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No More Hearings On One-Way Streets, Council Tells Foes

By Jack Rannells

A small, bristling mad group of Santa Cruz businessmen was told last night it will take a petition of considerable proportions to force city council review of the one-way street program before a "reasonable" trial period is up.

Mayor John Daly, in a statement to The Sentinel today, said that further protest actions will have to be "well documented and substantiated before the council would seriously consider scheduling another hearing."

No definite plans for a petition have been made by the protestants, who fear the one-way "experiment" will be fatal to their businesses.

"From the attitude of the council last night, I don't think that a petition would do any good," Pat Freeman, former mayor and councilman, told The Sentinel this morning.

"We haven't made any definite plans, but we haven't quit," said Freeman, who terms the one-way loop on Pacific and Front "the most perfect example of administrative malpractice I've ever seen."

The one-way pattern — southbound on Pacific, northbound on Front — was initiated June 19 for a six-month trial period. It was approved by the council, following a lengthy public hearing, as the first stage of a program to clear up traffic congestion in the downtown shopping district.

For the second consecutive meeting, the unscheduled one-way street issue was put to the council by auto dealer Bert Holland.

Councilmen were openly perturbed.

Holland said his business at 325 Front street is down \$1200 for the month. This is due to the increased speed of traffic, he asserted. The firm might bankrupt before the trial period is run, he said.

Mayor Daly, stating the sympathetic yet hardnosed council policy, retorted:

"We are concerned about your business. But the council also is concerned about 2500 other businesses in town.

"We have talked with other businessmen. Everyone seems to agree that three months is a reasonable trial. The fact that you're going to go bankrupt isn't going to make us change our minds. We have to go ahead with what we think is best."

Freeman, his voice quaking with emotion, told the council business at his Big Tree pharmacy, 811 Pacific avenue, is off 55 per cent in the month since the pattern was initiated.

He feels this is due to the southbound flow on Pacific, which erases his historic advantage of being the first drug store for persons coming from the beach.

"I'm losing money every day I keep the store open," Freeman said. He questioned his ability to do this for another three months.

Freeman pointedly asked Councilman Paul Forgey how he would react if his business had shown a similar drop. "Would you be willing to wait six months to see

if you go bankrupt?" he said.

Forgey said Freeman is the only businessman he has found on Pacific avenue who is against the streets. "Business up town has increased," Forgey said.

Freeman said a poll of customers showed that 85 per cent opposed the new pattern.

Warren Head, manager of Van's market, 611 Front street, said a two-week poll there showed 95 per cent against, 5 per cent for.

"I don't know who is for it and who started it, but it is hurting Front street. My customers are down. My dollars and cents are down," Head said.

Louis Maycrink, another Front street auto dealer, and Chester Smith, owner of Santa Cruz Transit company, were other protestants.

Councilman Ted Foster took exception to the expressed opinion of the other councilmen. "I don't want to see anyone go bankrupt, particularly if we are going to return to the old pattern anyway," he said, probing for a way to set a rehearing.

Mayor Daly said this morning he feels that "to date all indications point to the fact that the conversion will be successful and will contribute greatly to the economic welfare of the downtown area."

"Any evidence to the contrary will have to be submitted, well-documented and substantiated before the city council would seriously consider scheduling another hearing."

Board To Review Planning Budget

The bulging county planning department budget will be up for review by the board of supervisors tomorrow at 2 p.m. and the session looks to be one of the hottest of the final budget hearings.

The preliminary budget for the department is \$92,305. The department had requested \$102,861 — almost exactly double last year's \$51,996 figure.

Supervisors may tear into the planning budget with both hands since Auditor-Controller George Kriz informed them they would have to bite \$192,000 out of the overall budget or face a 12 cent increase in the tax rate.

Gravenstein Apples Released

Gravenstein apples are released as meeting minimum requirements of maturity in this area, it was announced today by Matt Mello, county agricultural commissioner.

Marketing order restrictions on this variety require a minimum of 2 11/16 inch size with a tolerance of 10 per cent smaller, but none less than 2 5/8 inch size. Quality standard of fancy grade and inspection with certification of all market shipments are specified in the order.

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