

Window Display Contest Feature In Chamber of Commerce Campaign

A window display contest will be one of the features of the chamber of commerce expansion campaign during the week of the intensive membership and budget drive, which opens a week from today, April 6th.

The contest was arranged by the campaign publicity committee, of which Roy Hammond is chairman. Sixteen business concerns already have signified their willingness to enter and a score of others are expected to make their entries this week.

As an added inducement and to arouse interest in the contest, T. J. Larkin, manager of the New Santa Cruz theater, and a member of the publicity committee, has announced that he will award the winner with two passes that will admit the bearers to the best seats in the theater every day for a period of one year. Both of these passes will be awarded as first prize. Figured on a cash basis they represent approximately \$150 in value.

Members of the publicity committee, which is composed of Roy Hammond, chairman; T. J. Larkins, Samuel J. Leask Jr., Jack Doran, James Barrett, E. W. Fields and L. G. Perkins will act as judges.

The judging will be based wholly on the most original idea displayed bearing on the chamber of commerce campaign. It costs nothing to enter and the names of those desiring to participate will be announced each day, if entries are made at the chamber of commerce.

Entries announced yesterday are as follows: Big Basin Realty Co., Wells & Peterson, Rose & Parker, real estate; Schwarzmenn, optician; Blide Electric Co., Cox Electric Co., O. E. Newhall, plumbing; Liberty Fruit Market, Durst tire shop, Orchid Sweet Shop, Abrams' clothing store, Ebert's grocery store, Seaside store, Baldwin Piano Co., Seaside Toggery, Dake Title & Abstract Co., and the chamber of commerce.

The windows are not to be opened for display until next Monday and are to remain on exhibition until the judging has been completed the latter part of the week.

The sixteen captains who will each head a team of six workers in the intensive membership and budget drive of the chamber of commerce campaign were announced yesterday by Majors Frank J. Hoffman and A. J. Marks:

Composing the Gold Division of Major A. J. Marks will be Mavnard Linscott, Elmo Bennett, L. W. Hayes, Mike Leonard, Floyd Rittenhouse, O. W. Ebert, James Jones and L. W. Costello.

The Blue Division commanded by

Major Frank J. Hoffman will include C. E. Fette, J. H. Garrett, George W. Huntoon, Samuel Leask, Jr., R. S. Miller, A. A. Morey, F. C. Royce and L. L. Trumbly.

The majors and captains will meet this afternoon to select the workers that will make up the sixteen teams. A luncheon for the majors, captains and workers will be held Friday noon at the Hotel St. George when the final instructions will be given together with a sales talk. The drive opens a week from this morning. Three hours a day—from nine until 12 o'clock—will be devoted to the active canvass. During the drive a noonday luncheon will be held each day, when the results of the drive will be announced.

Under the direction of the committee on general arrangements and the speakers' committee plans are rapidly nearing completion for the big civic dinner that will be held next Monday night preceding the opening of the drive Tuesday morning.

W. P. Netherton, president of the Farmers & Merchants National Bank, will officiate as toastmaster.

Thomas W. Kelly, of Chico, formerly of Santa Cruz, will tell of the reorganization and expansion campaign recently conducted by the Chico chamber of commerce and of the assistance given by the American City Bureau with directed this drive.

The principal speaker of the evening will be Col. Charles A. Simmons, manager of the western district of the American City Bureau. Col. Simmons, who came to California only recently from the eastern district to take charge of the western district, is considered one of the foremost authorities in the country in chamber of commerce organization work and has had years of experience in this particular line. He will tell of results obtained in previous campaigns he has directed and outline some of the numerous advantages it will give Santa Cruz in paving the way for its future development.