuals	\$ 797 00
	Cloverdale Chamber of Commerce	1 671 72
	Executive Order Reimbursements	4 759 88
		7 228 60
Special deposits in State Treasury:		
	Executive order No. F-460	\$ 1 00
	F-499	9 126 84
		9 127 84
Property:		
	Land	\$ 15 101 85
	Buildings and improvements	103 447 31
	Equipment	4 538 76
		123 087 92
		\$ 150 232 35
LIABILITIES AND SURPLUS		
Accounts payable:		
	Individuals	\$ 3 466 95
	Federal Withholding Tax	975 07
		\$ 4 442 02
Investment in capital assets		123 087 92
Surplus:		
Construction funds:		
	Executive orders	\$ 9 127 84
	Association reserves	
Operating Surplus:		
	June 1, 1950	\$ 2 348 79
	Operations June 1, 1950 -	
	April 30, 1951	11 225 78
		13 574 57
		\$ 150 232 35

CLOVERDALE CITRUS FAIR
CLOVERDALE
SCHEDULE OF ACCOUNTS RECEIVABLE
APRIL 30, 1951

From Prior Examination:

Program Advertising: 1950			
Western Stores	\$	50 00	
Ernie Witbro		35 00	
Campbell's Service		20 00	
Barbieri Home Furnishings		20 00	
J. H. Tarman		20 00	\$ 145 00

From Current Examination:

Cloverdale Chamber of Commerce			1 671 72
Program Advertising: 1951			
The Lockhorn	\$	60 00	
Harry's Men Shop		35 00	
F. M. Boucher		200 00	
Friendly Cafe		20 00	
Joe's Hotel		20 00	
Jeffer's Feed and Supply Co.		20 00	
Cloverdale Shopping Center		10 00	
Oldham Pharmacy		50 00	
Cloverdale Frozen Food Locker		20 00	
Al Montedonico		25 00	
R. A. Pellegrini		25 00	
A. Jos. Giovanneoi		20 00	
Cloverdale Bakery		20 00	
Ray Terrari		25 00	
Albert L. Lincoln		25 00	
Emil Bandiera		20 00	
Butlers Grocery		20 00	
J. LeRoy Wehr		5 00	620 00
Commercial Space:			
Maude Silva			32 00
State Executive Order			
Reimbursements:			
Benson Electric	\$	2 294 54	
McPherson & Sons		1 131 25	
Associated Building Products		1 032 71	
Builders Lumber Co.		301 38	4 759 88
Total			\$ 7 228 60

Theme of Gold Features Coronation of the Queen

Cloverdale is opening its fiftieth Citrus Fair anniversary tonight, with a "golden queen", whose coronation will be made by the president of the Cloverdale Citrus Fair, David A. Davini.

Miss Winnie Sexton will reign as queen during the four days of the fair with her six ladies in waiting. Her coronation will go down in the history of Citrus fairs and will long be remembered by those who attend.

Under the direction of Beta Sigma Phi members, the costumes, flower arrangements, stage settings and coronation ceremonies have become a gorgeous pageant.

The coronation will be heralded by four trumpeters—Blaine Stokes, Paul Cordero, Kenneth Groves and Billy Caldwell, attired in green and gold with green plumes and carrying gold trumpets. They will be followed by the six guards—Alex Rorabaugh, Larry Thornley, Delbert Sharp, Darold Peterson, Norman McGaffey and Lance Burris, in gold and purple with hats of gold and green plumes, carrying spears.

Two tiny flower girls—Louise Ottoboni and Nicki Ferrari in yellow satin dresses with green-sparkled taffeta capes and carrying orange nosegays are followed by six older flower girls carrying green baskets filled with orange blossoms to be distributed in the path of the Queen. These girls are Glenda Zittleman, Kathy Wyland, Sharron Ledford, Pam Hudbert, Joan Hulbert and Barbara Sciarra, all dressed in spangled white net dresses over yellow skirts.

The Queen's junior attendants,

dressed in gold cellanese taffeta skirts with green mirror cloth blouses, and carrying miniature fans made of tangerines and chartreuse ribbons, are Carol Cordero, Corine Smith, Marsha Muffly and Donna Gifford.

They will be followed by the Queen's ladies in waiting—Joan Habenicht, Mary Ann Carnegie, Norma Taylor, Margie Seghesio, Rae Bartling and Frances Sweeting, gowned in light green lame cloth carrying fans made of tangerines, oranges and decorated with dark green ribbons.

Barbara Vogel, the miniature queen, in gold skirt and purple blouse with a gold and purple robe and gold crown is next in the procession, followed by special guards—Norman Boucher and Tommy Cooper in purple attire with gold sashes and carrying gold shields.

Bearing the crown on a purple pillow will be Teddy Bader in a costume of silver jewel cloth and a hat with a purple plume. He will immediately precede Queen Winnie, who will be a real golden anniversary Queen in a gown of gold jewel cloth with the traditional Queen's robe.

Train bearers will be Danny Haehl, Robin Imperiale, Eddie Prati and Jimmy Hill, attired in purple with gold plumes.

The Queen will be presented with a basket of citrus fruit by Maxine Merriman, Pat Maio, Gretchen Collingwood and Barbara Peterson, gowned in green taffeta dresses with yellow net overskirts, following her coronation by David

A. Davini.