LAW, PROFIT, AND DISASTER

Arthur F. McEvoy
Southwestern Law School

University of Houston Law Center Annual Symposium
February 18, 2011
In Peace or War 20 Cents

May be served in a multitude of different ways. Visit our booth at the exhibition and try the delicious salads made by our demonstrator from these fish. The ladies in charge of our booth will be glad to show you the many tasty ways the sardines can be served.

MONTEREY PACKING CO. SAN FRANCISCO

Booth's Crescent Brand

Sardines

Packed by Monterey Packing Co. MONTEREY, CAL.
A New Food
from our own waters—sold in foreign lands

Now comes this new food from our own California waters for delicious dinners which the entire family will enjoy.

It has been such a favorite in foreign lands that great quantities have been exported. But now Americans can enjoy this American product—a tasty fish—double size sardines. Increased production facilities enable us to supply all markets.

Delicious "Food-Sardines" dinner size

This savory food is known as Booth's "Food-Sardines," Dinner Size. Not small imported sardines, packed in oil, but large, extra size sardines which are packed in delicious sauces. They have a delicate, appetizing flavor and firm, tender meat. Though genuine sardines, they are a new and better kind to you who have not tried them.

And with double size they combine double nutrition. A can of Booth's provides over 900 calories of energizing nutrient.

With this food value and flavor, Booth's Food-Sardines combine unusual economy. They can provide the main course of a delicious dinner for four people for as little as a quarter. Compare with other foods. You'll agree with us that no other food provides so much.

Use them in dozens of ways—as the main dinner dish, for salads, for sandwiches; fried in bread crumbs for breakfast. Try them this week. Know how convenient they are for quick dinners, late-at-night lunches and cold luncheons. See how the family enjoys them. Then you'll need no further urging to serve them every week.

Your Choice of Three Sauces

Booth's Food-Sardines are packed in three delicious sauces—tomato, mustard and in vinegar and spices. That is why you can serve them in so many different ways. Packed in immaculate plants with modern equipment. Booth's are highest quality sardines. Be sure to get this brand. Note the Yellow Crescent on the big, red, oval tin.

Your grocer probably now has Booth's Food-Sardines. If, by chance, he hasn't, send us one dollar for an introductory shipment of four cans, charges prepaid. Specify your choice of sauce. Your money gladly refunded if you are not entirely satisfied.

Do This Today

You will want to enjoy this new food which combines such delicious flavor and high nutrition. "Booth's Food-Sardine Recipes" will tell you scores of appetizing ways to serve this food. Mail the coupon for this free booklet.

F. E. Booth Co.,
108 Market St., Dept. 1804,
San Francisco, Calif.

Please send free book of recipes.

Name:
Street:
City:
State:
Easter
Brand
California
SARDINES
IN SALAD OIL

Ocean Fresh
BRAND CALIFORNIA BONELESS SARDINE FILETS
NET CONTENTS 8 OZ.
AVOIR OR 227 GRAMS

ITALIAN:
SARDINES IN SALT
ESPECIALLY SELECTED AND PACKED BY
S. CARDINALE & SONS
MONTEREY, CALIF.
Net Weight 1/2 Lb.

IL SOLE
BRAND

Sardelle Salate
ALLA VERA CARNE SUL LUCO DI PESCA

ARCH ROCK
BRAND
NATURAL
California SARDINES
WITH WATER AND SALT ADDED
Packed by Oxnard Canners, Inc., Monterey, Calif.

ARCH ROCK
BRAND
NATURAL
California SARDINES
WITH WATER AND SALT ADDED
Packed by Oxnard Canners, Inc., Monterey, Calif.

SIERRA
SARDINES
IN MUSTARD SAUCE
NET WEIGHT 15 OZ.
CALIFORNIA SARDINE FISHERY, 1900-2008

California Sardine Landings
CALIFORNIA SARDINE BIOMASS AND HARVEST, 1800-2008

YEAR

METRIC TONS

Sardine Biomass, California Current
California Sardine Landings
Anchovy Biomass, California Current

1.00E+08
1.00E+07
1.00E+06
1.00E+05
1.00E+04
1.00E+03
1.00E+02


1.00E-02
1.00E-01
1.00E+00
1.00E+01
1.00E+02
1.00E+03
1.00E+04
1.00E+05
1.00E+06
1.00E+07
1.00E+08

ANNUAL PRECIPITATION, SACRAMENTO CA

WATER YEAR

INCHES


0 5 10 15 20 25 30 35 40
ANNUAL PRECIPITATION, SACRAMENTO CA

INCHES

WATER YEAR

[Graph showing annual precipitation trends from 1850 to 2010]
Lorenzo B. Sawyer (1820-91)
California Supreme Court 1860-70
US Court of Appeals 1870-91
<table>
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<th>Year</th>
<th>Acre-inches per acre per year</th>
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Takele et al., *Avocado Sample and Establishment Costs and Profitability Analysis for San Diego and Riverside Counties*, 3 (University of California Cooperative Extension, 2002)