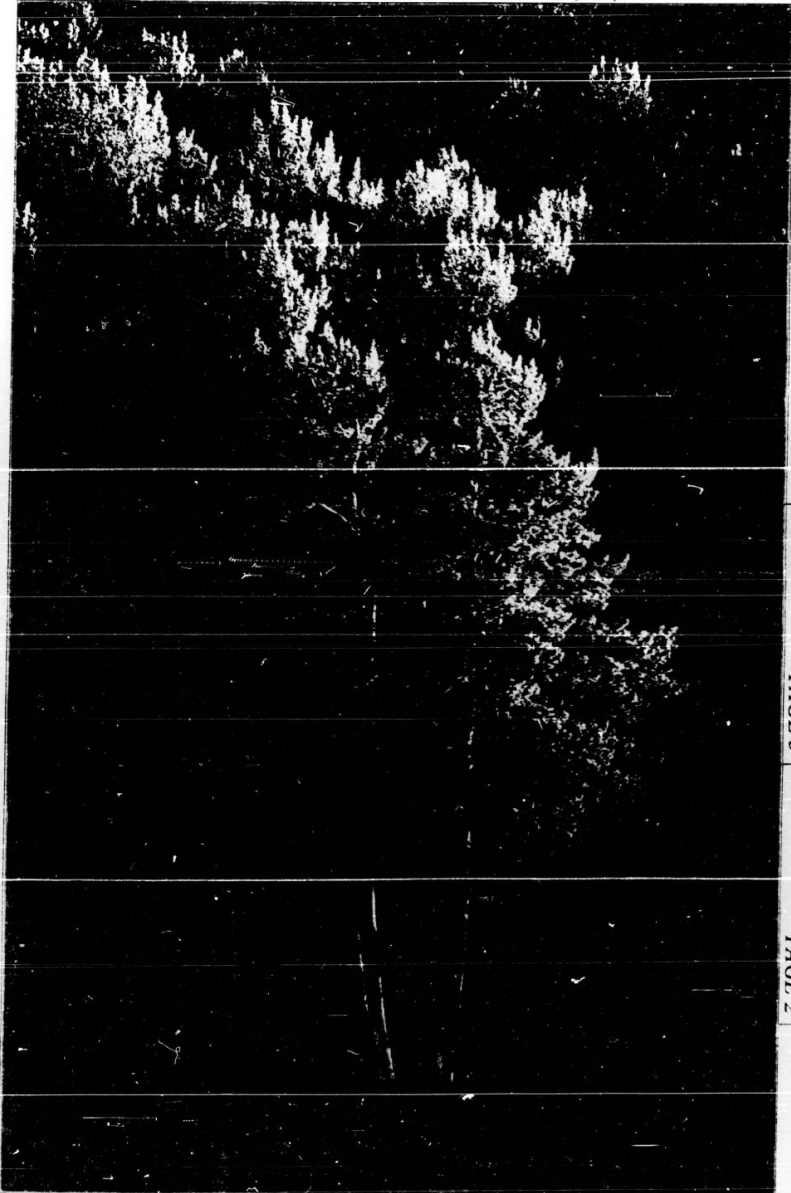


READER

SAN DIEGO'S FREE WEEKLY

January 18, 1973



sunlight on trees

Meyer Schapiro

**ROCK RADIO RANTS, RAVES,
AND RATIONALIZES RADIO
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ONE PERFECT STEP BEYOND

He raved about it, saying it was super-excellent and would make La Paloma's reputation...



It's a long drive to Encinitas from San Diego, but it's worth it. La Paloma is low-key and low-pressure and somehow entirely natural, and it goes one perfect step beyond La Jolla's Unicorn... it has film, books, and food.

The din was agreeable, not destructive of private conversation, perhaps because the ceilings are so high. But you don't go there for intimacy (unless perhaps you sit in one of the booths I noticed around a corner), for the sense of openness which was so characteristic about the coffee house remains.

The tables are of wood with no table clothes or paper mats and there are plants hanging everywhere from the wooden partitions. The menu matches the simple, unpretentious, non-commercial surroundings. There are eight entrees, none of which are boring, including grilled red snapper (\$3.00), chicken kona (baked in white wine with pineapple sauce, \$3.50), and a beer and beef ragout (\$2.95).

We went to dinner there on opening night which was, somewhat confusingly, not the night it opened. The first four nights were a kind of dress rehearsal, but don't think, as we did, that something special was supposed to happen the night the tables were officially set with pink chrysanthemums.

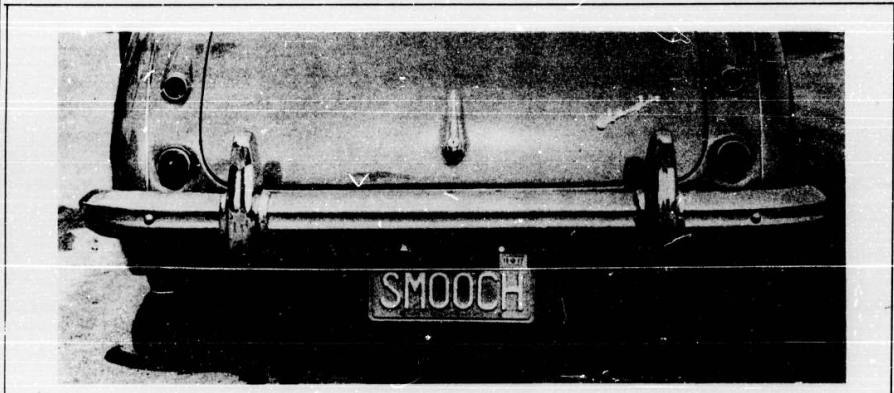
We ordered the Special, a delicately grilled halibut which was large in portion but not superlative in seasoning, and an entree which was not only excellent, but will please vegetarians: a casserole of lots of cheeses, nuts, and vegetables that was very tasty, chewy, and filling.

To drink? Regular milk and certified raw milk, herb teas, fruit juices (fresh, including papaya and boysenberry), and of course, wine—we had an unusual white, a 1971 Green Hungarian, tangy and refreshing.

The service was youthful and eager to please, although there were a few slips—no saucers, for example, with either our tea or with the cherries jubilee. But such slips can have a positive side. The cherries jubilee were especially delicious, thanks to a mistake by our waitress. She couldn't get the brandy lit the first time so she added a second jigger. Like the desserts, La Paloma is not an ordinary restaurant. It's unpretentious, there is a subtle hand at work in selecting the menu, and you can eat well for little money. This is an almost miraculous combination.

Three Weeks Later:★★★★A stupendous meal. The menu has changed subtly, those who are going up a little, a few coming down. Few prices are very budget conscious will be unhappy to learn that a la carte dinners have disappeared. I ordered the red snapper—it could not have been more succulent and yet daintily crisp—and Robert the beef and beer ragout. He raved about it, saying it was super-excellent and would make La Paloma's reputation and fantasized about a carry-out service. This time we sat in one of the booths and did have much privacy without the sense of being pushed into small space.

-Carlo Jewels



There's a better way to get your message across...

advertise in the READER

Table listing advertising locations across various San Diego areas including Downtown, Hillcrest, La Jolla, Mission Beach, San Diego State, Southwestern College, and UCSD.

20,000 READERS ARE DISTRIBUTED EVERY WEEK AT THE ABOVE LOCATIONS FOR ADVERTISING INFORMATION CALL 276-3866

events

MUSIC

KSON'S COUNTRY STAR AMATEUR TALENT SEARCH. Civic Theatre. Saturday, January 13, 7:30 p.m.
JESSE COLIN YOUNG. Golden Hall. Sunday, January 14, 8:00 p.m.
SAN DIEGO SYMPHONY. Civic Theatre. Thursday, January 18-20, 8:00 p.m.

THEATRE

STORM IN SUMMER. Off-Broadway Theatre. Through January 21, 8:30 p.m.
THE TAVERN. Old Globe Theatre. Tuesdays through Sundays.
THE BARTERED BRIDE. A comic opera. San Diego State Theatre. Friday and Saturday, January 11 through 13, 8:00 p.m.

LECTURES AND TALKS

JACK ANDERSON, famous newspaper columnist will speak. Casa del Prado in Balboa Park. January 12, 8:00 p.m. Free.

SPORTS

HOCKEY GULLS vs. TULSA. Sports Arena. Saturday, January 13, 8:00 p.m.

MISCELLANEOUS

HOLIDAY ON ICE. Sports Arena. Tuesday through Sunday.
KOREAN CHILDREN'S CHOIR. Civic Theatre. Thursday, January 11, 8:00 p.m.

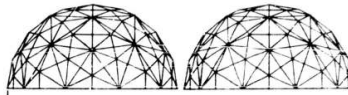
DIRECTORY

Table listing various theaters and their addresses, including Actor's Quarter Theatre, Backdoor, Civic Theatre, Coronado Playhouse, etc.

Advertisement for Jesse Colin Young performing at the San Diego Community Concourse on Sun, Jan 14 at 8 p.m.

Advertisement for the San Diego Symphony Orchestra performing on Thurs-Fri, Jan 25-26, featuring Peter Eros and Roberto De Gaetano.

At 8:00 p.m. last Friday Buckminster Fuller, inventor of the geodesic dome, began speaking to a crowded gymnasium at Mira Costa College in Oceanside. At 9:50, when we finally left, he was still talking, adding fact after fact in random order just as one adds spherical triangle to spherical triangle to build one of his domes.



He spoke with a Boston, slightly watery accent, and as he warmed to the audience, his speech accelerated and his gestures increased. His fingers wriggled, he stood on tiptoe, raised his arms above his head like a Baptist preacher, and imitated a growing tree.

R. Buckminster Fuller

There are now, by the way, over 50,000 geodesic domes. I wonder why there aren't more.

He began by announcing that he had no thought as to what he would talk about, and the audience laughed, believing this to be a charming ploy. Unfortunately it was not. He opened his mouth and an elementary course in fourth grade science tumbled out. It takes "x" number of people standing on each others heads to stretch from the "highest mountain to the deepest earth." The universe has no "up" or "down", only "in", which always has a specific direction, and "out", which has any direction. Change is accelerating exponentially: when he was seven the car was invented, when he was fourteen the North Pole was discovered.

But in the midst of all this Bionesian movement, he did glow across his basic attitudes and major concepts about man and the universe. The one word which kept recurring in his two-hour ramble over his life and Times was "extraordinary". Man is an "extraordinary organism" and the universe has an "extraordinary balance".

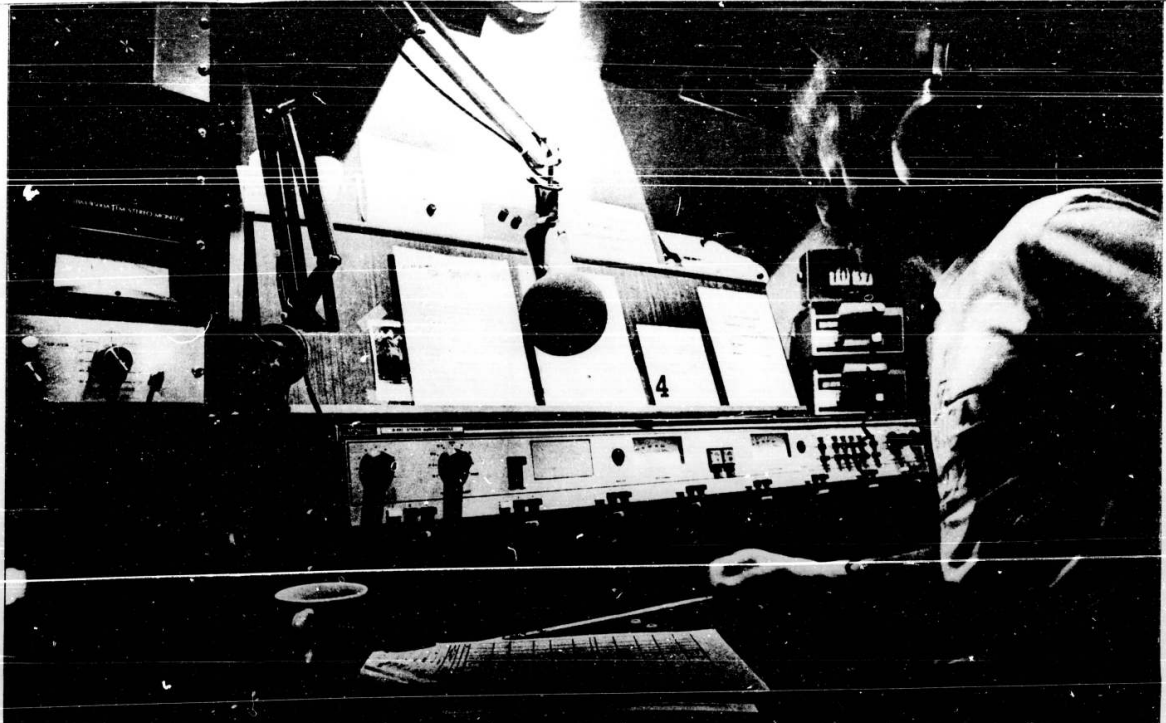
According to Fuller, all political ideologies from communism to capitalism and Marx's Mathus are based on the mistaken assumption that there is a fixed amount of resources and that therefore, if we are to survive, we must scramble for a part of the pie and, in fact, fight each other viciously for possession of all the mince-meat. But with the aid of technology, through a revolution in "design science", we can provide enough telephones and food and shelter for everyone. We can, for example, build 30 geodesic domes for the price of one average square building. And, as he points out, such a revolution in building would also have the virtue of bringing us closer to natural structures. The building blocks of the universe are spheres and tetrahedrons.

Have you ever, he asks, seen a plane in the shape of a cube? There are now, by the way, over 50,000 geodesic domes. I wonder why there aren't more.

Fuller is an American genius in the tradition of Dewey. He is a pragmatist who bases his judgments on how things work. He is concerned exclusively with outer space—the building we live in, the spaceship earth in which we are traveling through the universe—not inner, psychological space. His real gift is that he has invented himself and his work apart from existing institutions and outside of square buildings. He flunked out of Harvard more than once, joined the Navy, worked for Armour, and then in 1927 decided with wonderful American naivete that he would devote himself solely to thinking, to research and development, and not concern himself with the petty details of making a living. And, amazingly, this strategy worked.

But, although a genius, it would be better if he didn't speak for his own work just as some poets seldom need read their own poetry. If you are interested in Fuller, begin with two of his books: Utopia or Oblivion (Bantam, \$1.25), and the shorter operating manual for spaceship EARTH. Don't expect much in terms of style. Fuller is a plain man and writes in plain, drab, and repetitive prose. Never mind. It is his ideas which are important. I came away from reading his books excited by the freshness of his optimism and ready to live in a geodesic dome for the rest of my life, for political as well as economic reasons. Seeing Fuller, not listening to him, was the one interesting aspect of Friday evening. He looks as though he were 60, not 77, and retains the clean-cut outdoor air of the American Navy. He was dressed in a dark grey tweed jacket and khaki pants about three inches too short and wore black glasses which he continually adjusted with both hands, elbows coming up at sharp right angles to his body. What white hair he has around the sides of his head is crew cut. He spoke with a Boston, slightly watery accent, and as he warmed to the audience, his speech accelerated and his gestures increased. His fingers wriggled, he stood on tiptoe, raised his arms above his head like a Baptist preacher, and imitated a growing tree. His gestures, not his words, conveyed his essential vitality and youthfulness and the energy of his life and work. Movement, growth, and change—portable cities which float on the ocean or in the air and mobile living units which can be rented for \$18 per month—this is what Fuller envisages for our future. Kathleen Wissinger

ROCK RADIO RANTS, RAVES, AND RATIONALIZES RADIO RATINGS



Meyer/Schiffman

"There isn't a reputable statistician who would consider the ARBs completely valid." — Jack Lane, general manager, KPRI.

"Sure, there are winners this time; it's just like any other book." — Jack McCoy, program director, KCQB.

"No one did very well in this book because too many people are trying to do the same thing." — Ralph Lawler, program director, KDEO.

"The ARBs give a radio station an indication of what they're doing, right or wrong. Still, one book does not determine death or success." — Larry Shushan, father of "progressive radio" in San Diego, former owner of KPRI, now general manager of HIS/HERS.

"The ARBs are either terrific or full of shit. A week after they came out, every station had come down, and all of the stations sounded the same—like shit." — Ron Jacobs, creator of Boss Radio (KHJ in Los Angeles), now program director of "recycled" KGB.

Why should the three letters, A R B, evoke such diverse and intense comments from the powers-that-be at these local rock radio stations? Because ARBs are the radio stations ratings; that's why. In radio, ARBs (so called because they were developed by the American Research Bureau) are what earn some station officials six-figure salaries and some station officials slit throats. "We live and die by those goddam ratings" is the common feeling among announcers and program directors alike. In San Diego, the results of the ARB ratings for the period October/November have just come in.

There are altogether three methods of radio ratings:

1. *Hooper* This method is known as telephone coincidental. A lady, earning \$1.65 an hour, calls people at random and asks them what station they're listening to.

2. *Pulse* This method is known as sided recall. The surveyor walks up to people in their homes and asks them what station they listen to, and what time they listen.

3. *ARB* Operated with a large computer in Beltsville, Maryland, this is the most popular and influential method, at least with radio advertisers and their agencies. A large book-like questionnaire is sent out to selected

numbers of people in certain age and sex groupings. Those who receive the books are asked a large number of questions about their radio listening habits, including the times of day they listen. The ARB read-outs then give to the stations the average percentages of a certain grouping listening to the radio over a certain time period in the day. It is these ARBs that make or break a station. By looking at the leaders in the ARBs, advertisers can determine what stations to buy.

In San Diego, at least four radio stations, KPRI, KGB, HIS/HERS and KDEO, look to the 18 to 34 male as their most important target. There are 142,000 men in that category here, making them the largest single demographic group locally. (In the age group 12 to 17, male and female combined, there are only 171,400.) This 18 to 34 group is about twice as important as it is in most cities; here, the 18 to 34 males make up 12 per cent of the population, while in Phoenix, for example, they account for only 6 per cent. Thus, we have an unusually large number of "progressive rock" stations trying to appeal to the 18-34 group, and paying close attention to their ARB scores in this category.

Although there are twelve Hooper and four Pulse ratings taken in San Diego every year,

it is the semi-annual ARBs that make waves. Taken in the two period April/May and October/November, the ratings have just been released for the latter period. According to these new figures, the following percentages of those in the 18 to 34 market listen to the following San Diego stations during an average fifteen-minute period 6 A.M. to midnight:

Men 18 to 34	
KCQB	9.9%
KPRI	9.9%
KGB (am.)	8.6%
KGB (fm)	4.4%
HERS	7.0%
HIS	2.9%
KDEO	6.0%
Women 18 to 34	
KCQB	11.5%
KGB (am)	4.9%
KGB (fm)	3.5%
KDEO	6.3%
HERS	5.6%
HIS	2.4%
KPRI	2.1%
Combined 18 to 34	
KCQB	10.5%
KGB (am)	7.0%
KGB (fm)	4.0%
KPRI	6.5%
KDEO	6.1%
HERS	6.4%
HIS	2.7%

Each station, of course, has its own explanation of the figures. Almost all of the five rock stations listed above complained about the smallness of the ARB sample, and about the fact that there were very few books returned

by the 18 to 24 male grouping — only 35 from that group came in, making each of those books represent five thousand listeners.

KDEO complained loudly and explicitly about the new ARB samplings. Ralph Lawler, KDEO's program director, put it simply. "We're not pleased with this new book at all. They didn't get the proper return in the 18 to 24 male category, so the men who responded got undue power. Also, a large portion of the diaries (ARB books) came from North County, and we don't have a signal there. We got screwed." Then Lawler tried to give a few more reasons. "I'm not trying to sound like a sore loser but basically no one did very well in this book. Too many people are doing the same thing. Back when we started, it was just KPRI. But now it's getting awful goddam crowded with people hunting for the same audience. The pie's not big enough to split up..."

Ron Jacobs, the program director of KGB, recently written up in *Rolling Stone* for KGB's Charity Ball, which brought upwards of 50,000 fans to San Diego Stadium and some helpful pub. "KGB, is, in his own eyes, a victor. He can say that the combined ratings of KGB AM and KGB FM make him Number One. But, wearing football jersey and tinted wire

rims, he talked philosophically. "The ARBs aren't everything. But they did serve to show us that our efforts weren't wasted. It was important for us to come out good in the ARBs because there were a lot of people waiting to say, 'See, they couldn't do it; they just don't know the music'. In radio, there's always the hostile competitiveness. I'm used to it by now. Myself, I just like to rub their noses in it... Anyway I have to give credit where credit is due. KDEO laid the foundation in AM radio for a progressive audience. Still, KGB is a real San Diego station. It's not located in El Cajon (as is KDEO) or Santee (as is KCQB). Our reception is the best. We don't have to turn our transmitter up and distort the music... KGB and KCQB used to compete; they tried to outsell and out-yell each other. Well, we don't do that any more... All I can say is that I had to get out of the exploitative mediocre trap I was in at KHJ. I've contributed to polluting the air waves and I'm through."

If one combines the KGB AM and FM ratings, KPRI came in third. But Jack Lane, KPRI's general manager, stresses that KPRI is an FM station and that its listeners have maintained a consistent loyalty. He spent a lot of time defending his past reputation as a muckraker. "When I

"In radio, there's always the hostile competitiveness. I'm used to it by now. Myself, I just like to rub their noses in it..."

"We're finally getting out of being the hippy-dope-smoking station," but in the next breath (he) seemed to sing the praises of the "movement"

started at KPRI I was Sales Director. I saw rate-cutting and price prostitution and wanted to do something about it. People around here weren't used to that sort of thing and reacted to it strongly." Mr. Lane also defended the station against the accusation of bad taste. "We started some ads for KPRI, one in admittedly bad taste that said 'Don't take sloppy seconds', but it was in better taste than KGB's 'no shit' ad. We had our reasons. KDEO had been distributing literature with old ARB ratings, completely misrepresenting the figures. Okay, so our ads got negative response, but it served a purpose in getting us a mailing list of dissenters, people who cared."

In one breath, Mr. Lane seemed to say KPRI was changing. "We're finally getting out of being the hippy-dope-smoking station," but in the next breath seemed to sing the praises of the "movement." "We were the first station to open up the counter-culture to the public via broadcasting. You could say that we were San Diego youth's first love, and because we were first, we're the most remembered. That's the phenomenon KPRI has become."

KCQB, long known as the bubblegum station of San Diego made no concessions in light of the new ARB figures.

"We're still Number One," Jack McCoy, KCQB's program director claimed. But Mr. McCoy said he didn't know why everyone made the 18 to 34 male so important. "We want to appeal to everyone from 12 to 49." He did let the fact slide that "usually we're ahead by two or three to one — not this time, of course. — but we're still Number One, we're still Number One!"

Although not interviewed personally about the San Diego ARBs, Marshall McLuhan seemed to be talking about them when he prophesied. "Radio is provided with its cloak of invisibility, like any other medium. It comes to us ostensibly with person-to-person directness that is private and intimate, while in more urgent fact, it is really a subliminal echo chamber of magical power to touch remote and forgotten chords." Somehow the indirectness and the invisibility that surrounds the ARBs make it difficult to see through to the truth. Especially with the charges of distorted samplings. However, the more one looks at the figures and listens to the rationalization of them, the question becomes where does the indirectness and invisibility lie — in the figures and the validity or in the post-mortem explanation?

Asp/Letting

For Sale

CLASSIC OLDS. For Gasline drum set - Bass Drum, snare, tom tom, and cymbal - \$35. Hurry won't last long at this price!! Call 281-3255.

SURFBOARD 10 feet. Excellent beginner. \$45 (cost \$120 new). Plus surfboard can carrier \$12. Call 278-5670 after 5 p.m.

FOURTEEN Foot Gatorman hull. Five upper, suitable for sail or power. \$15. Call 421-0937.

GIRSON S.G. Electric solid body. 1966 Humbucking. Grover. Best offer. Please call 225-0778.

SKIS FOR SALE. 195 cm. Northland wood. \$20. Call Patric at 361-9990.

FOUR American Mags with Michelin. Complete with lugs and locks. 15 x 6 In. Chevy and Corvette. \$150, or offer. Ask for Dave in Room 223, and call 582-3194.

NORDICA Ski Boots. Only used twice. Size 10. Includes boots, rae, and bag. Worth \$150, asking \$100. Call Moose at 583-9845, Room A-414 after 4:30 p.m.

HITACHI 8 black horna unit. Worth \$45, asking \$30. Call Moose at 583-9845, Room A-414.

HERITAGE FLUTE. French system with B foot in mint condition. Best offer over \$750. Inge Alan at 466-6652 or 239-5825.

AKC Doberman Pinscher pups. Show quality. Champ lines including tri-continental champ. Large import breed. \$75. Call 479-5656.

100 ROCK ALBUMS. Excellent condition. \$1 and \$2 each. Altman-Bros., John Tull, Beatles, Dead, Airplane, Who, B.B. Dvors, etc. See at 2943 Estersburgh, Cardiff from 9 to 10 p.m.

CHILDS Ski Boots. Size 2. \$20. Garmauch Ski Boots, Size 8. \$45. Call 272-2323.

ESTRELLA Acoustic guitar. Steel-string. Large body. Excellent sound and action. \$75 or best offer. Call 281-3737.

FOR SALE. Smith Corona Adding Machine. Newly rebuilt \$30. Call Steve or Geri at 284-8403.

FOR SALE. Skis, Fisher Alu, Combi with Marker Rotomat bindings. 150 cm. See and make offer. Please call 485-4388 and I keep trying.

REINH VERTICAL Shotgun. Mfg. \$35. Heavy duty rimfire set in box, as new, \$75. Call 582-7296.

TOPCON SUPER D 35 mm SLR with 55 mm 1:1.4 and 100 mm 1:2 lenses. Excellent condition. \$200. Call Bud at 224-0927 after 5 p.m.

Housing

1 or 2 Responsible females needed to share rent expenses on 2 bedroom apartment at beach. I'm Gemini, student/musician. Sorry no pets. Call 485-7715.

WANTED. Female roommate. Own room near State. \$64. 3 bedroom townhouse. Please call 281-2776.

MUST SELL. TOLTEC dorm contract. Room near ocean. Call Rick at 286-0035 or 582-1366 Rm. 109-1.

FEMALE ROOMMATE Contract for sale at Davis Hall. Near Plumer. Call Karen at 275-8999 or 753-7533 (Rm. 110). Friendly dorm!!

FOR SALE. S.D. State Dorm Contract. Male Tenant. Good, no restrictions. Call Don, Rm. 315-1, at 592-3194.

HELP PLEASE! Desperate for a furnished studio near S.D.S.U. Clean and quiet. \$85 tops. Call Chris after 9 p.m. or weekends at 478-7196. I can move in 1st or second week in February.

FEMALE STUDENT needs own room in house or apartment. Please call 274-0977.

THE OCEAN will list your doorstep and the view will dole your optics if you wish (one fabulous 3 bedroom apartment in Mission Beach. Ocean front). \$250 your round (except August 1). Call 452-8909 before 8 p.m. and 488-4016 after.

WANT TO BE a roommate no sooner than Feb. 1. Hoping an Mission Hills or Hillcrest area. Laborer. Student at night. Up to \$80. Call Greg and leave a message at 272-7927. 1633 South Shore Drive, Solana Beach 92075.

Dear READER.
Here's my absolutely, unequivocally, limited to 35 words-or-less, non-commercial, free classified ad.

SEND TO READER. Box 89003, San Diego, CA 92118 or call 276-3866
(commercial classified rate - \$5.00 per insertion - limit 35 words)

PHONE

Cars

CHEVY 1960 for sale. Two new tires, generator, carburetor, w/olt regulator, smog device. Needs work. \$150. Please call 272-3235.

1966 MUSTANG 2+2 Fastback. 289 HP Performance V8, 4 speed. Power disc brakes dual exhaust, tachometer, radio and heater. \$750. Please call 420-2921.

RAMBLER AMERICAN 1963. Good for parts. \$25 or just the parts you need. Call Ken at 281-7468.

1959 VW Van. Needs rod. New tires. Make offer. Call 274-0337.

1970 DODGE Van. Auto, trans. 8 cyl., double door on all sides. Radio and paneled. Carpet. Great for camping, hauling. Excellent condition. \$2,000. Call Peter at 452-9012 in Diego. Call Lev at 276-6300 Realtor.

1965 FORD. 240. 6 cyl. engine. In very good condition. Ask for Tatal Mona in Room T-205 at City College or call after 5 p.m. at 287-1741.



YOU CAN SELL THE MOST AMAZING THINGS WITH FREE READER CLASSIFIED ADS. (you can phone them in at 276-3866)

Bikes

SCHWINN Continental 10 speed. Is like new. Lots of extras. \$110. Also custom-made aquarium, 20 gallons. Complete with fluorescent light, \$50. Must see. Call 287-2006 in the afternoons and evenings.

FOR SALE. 23 inch Italian 10 speed in almost new condition. Campy gearing, near new laces. Normandy CR hubs/Weyman clincher rims and brakes. \$125. Please call John at 463-8721.

Notices

WOMEN'S STORE has books for and by women. Non-existent children's books, women's crafts, postcard and a Munday night open rag room. We're open every afternoon at 4157 Adams Street. Call 281-4191.

Lessons

FLUTE LESSONS. Efficient and enjoyable method with an experienced teacher. Classical and jazz. Please call 436-0907.

Personal

TO MAYA GIRLS. We think you guys are all right. Too much for us to handle. Thanks for being so nice. Hi Claudia. Signet the men across campus.

TO ANDY AT BEAGLE. Missed you terribly over Christmas. When I went up to see you, it just wasn't the same. Now that you're home, let's get it together. Ted. La Jolla.

LÖMER. I Love you and want to wish you a Happy Birthday. Thank you for a wonderful two years. You are my man, my baby and my cool raven all in one loving package. XXX OOD. Myrtle.

TO THE FINDER OF MY tinted prescription glasses in a borrow frame with the name "R. Yadron" imprinted. Please turn them in to the Avtec lost and found or call 465-8903. I need them. Reward.

CHUCK: 8-1-225 18-5-3-15-22-5-18-5-4 13-5-5-20-9-14-7 19-11-1-25-4-2 20-8-8-18-6-18-4-12-6 1-20-26-15-16 16-1-18-11-9-14-7 12-15-20 19-5-22-5-14 16-13 7-9-9-12-12 4-5-3-9-4-5 18-15-21-20-5 1-14-4 "16-9-26-26-11" 20-8-5-14 George.

IT TAKES A heap-o-heapin to heap a heap-o-heap. Hang in there Jeanine. You'll find yourself, America and the ultimate reality. All the world loves a lover.

FREE GERMAN Shepherd. Three years old, black and tan, approx. 40 pounds. Very intelligent animal. I can't keep her and would like to find her a good home. For more info, please call 287-3737.

HELP! Our Siamese is freaking out at city life. He needs a warm country home. Please call 233-6895.

NOTICE VIDDY a real horrorshow crat uriter Scrips Pier every Friday, plenty of mofko although you ought to bring your own. Before getting your spatchka, eat some beer. Righty right?

FERRIS MY LOVE—how come my boomerang won't come back? My boomerang won't come back? My boomerang won't come back. Best you and ticks, Jeopamine.

BOOPE-DINKLES. I've loved you from the first time we met in the gym. Please talk to me. I won't ever make fun of your name again. Margie.

Wanted

WANTED: Employed female 20's to share new luxury apt. in Pacific Beach. \$100. Please call 272-4381 after 11 p.m.

WANTED: A Job. Student, Vet, 26 needs full time job starting Feb. I have to go and a beard. I will do almost anything. Call Steve at 284-6667.

FEMALE, 25 needs full time employment. Experienced waitress, sales, general office, cashier. Also have an A.A. degree in child care. Call Ann at 284-6667.

Services

GREAT SOUNDS! Inc. only custom made speakers in San Diego. Full year guarantee on all finished products. Speakers built to fit. We also do minor stereo repair and stereo installation. Call John at 281-4091.

THE BIRTH CONTROL Institute provides information and assistance on problem pregnancy, birth control, abortion, vasectomy, and tubal ligation. Our services are completely confidential. Call 281-7717. Volunteering needed.

LEATHER PURSES \$3.85 to \$12.75. Belts \$4.50. Suede Jackets \$34.00. Earrings \$.75. Personalized aprons, Crocheted Clothing, Wall Hangings from \$300. One of a kind items by local craftsmen.

ARTISANS BAZAAR 3961 6th ave in Hillcrest.

EXPERT TAX Preparation in your home or office. Competitive rates. Please call 281-1888.

AQUARIUM MEDITATION Society, a world truth organization, combining Zen Buddhism, yoga, metaphysics, psychic healing, occult philosophy will begin meeting at the U.S. Grant Hotel in the Crystal Room, every Sunday at 11 a.m. All welcome, no collection.

17 reasons why you should read psychology today

- 1 Why words are the least important of the ways we communicate with each other.
- 2 Can you prepare for aging while still young?
- 3 How did political groupthink help lead to the Vietnam war?
- 4 Why Asians make better politicians than Westerners.
- 5 Do men need more recreation than women?
- 6 What kind of parents do hippies make?
- 7 Does sports activity really build character?
- 8 The inferiority feelings of men who seek corporate power.
- 9 What the schizophrenic is trying to tell us.
- 10 Were campus activists rebelling against the system—or their parents?
- 11 What your daydreams reveal about your ethnic background.
- 12 Overcrowding—not the threat to mental health we once thought.
- 13 How do most people react to natural disasters?
- 14 Does a child think before he can talk?
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