

# Chamber's Work Program Is Told In Report To Members

In a four-page report to the membership of the Santa Cruz chamber of commerce, James E. Townsend, secretary, today summed up the chamber's work program under the 1954 "Plan of Action." There were these highlights:

1. Construction of the \$4,000,000 Wm. Wrigley Jr. company plant on Mission street is scheduled for completion August 1 with production scheduled to start about November 1.

2. The Santa Cruz Wire and Manufacturing company building at 411 Swift street is completed and the plant is due to go into operation shortly.

3. The number of tourist inquiries received during the fall, winter and spring months is "definitely increasing" and an expanded winter advertising program is being planned to stimulate further the tourist program.

4. Convention bureau services have been streamlined to allow "a small staff time to do more coordinating and selling" against keen statewide competition.

5. The "highway picture is very encouraging" with progress being made toward realization of needed developments in the highway system.

6. Hopes are stronger that the small-craft harbor development in the Twin Lakes areas may be activated.

7. The success of the area-wide "Shoppportunity Days" this spring has prompted the merchants committee to make plans for another special event this fall.

8. The board of directors has authorized establishment of a special committee to study the school situation, particularly as it relates to the physical plant.

A comprehensive summary of chamber of commerce undertakings, the report went out in the mail to the membership today.

"Early this year," Townsend wrote in his report, "we sent a questionnaire to the membership asking them to list projects to be included in the 1954 program of work, in addition to which all of the various committees submitted their thoughts."

"These ideas were then gone over very carefully by a special committee, headed up by vice president Keith Shaffer and consisting of all committee chairmen, who formulated a well-rounded and definite Plan of Action. We will attempt to briefly outline the progress that has been made to date."

Under the sub-heading, Industrial Development, Townsend said:

"The construction of the Wm. Wrigley Jr. company plant is scheduled for completion the first of August and our understanding is that they plan to commence production about the first of November. The Wrigley company has given a great deal of consideration to the external appearance of their building and it will certainly be something for all of us to take pride in."

The Santa Cruz Wire and Mfg. Company building at 411 Swift street is now completed and we are very pleased with the way they have beautified their grounds. It is our understanding they will be in operation very shortly. The owners of this new company (Axel G. Eklof is president) are from Rockford, Illinois, and in choosing the name Santa Cruz Wire and Mfg. Co., the wife of the president said, "If a town is good enough to live in, it is good enough to advertise."

Townsend called attention to the plight of nearby counties, San Mateo, Marin, Sonoma, where there is "great accent on securing new industry."

"These counties," he said, "have grown tremendously in population but not in commensurate assessed valuation, which is causing them a large-sized tax headache."

"We feel that Santa Cruz is beginning to make some real progress industrially. However, we cannot leave this subject without commenting on some of the problems with which we are faced."

"Santa Cruz has long been known as almost exclusively a resort area,

which has had a tendency to type us and because of this and the fact that we are somewhat off the main line of progress, the number of industrial prospects are few and far between. We think you will agree that our batting average is exceedingly good."

The chamber, Townsend went on, is advertising in national media "in an attempt to become known as wanting desirable industry" and is working closely with utility companies, banks, the Bay Area council, and the California state chamber of commerce.

He pointed to the handicap presented by inequities in the freight rate differential to and from Santa Cruz as compared to neighboring communities and indicated a program is being mapped to seek adjustments.

He also noted that the industrial committee has asked the city to zone for light industry part of the Mission street industrial area, "as this is necessary to protect the investments of our industries and to encourage new ones."

"Our modest success in obtaining new industry for Santa Cruz," he said, "is based primarily on the highest degree of city and chamber cooperation with the prospects in obtaining for them conditions that make it possible to operate."

Turning to other aspects of the broad and hard-hitting program carried on by the chamber, Townsend noted that "a great deal of time and thorough attention" is devoted to answering written inquiries from tourists.

He gave these statistics:

January, 139 inquiries; February 233; March 299; April 280; May 556; June 465. An increase has been noted in the number of inquiries during the fall, winter and spring months and plans are being made "to expand the winter advertising program started last year."

As further tourist inducements, the secretary said, new color brochures are being given widespread distribution and two large signboards are to be installed—one at the western city limits and the other at 41st avenue—to call attention to the "beauty of our East and West Cliff drives."

"The objective is to divert through traffic into our community," Townsend said, adding, "it will be interesting to see what effect these signboards will have."

Declaring that "the rewards of a good convention program are great," he observed that "the problems seem to continue," however.

"It is a type of project that requires full community cooperation, not only in selling the organization on meeting here, but in adequate financial support. The competition on a statewide level is very keen and there are many new communities in the convention business as compared to even a few years ago. Many of these towns are going all out in convention promotion and are spending time and money that are beyond our present support. We have streamlined our convention bureau services in order to allow a small staff time to do more coordinating and selling."

The problem of parking in the auditorium area was described as "a severe one and we have received a great deal of criticism from convention delegates." However, a corrective program is being mapped.

A special committee is being appointed, the report said, to study the hotel situation in Santa Cruz "toward the end of gaining an improvement if possible in our primary facilities."

Taking note of county aspects of civic progress, it was pointed out that a new committee has been established to cooperate with city and county agencies on a county land-use study preparatory to "adequate zoning." The "fringe" area situation around the city was described as "a serious one and of great importance in the orderly progress" of the community.

On highways, Townsend said "the picture is very encourag-

ing." He cited the advances already made toward start of the Los Gatos by-pass and freeways as "hopeful signs."

The small-craft harbor project, still held up by conditions created during the Korean war, brought the comment that "we are hoping the U.S. army engineers will be able to complete their Twin Lakes harbor study." The Twin Lakes area, Townsend said is in the process of being acquired as a state park and there is reason to believe that it may be possible for the county to use beaches and parks matching funds in conjunction with the state eventually to construct a harbor. However, he said, "this is all predicated on the state beaches and parks commission gaining the impounded tidewater royalty funds."

The spring "Shoppportunity Days" drew high praise and the comment that merchants committee is making plans for another special event this fall.

The chamber's assistance in efforts to correct the city's parking problems, the school building impasse, the Miss California Pageant (sponsored this year by the junior chamber of commerce—"an excellent job") all were mentioned in a note of progress.

On membership activities, Townsend observed:

"Santa Cruz has a bigger job to do than most communities as much of our income has to be brought in from the outside and must be promoted. Actually the biggest contribution to the chamber is something that does not cost

money, but rather time, and a great many of our members have given large amounts of this in an effort to do everything possible to develop our city."

"We so often have an opportunity to see what cooperation and coordination will do in producing actual wealth for the community and all of us should bear this in mind and give all of the assistance possible. Prosperity certainly does not grow on trees in Santa Cruz."

In an additional announcement to supplement the report mailed to the chamber members, Townsend paid a special tribute to "the individual efforts of a great many people" whose efforts have advanced the city's highways and freeways program. He pointed out the time and effort that have been given to the preliminary phases of the program, "often without recognition" and said that "these efforts have resulted in advancing some of our highway developments as much as three or four years, thus bringing them that much nearer our realization."

He closed his report with a quotation from Carl Wente, former president of the Bank of America and a resident of Santa Cruz county. Wente now is president of the state chamber of commerce. The quotation:

"Now, in closing, may I say that I think we will all be better off if we go to work and make 1954 a good year, rather than sit around and talk about what kind of a year it will be."

## A. M. Schwieso Is Named To Head Chest Drive Unit



Archie M. Schwieso

Appointment of Archie M. Schwieso as chairman of the employees division for the 1954 Community Chest campaign was announced today by Drive Chairman Tom Polk Williams.

Schwieso, vice president and plant manager of the Basford Manufacturing company, has lived here since 1948, when his company sent him here to manage the Santa Cruz plant. A graduate of the University of Colorado, he was in charge of research and development of underwater demolition at Fort Pierce, Florida, during his World War II service as a Navy lieutenant.

Active in community affairs, Schwieso is one of the city's civil service commissioners. He is a member of the chamber of commerce, First Congregational church, Kiwanis club, and the American Society of Mechanical Engineers and American Society of Tool Engineers.

Schwieso was among the industrial experts who recently participated in an industrial development workshop at the University of Santa Clara, sponsored by the state and United States chambers of commerce with the American Institute of Planning and the university.

Williams expressed assurance that, under Schwieso's leadership, the Red Feather funds effort in

## PUC Approves PG&E And CCG&E Stock Merger

Acquisition by Pacific Gas and Electric company of all the outstanding common capital stock of Coast Counties Gas and Electric company, by merger with Pacific Public service company, was okayed in an order by the state public utilities commission this week.

PG&E, it was noted in the PUC decision, now owns 98.2 per cent of the outstanding common stock and 88.7 per cent of the holding company, which in turn owns all the outstanding common stock of Natural Gas Corporation of California, Gas Lines, Inc., and Coast Counties.

With the elimination of Pacific Public Service company, PG&E will take over as the holder of its common stock.

In acquiring the assets of the holding company, PG&E is authorized to issue up to 30,519 shares of its common capital stock, on conversion of the shares of stock of Pacific Public Service company outstanding in public hands, by the PUC order issued this week.

Hearing on the request was held in San Francisco on June 22.

No protests were filed then.

## County Council For Retarded Children Votes Contribution

A donation to the Sonoma state hospital for retarded children was voted at this week's meeting of the Santa Cruz County Council for Retarded Children, held at Goodwill Industries.

The money is to be used for the hospital's annual carnival being held this month.

President Charles Quist appointed Mrs. Elise Seyden to serve as treasurer, filling out the unexpired term of Mrs. Earl Grayson.

The council gave unanimous approval to new by-laws and a constitution.

Guests at the meeting were Walter Bettencourt, member of the board, and Dudley Smith, member of the Goodwill Industries board.

Refreshments were served by Mrs. Joseph Sladwick, Mrs. Chas. Hunter and Mrs. Mildred Wagner.

The next meeting will be July 27.