

SACRAMENTO COMMUNITY CENTER AUTHORITY

MEETING - APRIL 19, 1971

SUGGESTED AGENDA:

1. Approve minutes of February 8th.
2. Cash report June 30, 1970 (audit).
3. Presentation of plans and specifications.
4. Committee reports.

MEETING NOTICE

SACRAMENTO COMMUNITY CENTER AUTHORITY

The next meeting of the SACRAMENTO COMMUNITY CENTER
AUTHORITY will be held on Monday, April 19, 1971, at 4:00
o'clock p. m., in the Council Chamber at the City Hall, 915 I
Street, Sacramento, California.

Elmer C. Cleveland
Secretary

April 19, 1971

Mr. Walter Christensen, Chairman
Sacramento Community Center Authority
City Hall
Sacramento, California 95814

Dear Mr. Chairman:

You will recall that at our last meeting, you selected a committee to develop a logo for the Community Center.

Since that time, I have met with Mr. Don Foley, Assistant to the City Manager, Ralph Vitiello of Sacramento Architects Collaborative and have received the advice and counsel of others who have had considerable experience developing a logo for their business concerns.

After considering many possibilities, among which are (1) sponsoring a public art contest to design a logo, (2) commissioning an amateur group or person, or (3) commissioning a professional to design a logo, it is my recommendation that the Community Center proceed with number 3 of the above, i.e., commissioning a professional.

Number 1 of the above has considerable merit in that such an activity could receive widespread publicity and help to let the people of Sacramento know of our desire for community involvement. However, I have chosen number 3 because, in the final analysis, it will allow us maximum flexibility in developing a symbol over a long period of time which will steadfastly convey an image of excellence.

If the Authority accepts this recommendation, I suggest that we begin immediately to select a designer for our logo and enlist his services as soon as possible.

Sincerely,



Al Riolo

\$1,200 Worth Of Prizes

Safety Council Sets Students' Poster Contest

Officials of the Sacramento Safety Council today announced details of their first annual safety poster contest. The event, which is sponsored by The Sacramento Bee, KFBK and KOVR, Channel 13, will offer more than \$1,200 in prizes ranging from AM-FM clock radios, wrist watches, 10-speed bicycles, table stereos, and \$50, \$75 and \$200 savings bonds.

"Safety Is No Accident." Prizes will be awarded in the following grade categories to the contestants who portray or communicate the contest theme most effectively: Kindergarten through 3rd grades; 4th through 6th grades; 7th through 9th grades; and 10th through 12th grades. The school of the first place winner in each category will receive \$100 to be used in a manner

best suited to the school's needs as determined by the school principal.

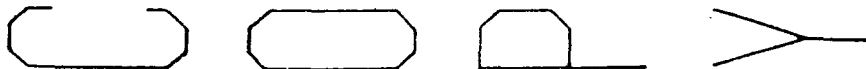
First-place prizes will be handed out at the Sacramento Safety Council's annual awards banquet on May 13. All other awards will be announced the following day in The Sacramento Bee.

There are no limitations on poster size or types of materials that may be used

Initial screening of the entries will be done by local college art students. Final judging will be done by the Art Directors and Artists Club of Sacramento. Only one poster entry per student will be accepted and all entries become the property of the Sacramento Safety Council.

Entries will be accepted from April 1 through April

30 from students of public private or parochial schools. It is suggested that each school establish a poster collection point and then forward the posters to the Sacramento Safety Council at 1926 H St. Posters may also be mailed or delivered by individual entrants to the council office which is open Monday through Friday from 8:30 a.m. until 5 p.m.



FIRST ANNUAL

SAFETY POSTER CONTEST

CONDUCTED BY THE SACRAMENTO SAFETY COUNCIL



SPONSORED BY
THE SACRAMENTO BEE, KFBK AND KOVR CHANNEL 13

MORE THAN \$1,200 IN PRIZES

GRADES K-3rd	GRADES 4th-6th	GRADES 7th-8th	GRADES 10th-12th
<p>1st PRIZE PHONOGRAPH with 2 STORY RECORDS or \$50 BOND</p> <p>2nd PRIZE ELECTRIC LIGHT PEG SET plus SHORT STORY BOOK</p> <p>3rd PRIZE STORY BOOK and RECORD SET</p> <p>4th PRIZE WATER COLOR SET</p> <p>5th-10th PRIZES KALEIDOSCOPE and PLACEMENT RIBBON</p>	<p>1st PRIZE 24" BICYCLE or \$75 BOND</p> <p>2nd PRIZE PORTABLE RADIO</p> <p>3rd PRIZE WRIST WATCH</p> <p>4th PRIZE BEGINNERS ARTIST KIT</p> <p>5th-10th PRIZES KITE with STRING and PLACEMENT RIBBON</p>	<p>1st PRIZE TABLE STEREO with Extending Speakers or \$200 BOND</p> <p>2nd PRIZE 10-SPEED BICYCLE</p> <p>3rd PRIZE AM/FM CLOCK RADIO</p> <p>4th PRIZE WRIST WATCH</p> <p>5th-10th PRIZES WALL POSTER</p>	<p>1st PRIZE TABLE STEREO with Extending Speakers or \$200 BOND</p> <p>2nd PRIZE 10-SPEED BICYCLE</p> <p>3rd PRIZE WRIST WATCH</p> <p>4th PRIZE AM/FM CLOCK RADIO</p> <p>5th-10th PRIZES \$5.00 CASH</p>

Theme: SAFETY IS NO ACCIDENT CONTEST RULES

1. Any Kindergarten through 12th Grade student enrolled in a public, private or parochial school may enter the contest.
2. Prizes will be awarded to the contestants who portray or communicate the theme most effectively.
3. The school of each first place winner will receive \$100 to be used in a manner best suited to the school's needs as determined by the school principal.
4. The four 1st place winners will receive their prizes at the Sacramento Safety Council's annual awards banquet on May 13th. All other winners will be announced the following day in The Sacramento Bee.
5. There are no limitations on poster size or types of material that may be used.
6. Only one poster entry per student will be accepted. All entries will become the property of the Sacramento Safety Council.
7. The following information must be written or printed on the back of each poster submitted:

Student's Name Age

Home Address City

Home Phone Teacher's Name

Grade School

8. Entries will be accepted only from April 1st through April 30th. It is suggested that each school establish a poster collection point. The school will then forward the posters to the Sacramento Safety Council.

Posters may also be mailed or delivered to the Safety Council office at 1926 H St., Sacramento, California; 95814.

The office is open Monday through Friday from 8:30 AM to 5:00 PM.



MARITIME POSTER CONTEST - 1970

REPORT TO SPONSORS

contributors

The American Institute of Marine Underwriters, American Institute of Merchant Shipping, American Maritime Association, Labor-Management Maritime Committee, Lake Carriers' Association, Propeller Club of the United States, Shipbuilders Council of America, Transportation Institute, in cooperation with the Maritime Administration, U.S. Department of Commerce and the Post Office Department.

sponsors



CONGRESSMEN
WHO POSED
WITH POSTERS



Representative Brock Adams (Washington)
Representative Carl Albert (Oklahoma)
Representative J. Glenn Beall, Jr. (Maryland)
Representative William S. Broomfield (Michigan)
Representative Del Clawson (California)
Representative James J. Delaney (New York)
Representative William Jennings Bryan Dorn (S.C.)
Representative O. C. Fisher (Texas)
Representative Edward A. Garmatz (Maryland)
Representative Henry B. Gonzalez (Texas)
Representative Martha W. Griffiths (Michigan)
Representative Seymour Halpern (New York)
Representative Julia Butler Hansen (Washington)
Representative Orval Hansen (Idaho)
Representative W. R. Hull, Jr. (Missouri)
Representative Manuel Lujan, Jr. (New Mexico)
Representative Robert B. Mathias (California)
Representative Lucien N. Nedzi (Michigan)
Representative Edward J. Patten (New Jersey)
Representative J. J. Pickle (Texas)
Representative John J. Rhodes (Arizona)
Representative Paul G. Rogers (Florida)
Representative Benjamin S. Rosenthal (New York)
Representative Richard L. Roudebush (Indiana)
Representative John M. Slack (West Virginia)
Representative Charles E. Wiggins (California)

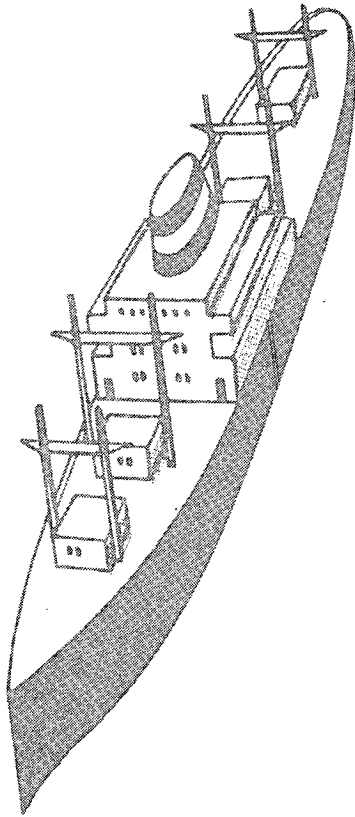
COVER PHOTO

CONGRATULATIONS! Poster Grand Prize Winner Henry Wilamowski, 17, Snyder, New York, is congratulated on receiving a \$500 check from Senate Commerce Committee Chairman Warren G. Magnuson, Senator Charles E. Goodell of New York and Under Secretary of Commerce Rocco C. Siciliano, far right, who presented the check. Henry's poster reproduction appeared on 66,000 mail trucks in May.

MARITIME POSTER CONTEST - 1970

Report to Sponsoring Groups

It was a warm day. The Capitol dome rose majestically against a sea of blue slightly tinged with white ruffled clouds. A group of persons walked arm in arm toward the Capitol steps where the spirited sounds of the Navy Band grew louder and louder with each step. It could have been just any small band of tourists attracted to the noise, wanting to be where the action is. But it wasn't. The party making its way to the steps was a special highly talented group, led by a teenager who was to gain national acclaim that day.



That day was April 30, 1970; the time was late morning; the crowd gathering at the base of the steps was there to honor the National Grand Prize Winner in the 14th Annual Maritime Poster Contest, Henry Wilamowski, 17. His parents, brother Bob, his art teacher, Dr. Victor Lalli, Senator Charles E. Goodell, and Mrs. Richard D. McCarthy, wife of the representative whose district includes Henry's home town, Snyder, near Buffalo, New York, were with him. Senator Goodell, who, along with Henry and Dr. Lalli, had just appeared on television to promote the American Merchant Marine, led the youth to a spot on the Capitol steps where key industry, government and Congressional leaders had gathered to honor the boy.

Henry's enthusiasm was apparent. "This is the greatest day of my life," he said.

There was reason for this. Henry had won over 6,000 other high school students in 44 states to emerge as the Grand Prize Poster Winner. That day, when the Navy Band played, Under Secretary Rocco Siciliano presented him a \$500 check. And there with him when his poster was unveiled and to speak in support of the American Merchant Marine were such men as Chairman Warren G. Magnuson of the Senate Commerce Committee, Chairman

Edward A. Garmatz of the House Merchant Marine and Fisheries Committee, Representative William S. Mailliard, Maritime Administrator Andrew E. Gibson, Assistant Postmaster General Harold Faught, FMC Commissioners, and MSC, Coast Guard and maritime labor and management officials. After the ceremony, as a limousine sped him to a Propeller Club luncheon in his honor, and mail trucks passed displaying reproductions of his poster, Henry said: "I guess I'm the luckiest guy in the world today."

This reflection on Poster Ceremony Day 1970 is a mere reminder of possibly the "greatest show on earth" for teenagers in terms of money spent. As one public relations and advertising agency president has said: "The varied promotional value the industry gets from the contest throughout the year is worth a million dollars." Yet, the contest, in a year of inflated dollars, was run for about \$25,000 and provided this kind of impact:

1. NATIONAL PUBLICITY: Over 1,700 newspapers carried pictures and articles as a result of MARAD-distributed publicity packages sent to 3,500 mayors and postmasters. Some 8,000 news clippings were collected. Also radio and TV coverage. And, 46 State governors and territorial governors of Guam, Puerto Rico, the Virgin Islands and American Samoa issued Maritime Day Proclamations placing emphasis on poster theme, "American Shipping--Partner in Progress."

2. MAIL TRUCK EXPOSURE: Nearly 66,000 mail trucks in major cities displayed poster in May.

3. CONGRESSIONAL PARTICIPATION: In addition to Capitol Steps participation, Congressmen from 18 states posed with posters of student constituents who had won regional, second and third place awards. Releases prepared by the Poster Committee, along with Congressional pictures were sent to over 300 newspapers.

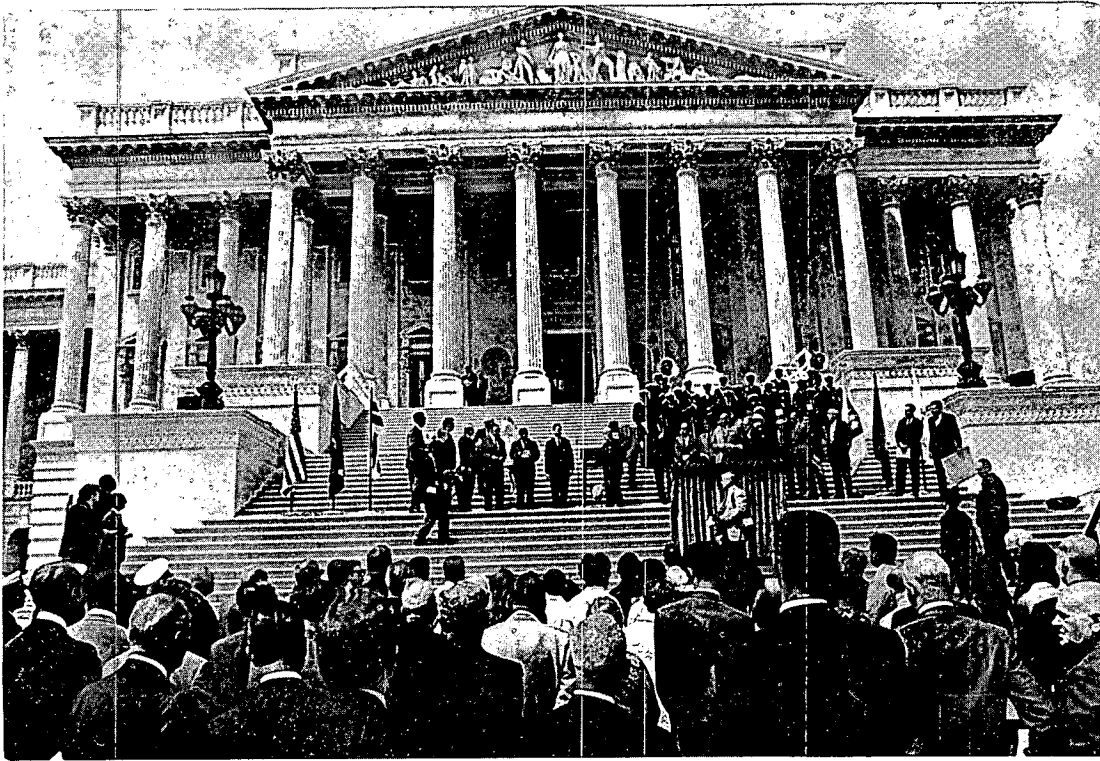
4. YEAR AROUND MILEAGE: Advertising campaign conducted by industry, in co-operation with Scholastic Magazines, covered 20,000 high schools. Total circulation of three ads was 8,400,000 with a readership exceeding 17,000,000 representing coverage of about 85% of the high schools in the country. Forty-five winners shared \$1,600 in prize money.

The contest represents a successful joint effort in public relations by maritime management and labor with government to promote the American Merchant Marine. The payoff is great. As Under Secretary of Commerce Rocco C. Siciliano said on the Capitol steps: "How many people on the street are aware of the fact that much of our industrial power is based on foreign trade, and that a large part of this trade is carried in ships? The future well-being of all of us is closely linked with our future at sea. The Maritime Day Poster Contest was designed to remind Americans of this fact...to call to their attention what the American Merchant Marine means to our Nation. American shipping is truly our partner in progress."

Submitted by:

Meredith S. Buel (AIMS)
Member, National Maritime
Poster Committee

A MOMENT OF TRIUMPH . . .



IN HONOR OF YOUTH -- Host of Congressional, government agency and maritime labor and management officials, as well as tourists, gather on Capitol steps to honor Henry Wilamowski, 17, Snyder, New York, whose grand prize winning poster is titled, "American Shipping--Partner in Progress."



DAY OF VICTORY -- Henry and the American Merchant Marine had such a day on April 30 when Henry won over 6,000 high school students in 44 states. Left to right are AIMS President James J. Reynolds; Dr. Victor R. Lalli, Amherst Central Senior High School art teacher; Henry Wilamowski; Senator Charles E. Goodell of New York; Under Secretary of Commerce Rocco C. Siciliano; Henry's brother Bob; parents, Mr. and Mrs. Wilamowski, and Maritime Administrator Andrew E. Gibson.

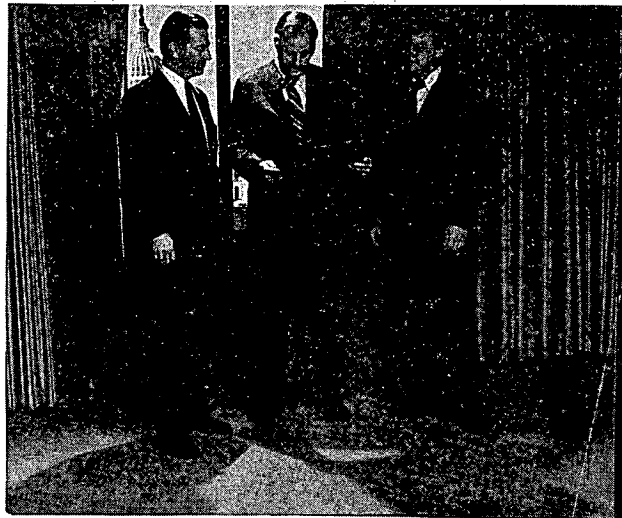
CAPITOL HILL SOJOURN



FIRST STOP ON HILL -- Finer points of creative art work are explained by Henry to Mrs. Richard D. McCarthy, wife of the Representative representing the winner's district.



PICTURESQUE PARTNERS -- American shipping and the Capitol, both vital partners in America's past, present and future, are in artistic display before Henry and his party head for the Old Senate Office Building.



'STANDBY!' -- Several TV tapes, distributed widely, promoted the poster contest, Maritime Day and the importance of U.S.-flag shipping to commerce and defense.

CAPITOL HILL SOJOURN CONTINUED



Maritime Administrator Andrew Gibson kicks off activities as Master of Ceremonies.



UNVEILING -- Under Secretary of Commerce Siciliano draws the string as Henry and Assistant Postmaster General Harold Faught look on.



66,000 MAIL TRUCKS -- Rolling Proof That American Shipping Is a Partner in Progress. Postal trucks in all major coastal and inland cities display poster month of May.

'GREATEST DAY OF MY LIFE' -- Henry summed up April 30 activities in that way at Washington Propeller Club luncheon in his honor.



GOVERNMENT

UNDER SECRETARY OF COM-
MERCE ROCCO C. SICILIANO

'How many people on the street out there are aware of the fact that much of our industrial power is based on foreign trade, and that a large part of this trade is carried in ships? The future well-being of all of us is closely linked with our future at sea. The Maritime Day Poster Contest was designed to remind Americans of this fact...to call to their attention what the American Merchant Marine means to our Nation.'

"STEPS RING OUT"

IN SUPPORT OF

U. S. SHIPPING



INDUSTRY

SHIPBUILDERS COUNCIL OF
AMERICA PRESIDENT EDWIN M.
HOOD

'History suggests that the nation which builds the ships, carries the cargoes, collects the revenues therefrom and keeps the seelanes open for commerce, has generally been internationally influential and economically affluent. Truly, American shipping is a vital partner in the progress and well-being of our Nation.'



Congressmen Pose With POSTER



REPRESENTATIVE HENRY B. GONZALEZ
SAN ANTONIO, TEXAS



REPRESENTATIVE O. CLARK FISHER
SAN ANGELO, TEXAS



REPRESENTATIVE BROCK ADAMS
SEATTLE, WASHINGTON



REPRESENTATIVE SEYMOUR HALPERN
JAMAICA, NEW YORK



REPRESENTATIVE CARL ALBERT
McALESTER, OKLAHOMA

CONGRESS PAYS TRIBUTE TO AMERICAN YOUTH



REPRESENTATIVE MARTHA W. GRIFFITHS
DETROIT, MICHIGAN

AMERICAN SHIPS
PARTNERS
IN
PROGRESS

MORE PROUD CONGRESSMEN



REPRESENTATIVE EDWARD A. GARMATZ
BALTIMORE, MARYLAND



REPRESENTATIVE PAUL G. ROGERS
WEST PALM BEACH, FLORIDA



REPRESENTATIVE BENJAMIN S. ROSENTHAL
LONG ISLAND, NEW YORK



REPRESENTATIVE EDWARD J. PATTEN
PERTH AMBOY, NEW JERSEY

U.S. MERCHANT MARINE CHAMPIONS

Through the years the National Maritime Poster Contest has been enthusiastically supported by key Senators, Representatives and other government officials in Washington. Here in these photographs are men who "take to the steps"--not only to speak out for American-flag shipping and shipbuilding but to honor the youth of the country--100,000 strong in the last decade--who have entered the Poster Contest. For this, we salute the men on this page--Senator Warren G. Magnuson, Chairman, Senate Committee on Commerce; Senator Charles E. Goodell, New York; Representative Edward A. Garmatz, Chairman, House Merchant Marine and Fisheries Committee; Vice-Chairman James F. Fansen, FMC, and Harold Faught, Assistant Postmaster General.



JAMES F. FANSEEN
VICE-CHAIRMAN, FMC

National Maritime Poster Committee



SEN. CHAS. E. GOODELL



HAROLD FAUGHT
ASSISTANT POSTMASTER GENERAL



REP. EDW. A. GARMATZ



SEN. WARREN G. MAGNUSON

JUDGES SELECT FINAL POSTER



JUDGING--A TOUGH DECISION

Four finalists out of thousands entered by high school students were selected for final judging by industry and government officials during a New York Maritime Poster Luncheon. Scholastic Magazines' Clayton C. Westland, center, holds a poster that gets close scrutiny by judges while below, Miss Maritime Day of Houston admires the poster of Carlos Ayaia of San Antonio, winner of a \$100 Southern Regional prize.



FROM THE GRAB BAG



City of Cleveland

PROCLAMATION

By the Mayor of the City of Cleveland, Ohio
Designating Friday May 22, 1970, as
"NATIONAL MARITIME DAY, 1970"

WHEREAS, in recognition of the importance of our Merchant Marine to our economy and our national security, the Congress of the United States in 1933 set aside May 22 of each year as National Maritime Day and requested the President to issue annually a Proclamation for the observance of that day; and

WHEREAS, the modern American-flag merchant shipping industry is most important to our economy and our national security, the Congress of the United States in 1933 set aside May 22 of each year as National Maritime Day and requested the President to issue annually a Proclamation for the observance of that day; and

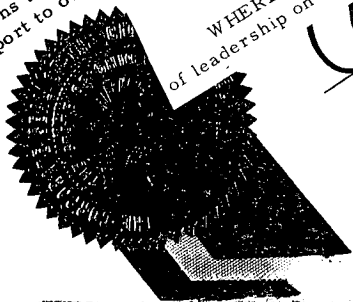
Proclamation

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WHEREAS, these American merchant ships are essential parts of our economic and defense systems, and reminders to us and to the world of our heritage as a sea-going people;

WHEREAS, the restoration of our merchant fleet to a position of leadership on the world's oceans is one of our most urgent tasks; and

WHEREAS, the restoration of our merchant fleet to a position of leadership on the world's oceans is one of our most urgent tasks; and



James M. Hayes
MAYOR



OFFICE OF THE MAYOR
CITY OF CHICAGO

PROCLAMATION

industry is most important

XXXXXXXXXXXXXXXXXXXX
MAYOR



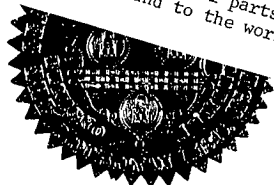
GITY OF PITTSBURGH

PROCLAMATION



Proclamation

WHEREAS, the restoration of our merchant fleet to a position of leadership on the world's oceans is one of our most urgent tasks; and





Maritime honor

To increase public awareness of the importance of the American Merchant Marine, Mayor Jerome Markovits and George Ellison, president of the National

Letter Carriers Branch 526, affix a proclaiming May 22 as National Maritime Day to one of the post office trucks. -- The Record photo

Maritime Day Poster Returns to Post Office

President Nixon's plans for restoring the U.S. Merchant Marine to a first class position among world fleets is the theme of ceremonies today in National City. Postmaster Solomon G. Alvarez placed the National Maritime Day Poster on a local mail truck. The poster, bearing the message "American Shipping — Partner in Progress," was the winning design in a contest among high school students. It will be displayed on all mail trucks throughout the county during the month of May. National Maritime Day falls May 22, commemorating the sailing of the SS Savannah, the first steamship to cross the ocean.



JOIN FORCES. President Nixon's plans for restoring the U.S. Merchant Marine to a first class position among world fleets was the theme of ceremonies on Friday in which the Post Office will participate by placing posters on mail trucks advertising National Maritime Day. Mayor

Mrs. Ruth Broughton, Upper ship administrator, assists Postmaster Hynek in placing poster on truck. McConnell, assistant postmaster Paul Murphy, driver, at right, looks on.



Merchant Marine Month Observed

Mayor John Gilmour (right) watches Postmaster Howard Haas and Miss New Jersey, Cheryl Christine Carter attach a poster which will be carried by mail trucks throughout May to honor American Shipping. May 22 is Maritime Day.



MARITIME HONORED: Mayor John Gilmour (right) watches Postmaster Howard Haas and Miss New Jersey, Cheryl Christine Carter attach a poster which will be carried by mail trucks throughout May to honor American Shipping. May 22 is Maritime Day.

BATSON & JOHNSON ADMIRE WINNING MARIT



SEATTLE — Batson and Johnson in action! Sounds like a winning National Maritime Week post sponsoring Propeller Club of the U. S. It was created by Hen Central High School, Snyder, N. Y., and will be displayed across on all mail trucks. Batson and Johnson both serving on the Seattle committee are busy doling up the town with things maritime celebration and observance of National Maritime Day. Staff photo

May is Merchant Marine month

Mail trucks this month will be displaying posters calling attention to the American Merchant Marine.

Restoration of U.S. Merchant Marine To 'First-Class Position' President's Aim

April 29, 1970

Amherst Senior Wins Grand Prize In Poster Contest

Buffalo Evening News Bureau
WASHINGTON, April 29 — An Amherst Central Senior Tuesday was named grand-prize winner in the 14th annual National Maritime Poster contest.

He is Henry G. Wilamowski, 17, son of Mr. and Mrs. George Wilamowski, 224 Walton Dr., Snyder.

The award, a \$500 check, will be presented on the steps of the Capitol tomorrow morning by Rocco C. Siciliano, undersecretary of commerce.

Another Amherst Central student, Robert C. Steck of 130 Mt. Vernon Rd., Snyder, was among 44 other prize winners. A third-place winner, he receives \$10.

The first-prize poster, depicting the bridge and red-white-blue stack of a seagull vessel with the theme "American Shipping Partner in Progress," will be displayed on more than 55,000 mail delivery trucks during the month of May.

Award winning poster is drawn in three colors



Henry Wilamowski ... winner

Dr. Victor R. Lalli ... teacher

Amherst Senior Wins Poster Contest, \$500

Courier-Express Washington Bureau

WASHINGTON—Henry G. Wilamowski, a senior at Amherst Central High School, Amherst, N.Y., was honored on the U.S. Capitol steps Thursday as the 1970 winner of the National Maritime Poster Contest.

Henry was accompanied by his parents, Mr. and Mrs. George Wilamowski of 224 Walton Dr., Amherst, and his art teacher, Dr. Victor Lalli.

The winning poster, chosen from a field of more than 60,000 entries, illustrates the "American Shipping Partner in Progress."

The contest is sponsored each year by the shipping industry and the National Maritime Administration in cooperation with the Post Office Department.

The contest is open to all students in the United States and is held annually in May.

The winning poster, chosen from a field of more than 60,000 entries, illustrates the "American Shipping Partner in Progress."

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Local Leaders To Back Nixon's "Maritime Day"

President Nixon's plans for restoring the U.S. Merchant Marine to a first class position among world fleets was the theme of ceremonies today in which Mayor Arvin Schrank, Postmaster Irv Rosenberg, and County Board Chairman, Al Voy placed the National Maritime Day poster on a local mail truck.

The poster, bearing the message "American Shipping — Partner in Progress" was the winning design in a contest among high school students. It will be displayed on all mail trucks throughout the county during the month of May. National Maritime Day falls on May 22.



HONORING MARITIME
Maynard Pelton was joined by Mayor Arvin Schrank, Postmaster Irv Rosenberg, and County Board Chairman, Al Voy in placing the National Maritime Day poster on a local mail truck.

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At left, "Doc" Lalli plots strategy with Maritime winner Henry Wilamowski as his assistant at right, Mrs. Nancy Adriance, shows pleasure with AAA winner Tracey Jung's work.

Maritime Poster Put On All Mail Trucks In County

President Nixon's plans for restoring the U.S. Merchant Marine to a first class position among world fleets was the theme of ceremonies today in which Medina Postmaster Maynard Pelton placed the National Maritime Day poster on a local mail truck.

The poster, bearing the message "American Shipping — Partner in Progress" was the winning design in a contest among high school students. It will be displayed on all mail trucks throughout the county during the month of May.

Postoffice Publicizes Maritime Day May 22

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Maritime Day Is Noted on Posters

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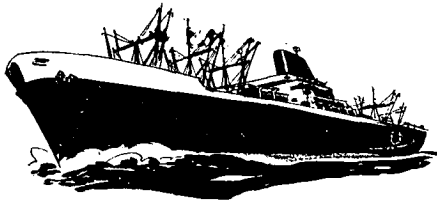
The contest is sponsored each year by the shipping industry and the National Maritime Administration in cooperation with the Post Office Department.

Our partners carrying raw materials manufactured

ADVERTISING CAMPAIGN

Advertising for the contest consisted of four ads created by Scholastic Magazines. Announcement ad ran in September 29 issue followed by ads in the October 27 and January 5 issues. The ad listing the winners appeared in our annual Awards Issue on May 11. Scholastic contributed the space costs for January 5 and May 11 issues.

Total circulation of the three ads was 8,400,000 with a readership exceeding 17,000,000. This represents a coverage of approximately 85% of schools in country.



PROMOTION

To alert art teachers to the contest we sent a reprint of the announcement ad, together with a short note, to 20,000 high schools addressed to "Head of Art Department."

Scholastic also mailed the Information Kit consisting of literature furnished by companies to over 750 teachers and students who specifically requested the material.

At the conclusion of 1970 Contest, Scholastic mailed letter of thanks to all participants. The Merchant Marine Contest is one of the few competitions that recognizes the losers, and it undoubtedly serves a fine public relations value.



CONTEST RESULTS

The 1970 Contest drew 1,168 final entries. Based on our experience as sponsors of Scholastic Awards contests, we would estimate that over 6,000 posters were designed for the 1970 contest.

This year entries were received from 46 states. In the final list of winners, there are representatives from 19 states.

TREASURER'S REPORT

The financial state of the program has reached a perilous level this Contest year. At the time of this report expenses exceed contributions of the eight co-sponsors together with the credit balance carried forward from previous Contests, by \$2,100.

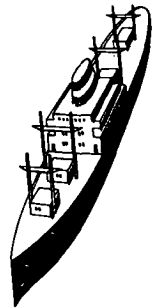
The funding of this Contest was nearly \$1900 less than the average of the last 3 years, hence a strong effort was made to curtail expenses. However, an increase of \$1700 in costs of printing posters required for postal display produced an overrun which could not be offset by the economies.

The waiving by the Contests' promoter (Scholastic Magazines) of nearly 20% of its fee has enabled the program to meet its current indebtedness. However an unbudgeted liability of approximately \$1000 exists for publicity services rendered during the last two Contests.

While the final financial picture is not in full true focus at this date, nevertheless it is clear that additional funds will need to be found to offer the Contest in the years ahead.

JOHN C. HERMAN

Contest Treasurer
American Institute of
Marine Underwriters



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