
PRINCE WILLIAM LIKES TREES, SUN OF SACRAMENTO

Welcomed to Capital and California By Mayor and Governor

WILL GIVE BENEFIT LECTURE AT AUDITORIUM

Royal Swedish Visitor will Show Films of African Venture

By BRADLEY RITER

A PRINCE OF A GOOD FELLOW! Literally and figuratively, that is Prince William of Sweden, second son of King Gustav who came to Sacramento to-day for the first time and marveled at the warm California sunshine about which he had heard so much.

Prince William is here to deliver an illustrated lecture in the memorial auditorium this evening on Hunting Big Game in Pygmy Land. The proceeds will go for the benefit of religious charities in Sacramento.

Received at Station.

As he came out of the Southern Pacific Station at 8:30 o'clock to be met by a special reception committee headed by Mayor A.E. Goddard, he was attired in American dress. Though Prince William is one of the most democratic members of royalty there was a princely air of aristocracy about him that could not be mistaken.

The visitor from Stockholm had a busy time in California's Capitol City to-day.

Helped Plant Tree.

First, he was taken to the Hotel Senator, where he and Tom A. Burke of Cleveland, business manager of his speaking tour, had breakfast in the prince's suite. Prince William was then motored to the Zion Lutheran Church at Twenty-fifth and N Streets where he officiated at the planting of a small Lebanon cedar tree in honor of Sacramento's American boys of Swedish descent who lost their lives in the World War.

Among those present to watch the prince were Mrs. Carl Friberg and Mrs. William Norton, whose sons, Carl and Elmer, were listed among the war's casualties. Later the prince planted another tree in Capitol Park, carrying out the idea of international importance of the arboretum, before he paid a courtesy call on Governor C. C. Young.

To Make Auto Tour

In the Sutter Club at noon he was the guest of honor at a luncheon given by a number of prominent Sacramentans, and this afternoon he was scheduled to take a motor tour of the city. The car in which he was taken about is flying both the American and Swedish flags.

Those at the luncheon, besides Prince William and Burke, his business manager, were Governor Young, Mayor Goddard, State Treasurer Charles Johnson, Dr. Oscar Johnson, Rev. C. G. Anderson, Alden Anderson, J. Earl Langdon, Dr. Gustave Wilson, Dr. F. F. Gundrum, President George W. Peltier of the chamber of commerce and Arthur S. Dudley, secretary-manager of the chamber.

Informal Gathering

The gathering was strictly informal, no addresses were given.

The glories of Sacramento and California were told the prince by the Sacramentans at the luncheon, which consisted almost entirely of California products.

A representative of The Bee found Prince William smoking an American cigarette over his cup of coffee in his suite at the Hotel Senator and when the member of the Swedish royal house stood with outstretched hand for greeting, there was one word that flashed in mind, and that word was "long."

Over Six Feet

Prince William is six feet four inches tall – “more or less,” as he confessed. He is 42 years old and as fit as a fiddle. His hands are large with an artistic length. His face is also long, yet whimsical smiles continually play across it. And in addition to all this, Prince William is “long” on personality – there is a delightful mixture of American ways with royal mannerisms.

“This sunshine!” A broad grin swept across the prince’s face. “This has been the best part of my trip. I heard much about this California sunshine, but ever since we entered California las Saturday the rain has been pursuing us. Now is Sacramento we find this sunshine, and it is certainly delightful.”

Prince William was eulogistic about Sacramento’s trees.

“The foliage on the streets is one of the first things I noticed here,” he said. “Trees are beautiful things and cities should have lots of them – right in the main part of cities, too.”

Prince William confessed he is a lover of the West.

Likes the West

“It is a fine country,” he went on. “All of America is fine, but **I particularly like the West.** It is so different. It seems much prettier, the scenery is beautiful and there is a touch of romance still lingering here that one doesn’t find in the East.

“Western people act more natural. Those in the East seem to have too much to do – they are too busy.”

The prince stopped to insert a cigaret [sic] in a small holder after passing his silver case around and then cot he prefers a certain brand of domestic cigarettes to all others. In Sweden he smokes Swedish and Turkish cigarettes and on the West coast of Europe occasionally American cigarettes, but “the salt air seems to have affected them in some way for they don’t taste the same as they do over here.”

Is Unpretentious

Prince William is unpretentious in his ways. He likes to motor, so he drives his own – a flivver coupe. He is something of a self –made man, never having been to a university and having entered the Swedish navy when he was but 13 years of age. He was a sailor for twenty years and the effects of the training still are with him. This was before he took to exploring Central America and Central Africa.

He is a typical outdoorsman and a lover of camping and fishing. He also likes gold, but claims he plays a “preposterous game.” His brother, the crown prince, however, talks to politics and his hobby is collecting rare Chinese porcelain and art.

Likes Good Books

Prince William also is a lover of books – good books – and has a large collection of all kinds, but he prefers fiction.

He speaks good English and yet he never had a private tutor.

“English is the first foreign language learned by students in Sweden’s schools,” Prince William explained. “It is learned before either German or French, because English seems to be more of an international language, and if one can speak English he can always find someone to show him the way.

Travels Helped

“I did have a burse once who spoke English, so that helped some, and I have traveled much in English-speaking countries.”

Prince William was quite willing to speak about how his native country’s system of prohibition is working, but he s desire to comment on America’s system, nor indulge in politics.

Amount is Limited

Norway found reason to abolish her prohibition law, while in Sweden each citizen is allowed the right to purchase only a certain amount of liquors each month and no more.

“The system seems to be working out all right,” the prince comments.

Sweden has been enjoying fairly substantial progress and her economic and industrial conditions are sound. Sweden, like other countries, felt severely the effects of the World War and had to struggle to get back on her feet again.

First Visit West

This is the prince’s fourth trip to America, and his visit to California is the first west of Omaha.

Prince William was much enthused over the planting of his two trees here and though he was expected to put but one spade full of earth around each tree, he did more.

“It is good exercise,” he said when planting the Lebanon cedar at the Zion Lutheran Church. So he filled the hole with dirt.

Besides Burke, Prince William is accompanied by A. Gustafson, his valet; Yvng Hogsten, his secretary, and Harry A. Chase, the only other members of the royal retinue.



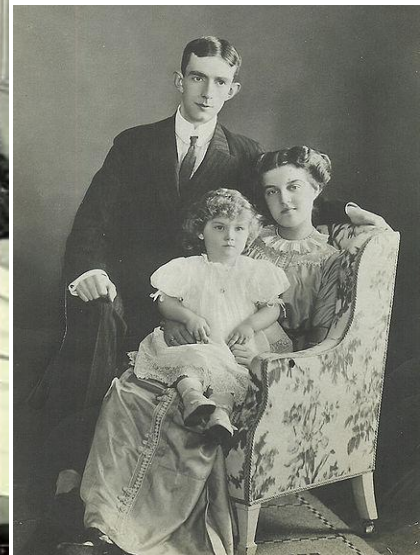
Prince Vilhelm
circa 1909



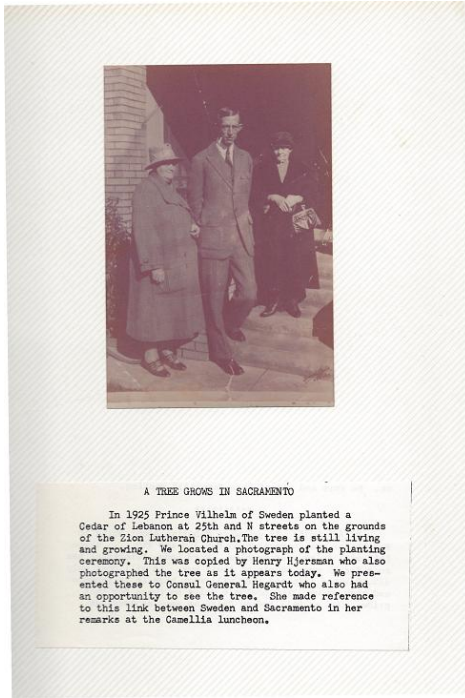
Prince Vilhelm
circa early 1960s



Prince Vilhelm, Princess
Maria and Prince Lennart
circa 1911



Prince Vilhelm and members of the Zion Lutheran Church in November 1927 – Planting a tree in honor of American soldiers and sailors of Swedish descent who lost their lives in World War I.



A Prince Among Men

PHOTO BY THE BEE CAMERAMAN

DELIGHTED to meet you," said Prince A. E. G. Gustaf, right, as he shook hands with Prince Vilhelm at the Sacramento Herald's reception on his big game bucking expedition to Alaska.

Colorado Trade... NATIONAL FARM

DETROIT FINDS BREWER CITY'S

ENTIRE BLOCK OFFICE BUILT FOR BEER

NIGHT CLUB BARS

Secures Inclusions Of Beer Of Other

DETROIT—A southern city's intricate and complex network of night clubs, beer and paraphernalia worth millions, by federal process in a few steps main artery.

...entire block...
 ...night club...
 ...secures inclusions...
 ...detroit...
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World War Echo Sounded

PHOTO BY THE BEE CAMERAMAN

An echo of the tragedy of the World War was heard in Sacramento today, the day before Armistice Day, when Prince William of Sweden officiated at the planting of a cedar of Lebanon tree on the grounds of the Zion Lutheran Church at Twenty-fifth and N streets in honor of Sacramento boys of Swedish descent who lost their lives in the war. The picture was taken at the church grounds and shows Prince William wielding a shovel. Mrs. William Varian and Mrs. Carl Fellers, war mothers whose sons, Elmer and Carl, lost their lives in the conflict.

VARE PARTISANS AGAIN ARE CALLED
 NEW YORK, Nov. 10.—(AP)—Ruth Elder, laden with the honors of former captives and interested in

Oriental Rugs Valued At \$40,000 Are Stolen
 LOS ANGELES, Nov. 10.—(AP)—Oriental rugs valued at \$40,000 were the lost reported in the ab-

Transcribed from photocopy of the November 10, 1927 evening edition of the Sacramento Bee

Leveraging the presence of public figures never changes. A variety of advertisements in the Sacramento Bee November 10, 1927 edition. Neither Capital National Bank nor Progress Importing are in business any more.

**We Welcome
Prince William of Sweden**

May Your Visit to Sacramento—"The Cradle of Civilization" in Northern California, Be One of Profit and Enjoyment.

**THE LANGUAGE OF YOUR PEOPLE IS SPOKEN
AT THIS BANK.**

We Welcome New Accounts
Every Banking Service

**The Capital National
Bank**

Alden Anderson, President G. E. Zoller, Cashier
700-706 J St. Sacramento, Cal.

**Welcome---Prince William
OF SWEDEN**

Sacramento today honors a distinguished visitor—a man whose achievements as an explorer, an author and a lecturer entitle him to the respect and admiration of the world. His lecture at the Sacramento Memorial Auditorium this evening should be well attended.

**We Feature Imported Foodstuffs from Sweden
and Other Foreign Lands**

Imported Swedish Anchovies in Oyster Sauce
Imported Swedish Spiced Anchovies

Imported Norwegian Sardines	Kippered Herrings—Liver Paste
Imported Norwegian Stockfish	Anchovy Paste
Imported Norwegian Fish Balls	Blunter Paste
Imported Norwegian Rye Bread	Shrimp Paste
Imported Norwegian Mackerels	Salmon Paste
Imported Norwegian Sprats	Crab Paste
Imported Norwegian Salted Herrings	Sardine Paste
	Lobster Paste

PHONE US YOUR ORDERS

PROGRESS IMPORTING CO.
1216 J Street Phone Main 1091
FREE DELIVERY



More advertisements of establishments that are now just memories: Hotel Senator and Weinstocks although the hotel building still exists and is a registered historic landmark.

Our Honored Guest
WILLIAM
Prince of Sweden

William, Prince of Sweden, will honor the Hotel Senator with his presence while in Sacramento. To serve this world-famous explorer and lecturer well will be our pride.

**HOTEL SENATOR
SACRAMENTO**

CHARLES R. FRASER,
Manager



*We beg to extend
a cordial welcome to*

**H. R. H.
Prince William
of Sweden**

Weinstock Lubin & Co

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This advertisement by Hale Bros. (also not longer in business) even provided a short biography of the prince's avocations.

Armistice Day
Nine Years Ago---
A Joyful Celebration
May the same spirit of good will, faith in our fellow men and hope for a world without war prevail now.

HALE BROS. INC.

Hale's Extends Most Hearty Greeting to Prince William of Sweden
Explorer
Big Game Hunter
Author and Lecturer
May the Prince take with him happy memories of California's Capital

Photos of the Cedar of Lebanon at 1320 25th Street taken in 1985 by Henry Hjersman and in 2017 by Chuck Johnson, members of Monitor Lodge #218.

