

# Word Confusion

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## Santa Cruz 'Undesirables'

From Our Correspondent

### Santa Cruz

A report commissioned by the Santa Cruz Board of Supervisors on the "undesirable transient element" here has suggested that the community actually wanted a study on longhaired hippies who are sponging off welfare and living communally, among other things.

Actually, the report stated, the community identifies as being in the "undesirable transient element" many people not traditionally undesirable nor particularly transient.

In fact, Peter B. Weiser suggested yesterday, the problem may be little more than what people are fond of calling a generation gap.

Weiser, president of Environmental Operations Re-

search in Los Gatos, was charged by the supervisors last October to use systems analysis to define the problem of what the board called the "undesirable transient element."

He soon found out, the report indicated, that the community used "undesirable transient element" as a euphemism—possibly identifying with it a native son who has long hair, while excluding from it a crew cut murderer from out of town.

Actually, the report said, interviews with county officials and studies of citizens' complaints soon led to dropping such traditional undesirable types as thieves, murderers and speeders from the study.

"From information at hand," the report said, "it is evident that the longhaired group is the seat of agitation

of the community."

This in turn caused Weiser to include in the undesirable category such types as welfare cases and university students, while including in the transient group traditionally welcomed types such as out-of-season renters and campers.

A major problem, the report suggested, is the growing number of young people entering the county to encounter the older people — and in 1965, the report said, the population level of people over 65 was twice that of the state as a whole.

Young people, the report said, were attracted by the county's climate, beauty and nearness to San Francisco, among other things.

"But the community, unknowingly, as them," the report noted. "By publicity in

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all of the media, this county and some of its industry have advertised the unquestioned charms of Santa Cruz county and literally begged everyone to come and enjoy.

"The long haired people, desirable and undesirable, are part of that population. They took the invitation."

Weiser had no figures on the influx of young people to the county but suggested it had increased in the past few years.

## FIRES

His report concluded, among other things, that:

- The undesirable transient element is between 5 and 7 per cent of the county population and "appears to contribute more than its population warrants to problems involving welfare, drugs (marijuana, mostly), housing, forest fires, misdemeanor infractions and health problems."

- Although evidence is incomplete, "indications are that the undesirable group does not contribute any more to the (major) crime problem than any other segment of the county."

- "It appears that the tensions and emotions of the community are maintained at relatively high levels. Any incident (between young and older people), valid or not, can develop regrettable incidents."

## HOSTEL

Weiser called for more study into the situation and said increased joint, young-old activities such as organizing youth hostel, cleanup projects and environmental work might help matters.

The supervisors received his report without formal comment yesterday and set

it over for hearing February 11. But there was some rumbling, an official said, that the report was not altogether "acceptable."

Weiser received \$500 for his three-month project but said it cost him much more. He said he wanted to do it "to identify the problem for the people."

## The Image Problems of Fish, Chips

London

'The purveyors of fish and chips are being warned they must smarten up if they want to keep going.

Generations of Englishmen have staved off evening hunger by wandering about eating fried fish and potatoes out of a wrapping made of newspapers. Now other attractions, such as hamburgers and take-away packages of Chinese food, are competing.

In addition, there are cries about hygiene.

Tony Williams, chief of Associated Fishers' catering division, says in the Fish Industry Review: "The industry must shed its fish and soggy chips in newsspaper age if it is to survive. We must compete for our share of the housewife's purse today and much more in the future. We must persuade her to prefer fish and chips to whatever else is potentially on her menu."

Associated Press