

# WINDOW DISPLAYS SHOW NOVEL IDEAS FOR NEW SANTA CRUZ

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While almost every store window in town has at least a card about "hitching Santa Cruz to its opportunities," there are not so many windows decorated as had been expected. Several, however, have very elaborate displays. O. W. Ebert has given one corner of his large front window to a model farm. It has roads, houses, and especially a large poultry unit with many chickens running in and out.

The Seaside store had until yesterday the entire window given over to its display. Blue and gold coloring typifying the blue and gold teams was strikingly in evidence. There was a large auto in the left corner and everywhere there were cards bearing pungent sayings to suit the occasion.

The Seaside Toggery has given its deep central window. A huge nut cracker is in position with a cocoanut in its jaws. A boy doll is pushing one end with all his might, the other end having the same kind of a doll, sound asleep, leaning against it, with a sign, "asleep at the switch." The moral is obvious.

R. A. Schwarzmenn has a particularly interesting window. At the center back is a large water color painting of Santa Cruz in 1894, by E. Kunitz. In front of this is a display of ten photographs, showing Santa Cruz at every stage—beginning as it does with Beach hill and three wharves as it was many years ago. The old Sea Beach was still a small building. There is a view of the water carnival at night and pictures of the fires of the past. The whole collection of photographs is very unusual.

The Liberty Fruit Market has an original scheme. The upper part of the display is made of United States flags. Below is a picture of four aces. They are placed in a row. Old Glory is one, a map of the United States is second, a collection of pictures of Santa Cruz is the third and a group picture of the members of the Chamber of Commerce is the fourth. Each is named,—the flag we love, the country we love, the city we love and the organization we love.

T. R. Ebert has a fine window at his East Side establishment. The display is devoted to the life-size presentments of Maggie and Jake, who "brings up Father" in the Sunday Examiner. The first-half shows all very blue because there is nothing to do in the town. The second half all are smiling and happy, because they have joined the Chamber of Commerce.

The big Chamber of Commerce window has two cartoon drawings by Roy Hammond. One is Santa Cruz without a Chamber of Commerce. It is only a slight exaggeration of the old corner at Walnut and Pacific, with the Towne Grocery in the foreground. The street has men sprawled on it, playing crds, and tin cans are everywhere, with other signs of village life. The companion cartoon is the same corner in the new Santa Cruz, with its theater, its throng of autos, people knocking each other over, in the eager rush. Abrams' clothing store has a different slogan in each window.