

SANTA CRUZ SENTINEL

12-8-76

'Morning Star' Stops Publication

Santa Cruz' new daily newspaper, The Morning Star, ceased publication today after 40 issues.

It was the first time Santa Cruz had two daily newspapers since the Santa Cruz Evening News merged with The Sentinel in 1941. The Morning Star's first issue was Oct. 18.

Morning Star editor and publisher James Heth said this morning the parent publication,

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The Buy and Sell Press, will continue to be published each Wednesday "come hell or high water." He announced the end of the daily to his staff Tuesday night.

Heth said his new daily was "unable to mount a subscription drive" because of a restrictive city ordinance forbidding direct solicitation.

"We could not compete with a competitor (The Sentinel) with more than 20,000 circulation for advertisers, and while the City of Santa Cruz waived provisions of the ordinance allowing free circulation of the paper, the city still refuses to allow us to sell subscriptions on a direct basis."

Heth said the now-defunct newspaper "can meet all its obligations financially."