

San Jose Sentinel

County for More Than 100 Years

THURSDAY, JANUARY 28, 1960



San Jose and San Francisco Area

Winter Rechecks Figures In East Santa Cruz Study

By Jack Rannells

Economist Egon P. (Pete) Winter said today a check with state board of equalization figures indicates sales volume of all appliance and service stores in Santa Cruz during 1959 was around \$1.6 million.

Shortly after noon, he told The Sentinel it would take further study to determine how this would affect figures in his economic study of the East Santa Cruz shopping district.

He did indicate that the appliance sales figures alone were similar to those used as a basis for the report. However, he admitted that there may be some confusion because of classification by the state board.

A shadow was cast over the economic study by representatives of the East Santa Cruz Businessmen's association last night at the first hearing on their massive rezoning requests.

Winter's projections for years 1970 and 1985 were based on approximate 1959 apparel and home goods sales of \$200,000 and \$275,000, respectively.

Realtor Ed Hansmann effectively impressed an orderly crowd of some 150 persons, mostly East Siders, when he produced a letter signed by appliance dealer Hal Burdick that his gross sales for 1959 were approximately \$350,000.

(Burdick told The Sentinel this morning that about 90 per cent of this figure was reported as taxable appliance and parts sales — the board of equalization criterion.)

Hansmann also held documents from two East Side apparel dealers which he claimed had combined sales in excess of the \$200,000 figure.

In one of the few verbal flurries of the three-and-a-half hour session, planning commissioner Norman Lezin said, "I refuse to be a part to any hidden figures."

A. R. (Dick) Hackbarth, East Side clothing store proprietor, rose and stated, "I would be very happy to meet and go into detail with the commission."

Lezin retorted, "I think they better meet with the board of equalization."

After Hansmann hesitatingly revealed the Burdick figure, Winter asked to be permitted to re-check the board of equalization figures.

"There seems to be a discrepancy of facts. I suggest that I be given an opportunity to check up on these things," Winter asked.

The commission approved this recommendation.

Winter said today a check with the board of equalization reveal-

ed \$435,000 in appliance and \$861,000 in service store sales for the city in the four quarters ending September 1959. Doubling the fall 1958 figure he came up with weighted sums of \$545,000 and \$1100 and a total of about \$1.6 million.

City Manager Peter Tedesco said today that he is convinced any error by Winter is "honest." He pointed out the difficulty of definition in talking about "retail" or the East Santa Cruz shopping area.

"If a re-check should show that the East Side businessmen are entitled to more commercial zoning, they should get it for the good of themselves and the whole community," Tedesco said.

Accountant William Geyer, an association officer who followed Hansmann in row-by-row discussion, drew a solid round of applause from the partisan audience when he slammed a copy of the report to the ground and "I think the thing to do is throw this in the ash can. It is a waste of \$1600 of the taxpayers money."

Ed Giubbini made perhaps the strongest point of the evening when he said, "The public doesn't look at the figures or the East Side the same as you do."

He pointed out that the East Side is much broader than the Soquel-Water-Branciforte triangle area and that all businesses require commercial zoning to locate.

Association President Larry Bertsch presented the actual zoning requests during the hearing portion of the evening.

Victim Of 1932 Kidnapers Dies

South Bend, Ind. (AP). — Howard A. Woolverton, 79, a retired manufacturer, died in Memorial hospital Wednesday night, 28 years after he was released by kidnapers.

Woolverton was driving home with his wife January 26, 1932, when kidnapers stopped his car and abducted him, leaving a note with his wife demanding ransom.

He returned home unharmed the next night. The family never would confirm reports \$8000 ransom was paid.

LA AREA DEATHS

FROM FLU DOUBLE

Los Angeles (AP). — Since the first of the year in Los Angeles 127 persons have died of pneumonia and influenza—more than double for a similar period last year.