

# Chamber Manager To Play Part In City's Future

## Cigar-Smoking Dave Owen Has Had A Varied Career

(This is the third in the series of articles on leading Santa Cruz citizens which appear weekly in the Sunday edition of The Sentinel.)

By Don Becker

The massive, steady post World War II influx of people into the promised land of California has not yet had its full impact on Santa Cruz.

Though the population is up by 7000 and upwards of 20 light industries have been added to the city's industrial rolls, the sweeping changes which hit other California cities has not been evident here.

But Santa Cruz, like many other towns just outside the boom areas of the '50's, can expect near sweeping changes in the upcoming decade. Local progress to date

has been gradual. It would appear now this era is about to end.

The teeming Santa Clara valley will doubtlessly spill out multitudes of suburb-loving, smog hating residents. The exodus from the city area will swell the local population. Many will commute to jobs in the valley while others will seek employment in this area.

Through the various re-development projects now under way, the city is also in for a major face lifting. More light industries are expected to move here provided civic leaders can make the right pitch.

Should the University of California decide to establish a branch here, the city could expect an ultimate populations increase of 25,000 from the school alone, not to mention the countless other advantages of hosting such a top quality element.

The construction of a yacht harbor would bring Santa Cruz the moneyed boat owners and possibly a large group of affluent tourists, who, at the moment, seldom find their way here.

The ramifications of the sure change and the possible change, which will affect the future Santa Cruz, are vast. Community leaders are resultantly gearing their thinking to a dynamic future.

Of these leaders, few are in a position to do the city more good than affable, free-talking, cigar smoking former college president Dave Owen, manager for the local chamber of commerce.

His job: do anything and everything which might aid and abet the general civic welfare. Currently he is seeking to entice the university into making Santa Cruz its campus site; get the small craft harbor approved and constructed; attract more tourists for both winter and summer and also attract "the right kinds of light industry."



Dave Owen

proposed campus site area. Owen, along with Sentinel Editor Gordon Sinclair, told the Santa Cruz story. Though Santa Cruz was not originally considered in the running for the campus, Owen now figures the city has a strong outside chance.

Owen believes that successful chambers must not spread their labors too thinly over a wide area, but he himself has become entwined in the multiple issues which affect the city's future. For Owen, the 40-hour week is something you read about. Fortunately, he likes his work, doesn't seem to mind countless morning, afternoon and evening meeting sessions with the chamber board of directors or any other local organizations who want him present.

One of his prime objectives, Owen feels, is to coordinate as many organizations as possible, eliminate duplication of effort toward civic betterment. The major problem for Owen is trying to be all things to all people. As a hireling of the chamber directors, this is a constant

dent union was built as was the library.

The war interrupted Dave's work at Bradley, and in 1942, he entered the navy as Lt. (jg). After serving in top level organizational posts throughout the war, Dave emerged as a LCDR in 1945 with an offer to take over as president of Bradley.

"I was not hired as either a scholar or an academician. They made me president to raise money for the school. It was mutually understood that after the money was raised, I would leave," Owen explains.

Dave's success as president is exemplified in his achievements. His adroit fund-raising ability paved the way for \$5,000,000 in campus construction, including dormitories, an engineering building and a 10,000 seating capacity field house. The institution became a fully accredited university with seven schools. Enrollment jumped from a peak pre-war high of 903 to 3700 full-time students. Part time enrollment stood at between five to six thousand and the school became eligible to confer doctorate degrees.

## Crime Record Is Set In 1957

Washington (AP).—A record number of serious crimes were committed in 1957, FBI Director J. Edgar Hoover reported yesterday.

He said preliminary figures indicate there were 2,756,150 major crimes this year, an increase of 7.5 per cent from 1956, the previous high.

Hoover said preliminary reports submitted by law enforcement agencies throughout the country reflect increases in all major categories except murder. The largest increases were in burglary, larceny and auto theft, known collectively as crimes against property.

"Convictions in FBI cases increased approximately 300 over the 11,074 which were returned in 1956," Hoover said. "Preliminary figures also reflect that

finances, savings and recoveries in cases investigated by the FBI will total 100 million dollars."

Hoover said that during the year "subversive enemies of the nation grew increasingly bold," adding:

"Heartened by a growing public complacency toward threats to America's internal security and encouraged by its success in invoking legal technicalities and delays, the Communist Party, USA, has emerged from hiding with renewed confidence and determination."

"The Communists started the year by holding a national convention in New York City which was an important aspect of their intensive campaign to dupe the

American people into believing the party is a legitimate political organization. This campaign of deceit continued throughout the year while the party accelerated its program of purging its ranks of dissident elements and further subordinating itself to Moscow."

## CAB Recommends New Air Routes For Local Lines

Washington (AP).—The Civil Aeronautics Board has recommended a new route be awarded to Southwest Airlines and an extension of service for West Coast Airlines.

The suggestions came in a brief submitted Friday to CAB examiner Walter W. Bryan by Howard S. Boros, counsel for the CAB's bureau of air operations.

Boros' recommendations would allow West Coast Airlines to follow a new route from Portland, Ore., to San Francisco and Oakland through Salem, Albany-Corvallis, Eugene, North Bend-Coos Bay, Roseburg, Medford, Bend-Redmond, Klamath Falls and Sacramento for five years.

He also proposed Southwest be authorized to fly between Portland and San Francisco-Oakland via Sacramento, Santa Rosa, Marysville, Ukiah, Chico, Red Bluff, Eureka-Arcata, Crescent City, Yreka and Medford, Ore., also for five years.

Boros also suggested United Airlines service to Bend-Redmond and Klamath Falls, Ore., be suspended if West Coast is allowed to serve the two points.

## Lost Tot Finds Frantic Father

Tulare (AP).—Mr. and Mrs. Donald Van Ness could have saved themselves some worry Friday if they had called police when their little boy got lost in Tulare.

A salesman found four-year-old Kenney Van Ness wandering along the railroad tracks near U.S. Highway 99.

Police Sergeant Robert Carreira took Kenney's hand and began knocking on doors in the neighborhood. His first clue came when Mrs. Betty Morrell, a school teacher, recognized the lad but didn't recall his name. She did remember his father drives a delivery truck for a tea company.

Carreira looked for a tea truck, spotted one — and sure enough, there was the boy's father — frantically searching for the youngster.

## Police Capture Agnews Escapee

A 20-year-old escapee from Agnews State hospital was picked up at the Honeymoon apartments Friday afternoon.

According to Police Officer Tom Leonard, David O. Flamer of Los Altos was arrested on a tip and taken to county jail. He is awaiting transportation back to Agnews, according to police reports.

## SHOP IN THE GREATER SANTA CRUZ TRADING AREA

"WE CANNOT EXIST WITHOUT MUTUAL HELP"

\*(Author's Name Below)

Dedicated scientists, research chemists and the ethical pharmaceutical manufacturers are constantly trying to discover better methods for treating disease. The information is relayed to Physicians and Dentists who, assisted by the Nursing Profession, put it to use.

Our duty, as Pharmacists, is to make available the medicines and other health-aids that are so necessary. You can always depend on us to do our share of the important work of the "Health Team."

YOUR PHYSICIAN CAN PHONE

GA 3-6262

WHEN YOU NEED A MEDICINE

Pick up your prescription if shopping near us, or let us deliver promptly without extra charge. A great many people entrust us with the responsibility of filling their prescriptions. May we compound yours?

MELVIN'S DRUG STORE  
1415 Pacific Ave.  
PRESCRIPTION

## UAW Attacks GM's Present Auto Pricing Policies

Detroit (AP).—The United Auto Workers Union said today General Motors president Harlow Curtice failed to mention what the UAW termed "the absurdity of present auto pricing policies" in blaming inflation largely on wage scales.

Leonard Woodcock, director of the union's General Motors department, said Curtice failed to recognize "the simple fact that a healthy economy demands mass sales of items at prices consumers can afford to pay."

Woodcock said GM's pricing policy is designed to guarantee the corporation "an exorbitant rate of profit even if recession conditions force production down to a 180-day per year level."

In a statement on the outlook for the economy in 1958, Curtice said Thursday public confidence in the economy seems to have been shaken by mounting inflation.

Of grave concern in this connection, Curtice said, was that the economic demands of "certain labor unions" if granted next year would give "another major upward push" to an inflationary wage-cost-price spiral.

More pay for less work, Curtice said, "would tend to weaken the national economy."

While Curtice named no unions,

the auto industry's three-year contracts with the UAW come up for renewal next spring. A wage increase and a shorter work week are two announced UAW goals.

Woodcock agreed in a statement that Curtice was "correct in asserting that rising prices and the declining value of the dollar are causes of serious concern to the American people." But Woodcock said that General Motors has been "a leader in the campaign by big business to raise prices higher and higher in order to swell already massive profits."

Woodcock accused Curtice of sidestepping in his year-end statement "any mention of the fact that prices have been needlessly and recklessly increased in the post war period."

"And it is this simple, demonstrable fact — extortionate prices — which is at the heart of the current inflationary trend," Woodcock declared. "It has been proved time and again, particularly in the automobile industry, that prices are rigged, administered prices, unaffected by the law of supply and demand."

## Parents Struggle As Sons Burned In Flaming Home

San Antonio, Tex. (AP).—Two young brothers burned to death Friday while their father struggled with their blind mother to keep her from entering the flames.

## Billy Graham Tour Slated To Include Smog And Bongos



own is not directly responsible for any single project, he has a big role in each. He sees his work as a "mission" and a "challenge" and looks forward to helping improve Santa Cruz with great zeal.

Since moving into his present post less than a year ago, Owen has been instrumental in boosting chamber membership to an all-time high (170 new members this year), and raising the yearly operating budget by \$10,000 to \$50,000. He has been credited with being almost solely responsible for bringing in the Bay State Abrasive company and also aided in the acquisition of two other industries for operation here.

He has stepped up out-of-state advertising in an effort to increase the number of winter visitors and laid out the red carpet for university officials on their recent inspection of the locally

## PUBLIC NOTICE

### NOTICE OF TIME APPOINTED FOR PROVING WILL, ETC. No. 15,453

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

In the Matter of the Estate of VICTORIA L. STARLEY, also known as VICTORIA STARLEY, also known as VICKI STARLEY, Deceased.

Notice is hereby given that a petition for the probate of the will of Victoria L. Starley, also known as Victoria Starley, also known as Vicki Starley, deceased, and for the issuance to petitioner, STELLA RUTH GLIDEN, of letters testamentary has been filed in this court, and that Friday, January 10, 1958 at 10:00 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: December 24, 1957.

TOM M. KELLEY, Clerk  
By Mathilda Rossi,  
Deputy Clerk.

RAYMOND H. GOODRICH and  
JOSEPH C. DAVIS,

Attorneys for Petitioner,  
Farmers & Merchants  
National Bank Bldg.,  
Santa Cruz, California.

Dec. 27, 29 and Jan. 8.

**Specialist for your  
Washbasin, Toilet  
in Line Stoppage**



**SAVE  
Time &  
Money**

by calling

**GA 3-6025**

**NECESSARY DIGGING**

Dave Owen is not unused to organizational, promotional and fund-raising work. He has been at it since his college days at Bradley University in Peoria, Ill. It was a combination of these abilities that landed him the job as president of that institution in 1946.

Born in Peoria in 1908, the son of college graduates, Dave grew up in comfort, was retiring during his high school days. An avid reader, he was primarily concerned with writing, aspired for a time to be a newspaper man.

At college, Dave popped out of his shell, became a "big man on campus." He was president of the student body, captain of the track team, president of his fraternity, captain of the debate team, a member of four honorary fraternities, worked on the newspaper, acted in school plays and was graduated with honors in 1929.

After that he "knocked around" for a year, spent time in California. He liked it here and his hay fever, a long time problem, hardly bothered him. He was 23 years away from making a permanent home in the west.

Upon his return, Dave took a job teaching at a Peoria high school. ("I looked so young, a lot of people thought I was one of the students.") He stayed there through six depression years during which time he also became a voluntary publicity worker for Bradley and picked up a master's degree from Stanford in educational administration during summer vacations.

In 1936, he was appointed director of public relations at Bradley and immediately set about to strengthen a disorganized alumni. An alumni fund to establish a student union was started and shortly thereafter, an alumni library fund was also inaugurated.

A keen sports fan, Owen reasoned a national power basketball team would enhance the school's reputation and aid organization of the alumni for privately endowed Bradley. He realized that Bradley, located in the middle of basketball crazy down-state Illinois, already had a team capable of knocking over the big time schools, felt the only problem was to get them on the schedule. This he did. Four years after he moved into the post, Bradley was playing a totally major league schedule. Back in Peoria, they still look upon Owen as the man who put Bradley on the map.

As a result of the cage team, powerful alumni clubs were formed all over the nation. The stu-

dent tenure as president, Dave found much satisfaction. But all was not bliss. Dave was unhappily shocked to find out that members of his basketball team were involved in the basketball scandal that rocked the sports world in 1950. It was a severe blow to Dave who took great pride in his team.

In 1952, his fund raising job complete, Dave stepped down from his post. His desire to escape the effects of his acute case of chronic hay fever and his desire to get into chamber of commerce work, led him to California where he landed the job as executive manager for the chamber of commerce serving the greater north Sacramento valley. He stayed there until he came here early this year.

Since his arrival in California, Owen's achievements border on the fantastic. He is one of the best known chamber of commerce men in the state and is a sure shot candidate for the presidency of the California Association of Chamber of Commerce managers for next year and is currently serving as vice president for both the northern and central California Chamber of Commerce Executives' association and the aforementioned managers' association. Custom has it that the vice president of the managers' group accedes to the presidency the following year. He is the only chamber man in the state presently filling two top executive jobs.

While Owen enjoys holding the statewide offices, he is quick to admit his primary concern is with the future of Santa Cruz. What happens here in the next decade, will doubtlessly be influenced by Chamber Manager Dave Owen. The future for Santa Cruz looms as a difficult road of constant change, but because of men like Owen, it looms brightly.

## SHAH VISITS SITE OF IRANIAN QUAKE

Tehran (P). — The Shah of Iran today flew to Kermanshah on a two-day tour of the Sagros Mountain area of west Iran, where 1288 persons were killed in recent earthquakes. The Shah will supervise the start of erecting prefabricated wooden houses for nearly 30,000 homeless.

## WARREN ELECTRIC

**ELECTRICAL WIRING  
HEATING and FIXTURES  
CONTRACTING**

925 Soquel Ave. • GA 3-5954

**Business Property**