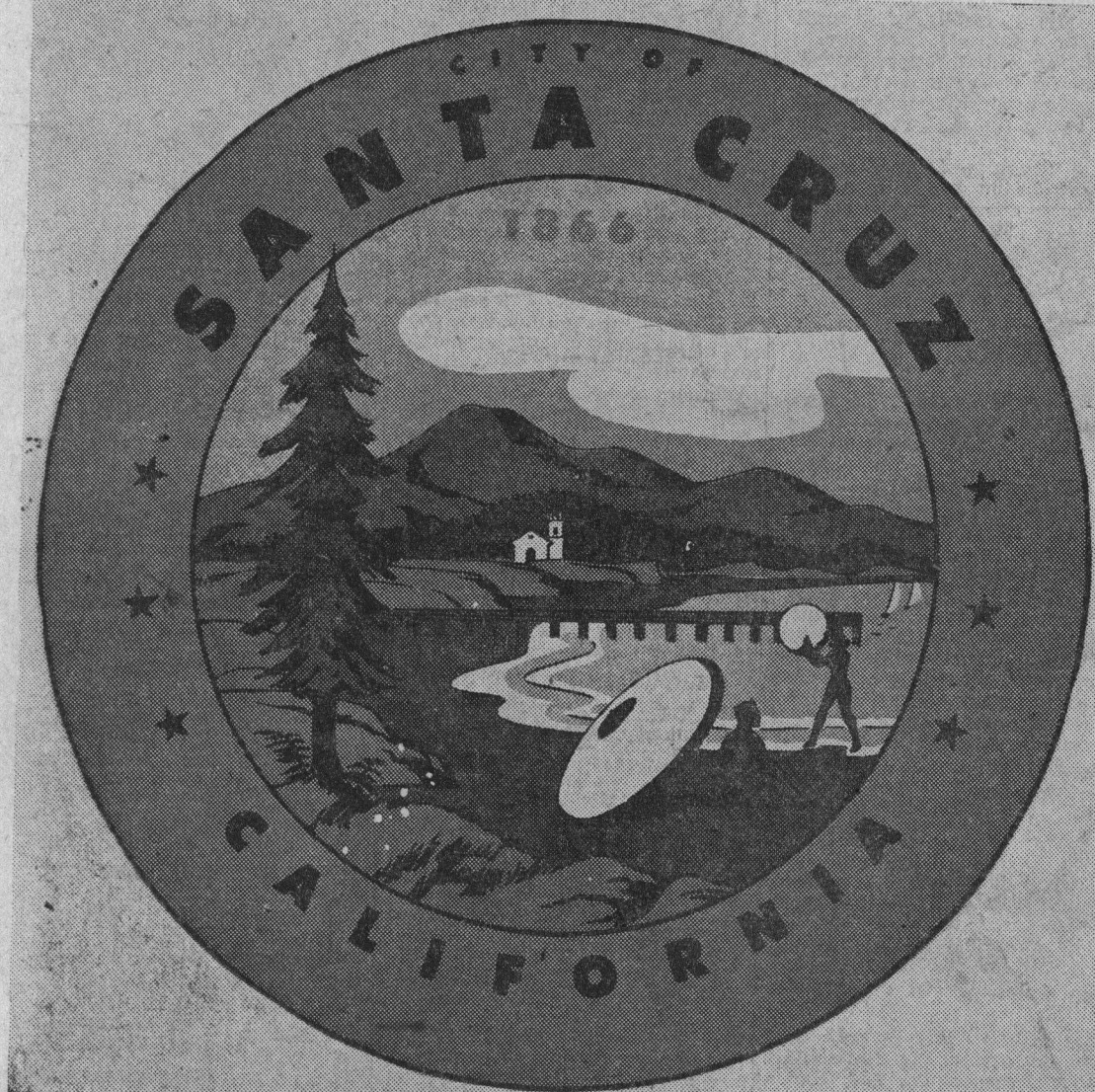


The Grand Seal of the City of Santa Cruz



This is the new seal of our city as it appeared in the form of multi-color insignia on some 65 city-owned cars, trucks, and other vehicles this morning. A simplified drawing in black and white will be submitted to the city council for adoption as Grand Seal during tomorrow evening's city council meeting.

Designed by Santa Cruz Artist Frank McMillan, the circular vehicle and equipment insignia are eight and one half inches in diameter, showing a composite scene of Santa Cruz landmarks, surrounded by a bright yellow band with the words "Santa Cruz" and "California" in red. The figure "1866," shown at the top of the inner circle, signifies the year when organized local government started in Santa Cruz.

New Grand Seal For City Of Santa Cruz

Something new has been added to 65 city-owned cars, trucks, and pickups that rolled to work from corporation yard at Quintana street this morning.

On their doors, the vehicles carried colorful circular insignia, identifying them as city equipment.

If the city council acts favorably on a proposed ordinance tomorrow evening, a simplified form of the insignia design will become the Grand Seal of the City of Santa Cruz. As such, it will be attached to all official documents issued by the city government and departments.

Designed by Santa Cruz Artist Frank McMillan, the vehicle insignia consists of a composite picture of Santa Cruz characteristics, surrounded by a bright yellow circle with the lettering "City of Santa Cruz, California". The inner circle features the blue ocean, with waves lapping up a golden beach. A wharf extends into the water, and two sailing boats, as well as a tanned couple with beach umbrella and medicine ball complete the aquatic motif.

The background shows light green meadows rising toward dark green hills and purple mountains. A white mission is in the center rear, and a redwood tree frames the picture at left. A white cloud sets off the bright blue sky that domes over the scene.

The figure "1866" appears in golden yellow under the lettering "City of Santa Cruz". This signifies the year when organized local government began in what is now our city.

However, Historian Leon Rowland points out, that Santa Cruz did not incorporate as a village until 10 years after that date. In 1866, congress passed a special act to fix land titles in Santa Cruz, and the district court appointed three trustees to do that work. The con-

gressional action was the result of a memorial presented by local Attorney Robert F. Peckham who traveled East for the purpose. The trustee appointed, by the court, were Storer W. Field, George S. Stevens and Amasa Pray.

Thus, local government started here in 1866, the year denoted on the new city seal. City Clerk Jack Miller said that minutes of official meetings were kept even then, and that copies are in the city's archives today. Rowland said that when incorporation of the village of Santa Cruz came 10 years later, the eastern city limits were at today's Ocean street and that incorporation of Branciforte, the east side community, did not take place until well after the turn of the century.

The new insignias were affixed to city equipment by means of decalcomania over the weekend, and at the same time, garage personnel acted to introduce a new color scheme for the rolling stock.

City Manager Neal D. Smith said that with the modernization of all city equipment, the old "yellow monsters", long familiar to Santa Cruzans not only for their color but also their obsolescence, would soon disappear from the local scene. Henceforth, pickups, trucks, and heavy equipment will be painted a dark green, while passenger cars will be either black or grey. Fire department vehicles, of course, will continue to be bright red. Police cars used for traffic patrol duty will have white sides.

The conventional star design, traditionally carried on the sides of police cars, will continue to be used. The new color insignia will be carried in the center of the five-point stars. All city vehicles will have gold numbers immediately below the city seal. Lest anyone be misled by high numbers, the city manager said

that each category would have a different block of numbers. Thus, passenger cars start with 101, pickups with 201, and so forth.

The idea to adopt an official city seal evolved in conversations of the city council last fall. Early this year young Frank McMillan presented a number of drawings to the council and manager, and early in April, the present form was approved. The decalcomania were manufactured by a San Francisco firm and arrived here last week. The majority of vehicles were decorated with the insignia this past week-end, with the remainder to follow as soon as needed paint jobs can be completed.

Artist Frank McMillan, 28, is the son of Mrs. Maude O. McMillan, 116 Belvedere Terrace. A native of Santa Cruz, he graduated from local schools and attended Hartnell junior college in Salinas, majoring in journalism.

McMillan then went to San Jose state college where he majored in art. After graduation, he worked for one year at the Stanford Press, did free lance work illustrating children's books, and since September has taken courses in advertising layout at the Los Angeles art center. He is scheduled to return to Santa Cruz this week.

Coroner Stricken With Kidney Attack

Walter R. Bettencourt, prominent local pharmacist, coroner and public administrator, was stricken with a kidney attack yesterday and is confined at Santa Cruz hospital.

The attending physician stated that Bettencourt's condition is satisfactory, and that it has not yet been determined whether surgery will be necessary.

X-rays revealed this morning that a kidney stone caused Bettencourt's illness.

The doctor stressed that...

East Santa Cruz Best Off: