

TRADE KAOSPAR MARK

CALIFORNIA CHINA PRODUCTS COMPANY, (INC.)

CLAY-PIT TO KILN

FAIENCE TILE
MIXING BOWLS
ELECTRICAL PORCELAIN

P. O. Box 122, NATIONAL CITY
FREIGHT TO NATIONAL CITY
EXPRESS, WELLS FARGO

WORKS AND OFFICE 12TH STREET
NATIONAL CITY, SAN DIEGO CO., CALIFORNIA, U. S. A.,

1/17/14

R. C. Allen, Esq.
Bonita, Cal.

Dear Mr. Allen:-

I saw last night for the first time the color plan of the State Building tile work, and was so much impressed with it that I beg to express to you our thanks for being able, (largely through your efforts doubtless), to supply this tile.

In my opinion this color work of Mr. Goodhue's will have a most important effect in the development of California Architecture as regards color. Our present architectural colors being depressing and unsuited to our climate.

With Mr. Goodhue's magnificent colors, there is no doubt that California will soon come into its own color scheme as demanded by sun and climate, both in public and private work.

Is not this State Building very well worth (for advertising purposes) a well lithographed color supplement on good paper in the Union. I can conceive of no better advertising for San Diego than a well done lithograph of this work. It would be preserved and hung wherever sent, instead of being lost and thrown away as happens to so much California literature, and Exposition advertising. Moreover, it would give better than any other means, an idea of the greatness and worth of the San Diego Exposition. There is a tendency in the East to regard us as an annex to the San Francisco show, which the eye would at once correct from such a lithograph. Printed matter is usually stale and useless, whereas a good colored picture interests and convinces.

A good view of the State Building in full Union page size would be sent far and wide from San Diego and make a permanent and conspicuous advertisement for the Exposition.

I enclose herewith a specimen of Schmidts work; one of our tile, which shows what they could do for the State Building.

Again thanking you for your kindly efforts in our behalf.

Yours very truly,

CALIFORNIA CHINA PRODUCTS CO.

BY

Walter S. Searcy