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ROBT. C. PEGUES  
CHIEF OF ADMINISTRATION

**COMMISSION GOVERNMENT**  
DEPARTMENT OF PUBLIC WORKS  
MEMPHIS, TENN.

October 25, 1956

Dear Friends:

Again it is time to plan for Christmas Lighting in Memphis and we hope you will accept our invitation to "MAKE MEMPHIS SHINE AT CHRISTMASTIME".

Let every home and building in our city give some outward expression in lights of the inner love, peace and goodwill among us. Let us share our joy in this season with others.

Won't you enter the 1956 Christmas Lighting Contest? Read the enclosed entry blank carefully and check the designated classification in which you are interested. Mail your entry blank early. Additional blanks may be secured by calling City Beautiful Commission, JA 5-0519 and asking that they be mailed to you.

Urge your friends to honor the Christmas Season with a beacon of joyful lights.

The lighting may be simple or elaborate. The display will be judged, however, on its beauty and its expression of the Christmas spirit.

Let us remember that in celebrating the true Christmas Season we are enriching our lives and the lives of others.

The Contest will be co-sponsored by the Commercial Appeal and the City Beautiful Commission.

Sincerely,

Christmas Lighting Committee:

Mrs. Paul T. Gillespie, Chairman

Mrs. Charles C. Gerber

Mrs. Jack Goldsmith

Commissioners of the Board

CCG-aw

RULES  
1956 OUTDOOR  
CHRISTMAS LIGHTING  
CONTEST

(White Division)

SPONSORED BY:

The Commercial Appeal and  
City Beautiful Commission

Entries *must* be postmarked no later than midnight,  
Wednesday, December 12, 1956.

Entry blanks may be secured at City Beautiful Office,  
247 Washington, or call JA 5-0519.

- (1) All entrants *must* reside within the city limits.
- (2) Each contestant may enter only one Division (Community and Street Division excluded).
- (3) Lights *must* burn between 7 and 10 P.M., December 16-30 inclusive. Lights *must* be kept on nightly the entire contest period.
- (4) Photographs will be taken of winners.
- (5) Winners will be announced in the Commercial Appeal and prizes awarded at the January meeting of the City Beautiful Commission.
- (6) Judging in all Divisions will be based on:

Theme and Originality	50%
General Appearance	25%
Effectiveness of Lighting	25%

(Spot or otherwise)  
Judging will be based on attractiveness of each item of percentage listed above.
- (7) All homes and businesses entering the contest must have numbers readable from the street at night.
- (8) Scoring will include outdoor decorations only. Indoor decorations will not count even if visible from the street.

## DIVISIONAL RULES

### RESIDENTIAL DIVISION:

- (1) The house entered *must* be the place of residence of the person signing the blank.

### DOORWAY DIVISION:

- (1) The decorated Doorway *must* be the one leading into the place of abode.
- (2) Commercial firms, Clubs, Churches and Institutions are not eligible to enter this Division.

### CLUBS, CHURCHES AND INSTITUTIONS DIVISION:

- (1) Any established group having a Clubhouse, Church or Institution building which they can decorate, is eligible to enter this Division.

### COMMUNITIES AND/OR STREETS DIVISION:

- (1) More than one street in any given area composes a community.
- (2) The boundaries of a community must be clearly defined on the entry blank. (If extra space is needed, use the back of the blank.)
- (3) A Street includes a minimum of one block.
- (4) The name of the Street and boundaries must be clearly defined.
- (5) Each house within the defined area must be lighted or points will be taken off accordingly.
- (6) The name of both the community and/or street representative sending in the blank must be included.
- (7) Only one entry blank is needed for each community or street entered. It is not necessary for each resident within the defined area to send in an entry blank. However, every person within the area may enter the contest under any other one division by filling out a separate blank.

### COMMERCIAL AND/OR INDUSTRIAL DIVISION:

- (1) All business establishments are eligible to enter this Division.
- (2) The name of the firm and the representative filling in the blank should appear clearly.

## PRIZES

The Commercial Appeal, the City Beautiful Commission and WMCT will award Savings Bonds and Cash in the five Divisions—no more than three prizes in any Division.

*"MAKE MEMPHIS SHINE AT CHRISTMASTIME"*