

# Tourist Bureau Is Big Business

## It Helps Bring Extra Money To Community

By John Wheeler

The uncounted swarms which follow the ribbons of asphalt and concrete to Santa Cruz' recreation areas pour more uncounted millions into the area's economic pump which runs mains and feeder lines into every home and business.

Dollars flowing through beach and mountain resorts for steaks, sleeping accommodations, orange pop, propeller-studded skull caps and cotton candy constitute one of the major sources of income to buttress the area's economy. Economists estimate the money changes hands 18 times before it leaves the community as restaurants pay butchers who pay landlords who pay grocers who pay banks and on down the line with bits and fragments of each dollar touching everyone in some way.

"The seasonal nature of our tourist business is the flaw which allows us to turn our resort facilities over to year around convention business," according to Mrs. Kay Dillon who as head of the chamber of commerce's tourist bureau believes this is the surest key to leveling out the boom and bust aspect of this area's tourist business.

The key, to be effective, must be in a convention's hand as he opens his hotel or motel room. Santa Cruz, with one major drawback, is an ideal spot for conventions to gather, not only because of the many obvious drawing cards nature gave the area, but because the exodus of tourists in the fall until June leaves the area at the disposal of conventioners who would not have to compete for services and space with conflicting activities.

The big but in Mrs. Dillon's campaign for visiting firemen is that Santa Cruz has no hotel large enough to hold conventions of any

## Chamber's Tourist Committee



Members of the chamber of commerce's convention and tourist committee set up policy for one of the chamber's key jobs, bringing out-of-towners and out-of-staters into the Santa Cruz area. Members of the com-

mittee are: Front row left, Al Totsa, chairman; Kay Dillon, manager of convention bureau; Lela Swasey, Dave Owen, chamber manager. Second row, left, Harold Sundean, William Coomes, Ray Sutliff, Joseph

Fortier, Ernie Faltos, Floyd Tebo. Third row, left, Matt Ahmed, E. L. Damkroger, Gardner Finn, Bob Hall and Gordon Boyes, filed representative for the chamber. Not pictured are: Walter Bettencourt, Herb Cun-

ningham, Tom Cutting, James Denton, Carlton Hauselt, Lloyd Howard, Robert McCallum and Leo Schon. Louis Haber and Dr. John C. Daly are liaison members to the group.

size, the ones which bring big money to the area.

"The Casa Del Rey's 280 rooms would be more than adequate, but they are not open on a scale to handle a convention, nor do they provide the services necessary for groups who are accustomed to having nearly every whim satisfied when they hit the convention trail," she said.

"We have to have a big hotel before we can really boost our convention trade," Chamber Manager Dave Owen says. According to the chamber, the necessary space, whether it be in the Casa del Rey or in some future hotel, would have 100 or more rooms with a feeding capacity of 500 and 700 for banquets, room service, hospitality rooms where meetings of 500 delegates can be held.

fighting growing out of "the battle of the brochures," Santa Cruz has one hand well-tied behind its back because of the lack of a suitable convention headquarters.

But in its class, the busy chamber tourist bureau is more than holding its own. This year an estimated 9100 delegates will attend the 10 conventions already scheduled during the winter this year. The delegates will spend an average of \$30 per day. Before the estimated \$874,000 leaves the area, it should mean nearly \$16 million to the community's economy.

Getting leads on possible new conventions, Mrs. Dillon searches lists of all conventions held in the state, either working through local persons in the group or by letters and visits to the officers

from prospective tourists and residents trying to find out what to expect when they arrive here. The chamber keys each letter differently depending on information desired and includes a fat cluster of maps, literature and pictures pointing up the high spots of the area. In 1956 nearly 123,000 maps and brochures went out, all but 12,500 being printed by the chamber.

Besides correspondence, the chamber estimates it handles 18,000 office calls and phone inquiries yearly for persons who want information. Part of these 50 calls per day are persons dropping in asking for maps and directions to tourist attractions outside the Santa Cruz area and usually to its chief competitors, Monterey

if they have seen everything here and bringing up several of our main attractions, we hold tourists who make protracted visits to catch things they don't want to miss but didn't know about before coming to the chamber," Mrs. Dillon said.

The chamber also utilizes newspaper advertising as far afield as Chicago, Seattle and Canada to extoll the virtues of our beaches and mountains. On one recent campaign 173 inquiries came back including coupons cut from the ad. Advertising men have proved that only a small portion who plan to follow suggested action in an advertisement will bother to clip a coupon and mail it, and coupon response measures only a very small fraction of persons who have read the ad and carried

**LA** Theater  
GR 5-3518

**IG HITS**  
TUESDAY

**HOWLING "SUCCESS"**  
**THE SCREEN!**

Curry-Fox presents

**MANSFIELD**



requirements set up as convention headquarters, overflows do not mind going to adjacent hotels and motels. Often five times as many delegates as are staying in the convention headquarters and surrounding area spill over into the town. Tourist courts on the fringes of town would feel the impact of large meetings.

However, having facilities for conventions and having delegates flowing through restaurants and shopping areas isn't axiomatic. The chamber must fight a highly competitive battle for each bevy of conventioners who finally pick Santa Cruz for its gathering in. Since World War II cities with their eyes on the rich plum of conventioners and long mailing lists for the eager, brightly colored pamphlets extolling the virtue of various areas as convention sites have more than doubled in California.

In the sharply contested in-

## PUBLIC NOTICE

**NOTICE OF TIME APPOINTED  
FOR PROVING WILL, ETC.  
No. 15301**

In the Superior Court of the State of California, in and for the County of Santa Cruz.

In the Matter of the Estate of **WILLIAM DAVENHILL**, Deceased.

Notice is hereby given that a petition for the probate of the will of William Davenhill, deceased, and for the issuance to petitioner, **SELMA A. DAVENHILL**, of letters testamentary has been filed in this court, and that September 27, 1957 at ten o'clock A.M. of said day, and the courtroom of said court, in the courthouse, in the city of Santa Cruz, County of Santa Cruz, State of California, have been fixed as the time and place for the hearing of said petition, when and where all persons interested may appear and contest the same and show cause why said petition should not be granted. Reference is hereby made to said Petition for further particulars.

DATED: September 11, 1957.

**TOM M. KELLEY**, Clerk.  
**Florence B. Muhm**,  
Deputy Clerk.

**J. FRANK MURPHY** and  
**EUGENE J. ADAMS**,  
Attorneys for petitioner,  
Santa Cruz, California.  
Sept. 15, 16 and 25

cause of the city's size and present convention headquarters limitations, florists, grocers, lodges, the bar association and such are targets the chamber is unable to aim for.

This year's visitors will include California Grandmothers club, retired teachers, state encampment of the IOOF, color breeders bird show, and United Spanish War Veterans and auxiliary. Largest attendance is expected from the Jehovah's Witness district meeting with 2000.

The tourist bureau by no means, concentrates its efforts on conventions. The bulk of its time is spent living up to its name as it sends out personalized replies to the 3000 letters

## Luncheon Club Hears Work Of Salvation Army

A total of 1432 persons and 281 families in the Santa Cruz area were assisted by the local branch of the Salvation Army, Capt. Arne R. Hanson told members of the Masonic Luncheon club at its meeting last week at the Palomar hotel.

He told how the Army collected \$12,000 in its drive last year, but the cost of operations in the county, including its summer camp for underprivileged children, spent \$47,000. Capt. Hanson said the difference was made up with funds from state headquarters.

The Salvation Army gave away 2000 garments, 300 food orders and gave employment to 42 persons last year. Capt. Hanson said 50 children were sent to the camp. The organization also held 180 classes for youngsters with an attendance of 4630.

Lester Wessendorf, program chairman for September, introduced Capt. Hanson.

"Often times by asking them

## 101 Acres Sold For Homesites

One hundred and one acres lying in the Newell Creek area of the Santa Cruz mountains has been sold by Mrs. Muriel Hoppe to Rex Gardners, V. F. Edmunds and K. P. Robertson, according to M. C. Hall and Sons, who handled the transaction.

The property is all above 1200 feet and consists of some beautifully wooded sections, many of which have a spectacular view.

The new buyers said they plan to divide the land into smaller parcels for resale as mountain homesites.

Seven of the signers of the Declaration of Independence were more than 60 years old.



An hour ago  
the boy made a date—

NOW HE'S  
GONE FOREVER

The date was cancelled—  
by death

away its message. The chamber's message is always the same—we have what you want and are ready to serve you whether you want to work or play. Each year the chamber works to get that message to as many persons as possible and help Santa Cruz keep its end of the bargain.

## NOW! ONE FULL

CONTINUOUS DAILY FROM 2 P.M.  
The Sun Rises at 2:00—4:40—

## HEMINGWAY'S THAT NO ONE



20

## TYRONE POWER

ENCINA

GREENWOOD 5 3405