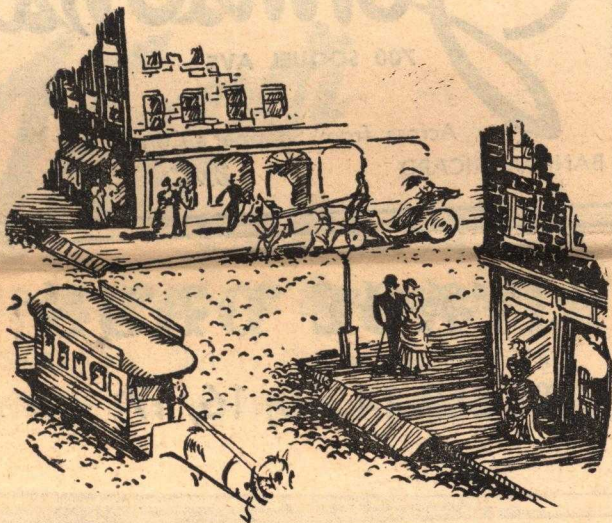


SANTA CRUZ HERITAGE DAYS



**4 BIG DAYS
OCTOBER
14-15-16-17**



LIVE LIKE A MILLIONAIRE

You May Win Many, Many Wonderful Prizes. See The Contest Rules At Right.

SPECIAL SALE PRICES NOW IN EFFECT—SEE INSIDE



JOIN IN HERITAGE DAYS

Support this second year of Heritage Days, an event focusing local, regional and state attention on the history, growth and development of the Santa Cruz area. This event is building for a much larger festival in 1969 when Santa Cruz will celebrate the 200th anniversary of discovery and naming by the Don Gaspar Portola expedition on October 17, 1769.

LIVE LIKE A MILLIONAIRE GET A TICKET AND YOUR CHANCE HERE'S WHAT YOU MAY WIN

- A. Grooming: 1. Man; a. Razor cut, b. Shave & Massage, c. Hair Styling, d. Manicure—Town House Barber Shop, 1390 Pacific Ave.
2. Woman; a. Complete beauty treatment, b. Use of a wig—Wig Shop.
 - B. New 1966 Oldsmobile for one week—Starr Oldsmobile.
 - C. Color TV for one week installed in home—Crown Appliance.
 - D. Dinner out every night. 1. Facelli's. 2. Dream Inn. 3. Babbling Brook. 4. Brookdale Lodge. 5. Riverside. 6. Colonial Inn. 7. Tea Cup.
 - E. Lunch every day. 1. Colonial Inn. 2. Bundox. 3. Adolfs. 4. Pasatiempo Club House. 5. Driftwood. 6. Santa Cruz Hotel. 7. Tureen.
 - F. Golf for two — 18 holes. 1. Pajaro Golf, Watsonville. 2. Pasatiempo Golf
 - G. Bowling for family. 1. Surf Bowl
 - H. Flowers—Ferrari's Florist.
 - I. Flight around Monterey Bay area — Watsonville Sales and Charter Service.
 - J. Show at Circle Star Theater.
 - K. The interest on \$1,000,000 for one day. 1. Wells Fargo. 2. Bank of America. 3. Co. Bank. 4. Salinas Valley. 5. Santa Cruz Savings.
 - L. Fishing Trip for 2. Everything included — Stagnaro.
 - M. Breakfast. 1. Golden West Pancake House. 2. Spivey's, 15th & East Cliff Dr. 3. McIntyre's. 4. Palomar Hotel. 5. Bubble Cake & Pastry Shop. 6. Dream Inn. 7. Exchange Club Breakfast.
- III. DRAWING TO BE HELD ON SATURDAY, OCTOBER 16 AT 20-30 CHICKEN BARBECUE.

SCHEDULE OF EVENTS

MONDAY, OCT. 11—Treasure Hunt starts Historical Display in store windows.
TUESDAY, OCT. 12 — Special newspaper supplement.
WEDNESDAY, OCT. 13—Special Sales Club Promotions.
THURSDAY, OCT. 14—Joint Service Club Luncheon (Riverside Hotel—Noon).
FRIDAY, OCT. 15—Antique Fashion Show and Luncheon (Riverside Hotel — Noon), Square Dance Festival (Civic Auditorium—8:30 p.m.).
SATURDAY, OCT. 16—Antique Flea Market (Redevelopment Park—10:00 a.m.), Pa-

rade (Pacific Ave.—10:30 a.m.), Historical Home Tour (Leaves Seaside Co. parking lot at 11:30 a.m.), Barbecue (Redevelopment Park—Noon).
SUNDAY, OCT. 17 — Pancake Breakfast (Parking lot next to Sentinel building—7:00 a.m.).
SPONSOR, S.C. Jay-C-ettes . . . Downtown Assn.
S. C. Merchants
Goodwill Aux. S. C. Area Assoc. of Square Dancers
Lions Club
YWCA—S. C. Jaycee Native Daughters of Golden West 20-30 Club
Exchange Club

Santa Cruz Jaycees

TICKETS
Sponsoring Clubs
Greater Chamber of Commerce
Office
Pacific Printers
Penney's
YWCA

BOOKS
Bowman-Forgey
Channing Manning Bookstore
Hip Pocket Bookstore
Pacific Printers
Plaza Bookstore

BUTTONS
Kirby Vacuum Cleaners
Pacific Printers
S. C. Art Gallery
YWCA

OR ANY MEMBER OF THE JAYCEE'S