

# RX

## THE THINKING TAXPAYER'S PRESCRIPTION FOR Growing Pains



NORMAN A. WALTERS  
Mayor, City of Santa Cruz

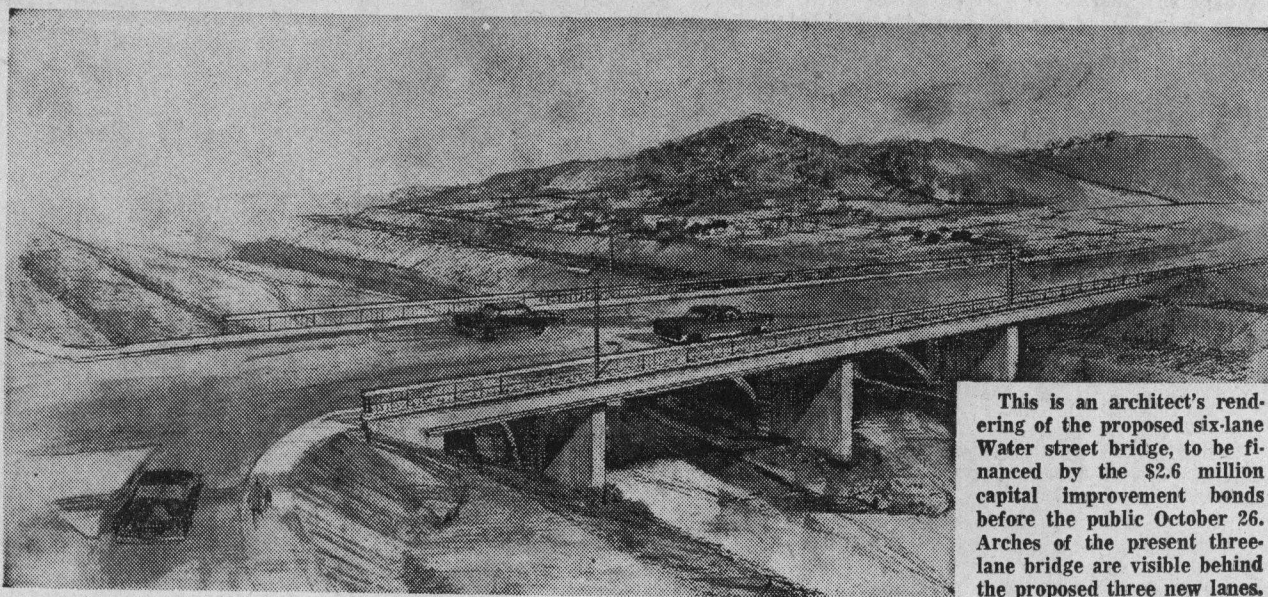
### Let Our Traffic Flow . . .

The first major steps in relieving Santa Cruz' strangling traffic congestion are proposed for city voter approval on October 26. The Santa Cruz City Council, headed by Mayor Norman A. Walters and urged on by a broadly based organization of city taxpayers, has set us a program of capital improvement through bonding to provide for, under MEASURE "A" —

1. Widening of Water Street Bridge to 6 lanes and extension of 6 lanes to beyond Center Street;
2. A 4-lane bridge to cross the river from the foot of Broadway to juncture with Laurel, with a connection to San Lorenzo Boulevard and E. Cliff Drive.
3. Extension of Broadway past Darwin Street to Frederick; PLUS acquisition of right-of-way to take Broadway east to the City limits. Purchase now will hold costs down for route to connect with mid-county through-ways.

THE COST OF ALL OF THE ABOVE IMPROVEMENTS IS \$2.3 MILLION, TO BE PAID FROM CURRENT REVENUE

### Without Added Taxes!



This is an architect's rendering of the proposed six-lane Water street bridge, to be financed by the \$2.6 million capital improvement bonds before the public October 26. Arches of the present three-lane bridge are visible behind the proposed three new lanes.

Our Retail Trade and Sales Tax Revenues Are at Stake  
... Loss of Sales Tax Means Higher Property Tax. Only  
Through Bonds Can We Act Now!

## ★VOTE 'YES' on 'A' and 'B'

### TUESDAY, October 26

#### Measure "B" Is Important!



Planning and Public Works, Note Secretary and Desk in Aisle. Time Waiting, Costly.

Through MEASURE "B" the congestion of City office functions will be relieved with resultant efficiency. We now waste the time of our best people in city quarters which are split apart and jammed at that. The space which was adequate 30 years ago is wasting our time and money today. A ground - level addition in back of City Hall is the answer. The expansion will cost \$300,000, to be paid from current revenues.



Engineering Staff is Elbow to Elbow. Inspection Services Housed in Auditorium.