

Prizes are Awarded in Food Show Display Contest

IT WASN'T easy. Picking prize winners in a display contest never is. But after a long session of argument and counter-argument, the judges in the grocer's Food Show Display Contest named four prize winners.

To Dominick Cirincione, 5420 Mission street, they awarded the first prize of \$25.00. To the 22nd & Irving Market, 22nd and Irving streets, of which Steve Re is manager, they awarded the second prize of \$15.00. Third prize of \$10.00 was awarded to John Icardi, 301 Brazil street. A fourth prize of \$5.00 goes to the H. & L. Grocery, 3698 - 20th street, of which Henricks and Loshuertos are the proprietors.

In awarding first prize to Mr. Cirincione the judges based their decision on the fact that his display observed the two cardinal rules of the contest, namely: That products be used that were exhibited at the Food Show, and that the display focus attention on the dates and place of the event. Mr. Cirincione's display featured practically every product exhibit at the show. A banner type poster clearly indicated the connection between the products displayed and the Food Show, and featured, as well, the dates of the show. The display was a miniature Food Show in itself, and for its execution Mr. Cirincione well deserves the first prize.

The second prize display, smaller in scale, observed the first two rules of the contest with equal fidelity. The products used were grouped and arranged in the window to achieve a pleasing effect and composition. From each product or group of products shown streamers led to the official Food Show window posters—a device that established the connection between the display and the show in the Civic Auditorium and also served to publicize the magic show, gate prizes and other features of the event.

To make his point John Icardi, third prize winner, used the always reliable device of a mass display, featuring canned goods, cracker and cookie products displayed at the show. The fourth prize display of Henricks and Loshuertos was the only display entered built around a single product, Chateau Ville Wines. Recreating the atmosphere and long history of wine and its lore, the display was an excellent example of how these factors can be utilized to capture public interest and translate it into sales.



1st Prize—
Dom's Market,
D. Cirincione,
5420 Mission Street



2nd Prize—
22nd and Irving Market,
22nd and Irving Streets



3rd Prize—
John Icardi,
301 Brazil Street



4th Prize—
H. & L. Grocery,
20th and Guerrero streets