

William L Paul 1860-1935

LIFE OF W. L. PAUL HANGS IN BALANCE

Recovery of Pioneer Date Grower, Hurt in Crash, Considered Doubtful

(Special Correspondence)
COACHELLA, July 2.—W. L. Paul, one of the best-known date growers of Coachella valley, was severely injured in an automobile collision on Jackson boulevard at about 9 a.m. Monday. He was taken to the Coachella Valley hospital but his recovery is doubtful.

Roscoe M. Dean, driver of the other car, was also injured but not seriously.

Mr. Paul, who is over 70 years of age, is a pioneer in the date-growing industry here. He has been very successful in this work and has specialized in the sale of fancy packs of dates, having on his customer list some of the wealthy people of the country.

The cause of the accident or responsibility has not yet been determined, but motor patrol officers went to the scene of the accident as soon as they learned of it.

unknown newspaper
Riverside Co., CA July 1935

WILLIAM L. PAUL PASSES AWAY ON MONDAY FROM RESULTS OF AUTOMOBILE ACCIDENT

VETERAN DATE GROWER. FUNERAL TO BE HELD FRIDAY JULY FIFTH

The Coachella Valley was plunged into mourning when it was announced that W. L. Paul had succumbed at one o'clock Tuesday morning, the result of a skull fracture received in an automobile accident the day before. Death occurred at the Coachella Valley hospital in Indio.

Funeral services will be held at the Presbyterian church at Coachella at 4:30 p.m. Friday, July 5. Rev. J. E. Burkhart will officiate; interment being made in the Coachella Valley cemetery.

The automobile crash occurred at the intersection of Jackson street and Avenue 58. Mrs. Paul was riding with him at the time but was not seriously hurt. The driver of the other car, Roscoe M. Dean of Indio was hurt but not seriously.

More than twenty years ago, Mr. Paul supervised the first cooperative shipment of Deglet Noor date palms from Algeria to the Coachella Valley. During the years that followed he has been a most persistent

and practical advertiser of the date industry in Coachella Valley. Mr. Paul's date exhibits at County fairs and the Orange show each year was a great attraction. It is a safe estimate to say that he has done more to call the attention of the American public to our dates than all the rest of us put together.

As a neighbor and a friend we have always found him to be a good citizen.

Besides his widow, Dora E. Paul, he is survived by a son, Lawrence H. Paul, and a daughter, Miss Nina Paul, and also a number of grandchildren.

Date Raiser

He has been very closely associated with the date raising, packing and shipping throughout the succeeding years, owning a small planting of dates at the time of his death.

His business efforts during that period have consisted chiefly of packing and shipping, however, and he is credited with doing more than any other one man to popularize Coachella valley dates and advertise the fact that dates of a superior quality are grown on American soil. He was always an ardent advocate of highest standards of packing and shipping and his efforts in this line met with general approval among the growers of the valley, resulting in maintaining a high quality of product from the valley.

Besides his widow, Dora E. Paul, he is survived by a son, L. H. Paul, Indio automobile dealer.

RASH FATAL TO PIONEER DATE GROWER

W. L. PAUL, SUCCESSOR TO THE JOURNAL "RECOVERED" IN AUTO MONDAY ACCIDENT.

William L. Paul, aged 75, the pioneer date grower of Coachella valley, died Monday morning at the Coachella Valley hospital as a result of a skull fracture received in an automobile accident on Jackson boulevard at about 9 a.m. Monday.

The accident occurred shortly after 9 o'clock Monday morning. Mr. Paul was driving east on Avenue 58 and Mr. Dean was traveling south on Jackson street, the collision occurring in the center of the intersection. The car veered to the side of the road and crashed into a tree. Mr. Paul was hurled out of the car almost at the point of impact. He was rushed to the Indio hospital where he lingered between life and death until early Tuesday when he died.

Mr. Paul came to Coachella Valley in 1909 and has been active in its business and civic enterprises since that time. He has been closely identified with the date industry since coming here. In 1912, Mr. Paul, the only member interested, succeeded in inducing Mr. Valley, business man of Coachella to join him in forming the Coachella Valley Date Growers Association, dues \$1 each. Two of the men were newspaper men of the valley and they gave the necessary publicity the association ever held and

He is credited with doing more than any other one man to popularize Coachella Valley dates and advertising the fact that dates of a superior quality are grown on American soil. He was always an ardent advocate of highest standards of packing and shipping and his efforts in this line met with general approval among the growers of the valley, resulting in maintaining a high quality of product from the valley. He has always maintained that the date was the best food for mankind and in the last few years he has succeeded in interesting the Nismopean Association in this food. He has attended their last two national conventions, having just returned a few days ago from one held in San Diego where he again spoke before the gathering. The advertising he has done for the date industry is enormous and all of Coachella Valley benefited with his loved one because of his sudden passing.

Funeral services are to be held today, Friday, at 4:30 p.m. in the Presbyterian church at Coachella, with Rev. J. E. Burkhart officiating. Mrs. E. E. Sperry of Indio will sing. Interment will be in the Coachella Valley cemetery. The burial arrangements are in charge.

Besides his widow, Dora E. Paul, who is survived by one son, L. H. Paul, and one daughter, Nina Paul, both of Coachella.

WORDS OF APPRECIATION

July 2nd, 1935.

The Editor
Just a few words of appreciation from an old Valley friend, W. L. Paul, on this week passed on to his reward.

We date growers should realize it was very largely due to the vision and enthusiasm of W. L. Paul that the date industry got its initial commercial start, over twenty years ago. He persuaded bankers and city men to subscribe money to finance the purchase and transportation of Deglet Noor date palms from Algeria, then were sold to would-be growers as low as \$2.75 each and were the real start of the Deglet industry.

I well remember one of my first jobs in the Valley was writing an Auditor for the Association, some of the members of which questioned Paul's expense account on a trip East to advertise our baby industry. My report was that President Paul had been very successful in his efforts to secure the necessary funds for the purchase and transportation of the date palms from Algeria. May 1912.

W. L. Paul, Indio, Cal.

Indio Crash Fatal to "Father" of Coachella Valley Date

W. L. PAUL'S WIFE HURT

Victim Hurlled From Auto

Grover Supervised Shipping of Palms From Africa Quarter Century Ago

RIVERSIDE, July 2.—William L. Paul, 75 years of age, "father" of the date industry in Coachella Valley, died in Indio Hospital today from injuries suffered yesterday when his automobile collided with another car at an Indio intersection.

Paul was hurled out of his car at the point of impact and died at

SUPERVISED PALM SHIPPING

More than a quarter of a century ago Paul supervised the shipping to Coachella Valley of the first palms selected in Africa for establishing of the date industry in this country.

He had been closely associated with date raising, packing and shipping throughout the succeeding years, owning a small planting of dates at the time of his death.

His business efforts consisted chiefly of packing and shipping, however, and he is credited with doing more than any other man to popularize Coachella Valley dates and to advertise the fact that dates of a superior quality are grown in American soil.

HIGH STANDARDS USED

He always was an ardent advocate of the highest standards of packing and shipping and his efforts in this line met with general approval among growers of the valley, resulting in maintaining a high quality of product from the valley.

He leaves his widow, Dora E. Paul, and a son, L. H. Paul, Indio automobile dealer.

FATHER OF DATE INDUSTRY IN VALLEY ANSWERS LAST CALL

Ending a life of service not only to this community but to humanity as well, death this week claimed William L. Paul, widely-known date culturist who came to the Coachella Valley as a permanent resident in 1908. The 75-year-old pioneer passed away at the Coachella Valley hospital at 1 o'clock Tuesday morning from injuries received in an automobile collision Monday.

The fatal accident occurred at the intersection of Avenue 58 and Jackson street when the automobile driven by Mr. Paul and

one driven by Roscoe M. Dean of Indio, collided near the center of the intersection, hurling the elderly driver from the car. He incurred a basal fracture of the skull and cerebral concussion, which together with an intracranial hemorrhage brought about his death some 18 hours later. Mrs. Dora Paul, widow of the deceased, was a passenger in the car, and although not seriously injured suffered a severe shock. Roscoe Dean, driver of the other car, was unhurt. At a coroner's inquest held Wednesday afternoon at the Farrer mortuary it was held that the collision was unavoidable and those involved in the accident were deemed blameless.

Funeral services will be held this afternoon (Friday) at 4:30 o'clock in the Presbyterian church in Coachella with Rev. J. E. Burkhardt officiating and Mrs. C. A. Sparey, soloist. Arrangements are in charge of the Farrer mortuary. Serving as pallbearers will be E. N. T. Burnett, C. E. Jones, J. Win Wilson, J. W. Newman, Robbins Rused and C. A. Sparey. Interment will be in the Coachella Valley cemetery.

It is stated by E. Keith Furber that the crypt will not be opened at the church but old friends wishing to view the remains have permission of the family to call at the mortuary between 9 a. m. and 2 p. m. today.

Immediate relatives surviving the deceased are his widow, Mrs. Dora Paul, a daughter, Miss Nina Paul, and a son, L. H. Paul, Indio automobile dealer.

Biography

Destined in later years to be known as "the father of the date industry in California," William L. Paul was born in Andover, Ill., in 1860. In early manhood, after a number of successful ventures in the business world, he became sales manager of a harvesting machinery company in St. Louis. Seeking new fields, he, with a group of Chicago associates, formed the Montezumgo company and operated a sugar plantation, mill and refinery in Mexico. Following this was the successful organization of his own tea and spice importing business in Chicago.

While engaged in the lumber business in Oregon, coming to the Coachella Valley from the northwest 27 years ago and settling on his present ranch "Esperanza", a mile west of the Coachella Valley Union High school. His interest in the date industry, however, antedated his entrance into the valley as a permanent resident.

In "The True Story of Dates in America", an article written by Mr. Paul for a national health magazine, the author explains that he had studied the industry for 25 years before, in 1915, he was responsible for the importing of about 15,000 choice specimens of the Deglet Noor date palms from Algeria, thereby enabling the growers in this country to get started on a commercial basis.

Coachella Valley's first large exhibit of dates, at the Panama-Pacific Exposition in San Francisco in 1915, was in charge of the industry's most prominent local grower, W. L. Paul, and since that time he personally arranged an exhibit for every world's fair or exposition, including the Century of Progress at Chicago last year.

His constructive interest in date culture led him to discover the high food and medicinal value of properly ripened and aged dates and it was for this that he won national recognition for himself and the Coachella Valley date industry.

In 1916 Mr. Paul spent seven months with such authorities as Dr. John Harvey Kellogg of Battle Creek, Dr. Bernard of the Indiana state board of health and Dr. Flood, professor of chemistry in Rush Medical College at Chicago investigating the food and medicinal value of the date. An outgrowth of this period of research was the definite conclusion that dates are invaluable in the curing of stomach ailments, particularly ulcers. In recent years Mr. Paul has received dozens of unsolicited testimonials from prominent people telling them of cures brought about through a date and milk diet.

Although it was contended by some that because of their especially high nutritive and medicinal value, the dates grown by W. L. Paul must be cured and processed with some secret formula, such was not the case. The only secret about his dates was an open one that he reached at every opportunity—careful cultivation and the aging of the matured date from one to three years in sealed cold storage. The aging makes more complete the transformation from cane sugar, a stomach irritant, to invert (pre-digested)

leugur of which the date is largely composed, experiments proved. Among the nationally-known people from whom W. L. Paul received letters and regular orders was John D. Rockefeller, Jr., Representative of many of the letters received from many prominent doctors is the following commutation:

THE BATTLE CREEK SANTARIUM
Battle Creek, Michigan
September 27, 1922.
Office of
John Harvey Kellogg, M. D.
Director

Mr. W. L. Paul, Coachella, Calif.
Dear Sir:

I have received your circular and a box of the most luscious dates I ever tasted. I have eaten dates at Bikara and other oases of the Sahara desert, the home of this marvelous fruit, but have never met the equal of your fine product.

I admire your persistence in promoting the date industry in this country and wish you every success. The substitution of dates for the greater part of the confectionery now eaten in this country would save an untold amount of suffering from indigestion and various nutritional disorders.

With best wishes, I am
Sincerely yours,
John Harvey Kellogg.

In demand as a speaker at conventions of dietetic and medical authorities, the Coachella Valley date grower gave freely of his time to expound the glories of the date. Last year he spent two weeks at a national convention in Denver, speaking many hours before groups there. Only two weeks ago he accepted an invitation to address the convention of the American Naturopathic association at San Diego and was given two hours on their program. A prominent European exponent of health through diet was given only 15 minutes on the same program.

The death of Mr. Paul last Tuesday, robs Coachella Valley and the date industry of its ablest representative. Of fine character and pleasing personality, his friendships extend to every state in the Union. When the history of the date industry is written, William L. Paul's name will have a prominent place in those annals.

Unknown Coachella Valley newspaper (probably Indio, CA)

Paul was killed on the way to the hospital at Indio and died at 1 o'clock Tuesday morning from injuries received in an automobile collision Monday.

