

THE CO-OPERATIVE UNION  
LIMITED

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EIGHTH NATIONAL  
CO-OPERATIVE  
PROPAGANDA  
CAMPAIGN  
1935

*Regulations for  
Shop Window Display  
Competition*

MANCHESTER, 4:  
PUBLISHED BY THE CO-OPERATIVE UNION LIMITED,  
HOLYOAKE HOUSE, HANOVER STREET

# REGULATIONS FOR SHOP WINDOW DISPLAY COMPETITION

1. The competition will be open to co-operative societies in England and Wales only.

NOTE: This limitation is necessary because the Scottish societies are dealt with by their own national committee.

2. For the purposes of the competition England and Wales will be divided into four divisions, in which the respective societies will be grouped, viz. :—

Section 1. Northern and North-Eastern.

Section 2. North-Western.

Section 3. Midland and Southern.

Section 4. South-Western and Western.

NOTE: These are, of course, the sections of the Co-operative Union.

For the purpose of classification, entries will be divided into eight classes, viz. :—

(1) Grocery.

(2) Provisions.

(3) Boots and Shoes.

(4) Drapery (Ladies' Wear) and Drapery Furnishings.

(5) Tailoring and Men's Outfitting.

(6) Butchery.

(7) Miscellaneous. Edible Commodities (*e.g.*, Fish, Fruit, Confectionery, Dairy Produce).

(8) All Other Displays.

3. The windows will be judged from photographs, which should be from direct negatives of full-plate size (viz.,  $8\frac{1}{2}$  by  $6\frac{1}{2}$  inches), or other reduced or enlarged to this size. Photographs which break this rule will be disqualified. The cost of the photographs must be borne by the competitors.

4. The class for which the entries are submitted (*e.g.*, Grocery, Provisions, Boots and Shoes, &c.) should be written on the back of the photograph.

5. Each window dressed for the competition *must display prominently one of the special window slips*, worded "National Co-operative Propaganda Campaign Window Display Competition." Copies of this window slip can be obtained free of charge from the Co-operative Union Limited, Holyoake House, Hanover Street, Manchester, 4.

6. Each competing window must be dressed exclusively by goods produced by the C.W.S. and/or with goods packed for or by the C.W.S. and bearing a C.W.S. label. In the case of butchery windows, the meats, &c., displayed must be purchased from or through the C.W.S., but societies having their own making-up departments may utilise their products in the displays.

7. Points will be awarded to window displays in which the prices of goods are clearly marked and to the selling appeal of descriptive window, show, and other cards used.

8. All the photographs entered for the competition must be forwarded to the Co-operative Union Limited, Holyoake House, Hanover Street, Manchester, 4, not later than Saturday, February 23rd, 1935.

9. The cover of the photographs should be plainly marked "Window Display Competition." The name and address of the society should be enclosed with the photographs on a separate slip of paper.

10. The judges will be appointed by the National Co-operative Managers' Association, whose decision will be published immediately after their report has been submitted to the C.W.S. Competitors who wish their photographs to be returned must send an addressed label and stamps for this purpose.

**11. In the case of butchery displays, the meat must have been purchased from or through the C.W.S., and a statement certifying this and signed by the society's manager or other responsible official must accompany all photographs in the Butchery Class.**

# PRIZES

The following prizes will be awarded in each of the four divisions—

| GROCERY CLASS—     | £ | s. | d. |
|--------------------|---|----|----|
| First Prize .....  | 5 | 0  | 0  |
| Second Prize ..... | 4 | 0  | 0  |
| Third Prize .....  | 3 | 0  | 0  |
| Fourth Prize ..... | 2 | 0  | 0  |

## PROVISIONS CLASS—

|                    |   |   |   |
|--------------------|---|---|---|
| First Prize .....  | 5 | 0 | 0 |
| Second Prize ..... | 4 | 0 | 0 |

## DRAPERY (LADIES' WEAR) CLASS—

|                    |   |   |   |
|--------------------|---|---|---|
| First Prize .....  | 5 | 0 | 0 |
| Second Prize ..... | 4 | 0 | 0 |
| Third Prize .....  | 3 | 0 | 0 |

## ALL OTHER CLASSES—

|                    |   |   |   |
|--------------------|---|---|---|
| First Prize .....  | 5 | 0 | 0 |
| Second Prize ..... | 4 | 0 | 0 |

FIFTY CONSOLATION PRIZES of the value of £1 each may be awarded at the discretion of the judges.

While the judges will adhere as far as possible to the above schedule of prizes, they are empowered to withhold any prizes from any particular division or class in which the entries, either in quantity or quality, do not justify the full awards.