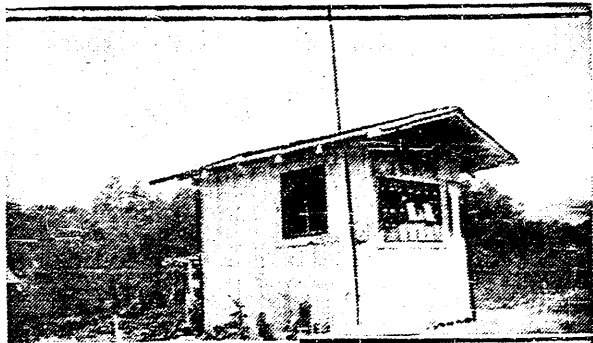


'Far from Madding Crowd'

One of the smallest postoffices in the world is in San Diego county at the little settlement of De Luz, near Fallbrook. It is shown here with its rows of outside pigeonholes serving about 40 patrons. Below—Postmark of the De Luz office and signature of the postmaster, W. H. Tiffany.



Tiny Postoffice Caters to Needs Of S. D. Ranchers

Folks trust each other in the little settlement of De Luz.

De Luz (not to be confused with De Luz station in Santa Margarita river valley) is in the northwest corner of San Diego county, half way between Fallbrook and Murrietta, across the line in Riverside county.

And the reason the folks over there trust each other is:

A postoffice was established there in 1882 by the Rev. Jay H. Camp. Originally, the pigeonholes for the letters were locked with padlocks. The doors of the holes are of wood and they swing upward. But one by one the customers lost their keys, so today the 40 or more who are served by the office dispense with keys altogether and merely lift the wooden doors to get their mail.

Colorful Background

De Luz postoffice stands at the side of a dirt road not far from the only other public building, a schoolhouse. The postmaster is W. H. Tiffany. He does Uncle Sam's business in the little building, which is eight feet long and eight feet wide. And he keeps the government pen new and clean. His greatest ambition is to put a drop box at the side of the road so autoists may post mail without getting out of their cars.

De Luz has a background. The oldest resident is R. J. Wilmot. He came to southern California from Bangor, Me., in 1879. In the McKenney directory of San Diego county, published in 1884-1885 at San Francisco, the community is referred to as "Corral de Luz." These names of early settlers appear:

V. Bibanam, J. H. Camp, minister; Bolivar Jones, farmer; L. Judson, farmer; Joseph Orriz, farmer; A. A. Steward, farmer and W. W. Wilmot, farmer.

Jnipero Serra museum provided the story of the "town's" origin:

"The name 'Corral de Luz,' which was given to this section of the country by the Spaniards, was due to an extensive corral built there by an Englishman named Luce, who used it for corralling his large band of horses, which he was pasturing there. The general rule among the Spaniards was to name every section of the country after its particular use or particular location. It was therefore called 'Corral de Luz' (the corral of Luce)."

\$350,000 Basilica



SHELL OIL MEN MEET HERE TODAY

With seven Los Angeles and San Francisco executives flying and driving by auto to San Diego last night, plans were rushed at El Cortez hotel for a conference on a new advertising campaign of the Shell Oil company, according to C. C. van Fleet, San Diego district manager of the oil company.

"With the advent of Super Shell on the Pacific coast Shell is now uniform throughout the United States and together with the present heavy newspaper campaign being carried on in the 11 western states, national advertising of this product soon will be consummated, said Van Fleet.

"At El Cortez this morning will be gathered slightly more than 125 Shell representatives from San Diego and vicinity, as far northwest as Oceanside, as far east as El Centro and as far south as the Mexican line. These men will gather together to learn of new sales methods and ideas from Shell oil executives.

"Arriving from the north for the conclave is R. F. Schroeder, manager of the oil company; Selwyn Eddy, assistant executive sales manager from San Francisco, flown here especially by Maj. John A. Macready, ex-army ace and now head of Shell's aviation division; E. H. Sanders, advertising director, and Henry Stevens, assistant; Mr. Marshall of the Richmond refinery of the company, and J. T. Leidigh of Shell Service, Inc., retail outlet of the company."

According to Van Fleet these executives will address the Shell representatives this morning, after which lunch will be served for 125 in the banquet room of El Cortez.

"Tying in with general business recovery the Shell Oil company expects to spend well over half a million dollars on advertising its new product," said Van Fleet.

Two La Jolla Boys