

FREE

READER

SAN DIEGO'S FREE WEEKLY

October 25 to October 31



the store "a continuing educational process" for her and for the neighborhood.

Inside, People's Food is still evolving. With the store's greatly increased volume of business, new systems of operation which will ensure some contribution of time or money from all store users are being discussed. Penny thinks the lax structure of the store is good. "It's about as loose as it can be now. People feel at home. We like it to be their store." Presently, they are in the process of changing their partnership status to that of non-profit organization. Another change, inspired by shoplifting losses, as much as \$70/day, is the Register Check, totalling the receipts after each four hour shift on the register. And, although weighing of produce is still on the honor system, the cashiers have now been instructed to investigate any suspiciously heavier bags of

time but for the cinematic view from the spreading store windows.

One aspect of this experiment in non-profit store-keeping is the shopping done by the store. Ocean Beach People's, as one example, gets its supplies from changing sources as word gets around about good places to deal with. One week's shopping may include the Nut Run, (a joint journey with S.B. People's to Escondido), deliveries from Positive Pole, an association of organic growers, occasional drop-offs by small local growers, plus daily purchases of produce downtown. The O.B. store does not bother with inventory (or with shoplifting, by the way). They reckon their needs in the evening for the next day.

Early one morning, 6:00 a.m., I met Chris and Jeanette - O.B. People's to see how they shop for the store. They decided on Mocer's instead of downtown,

to raise prices. "Some of them." But the van is so pretty now. We started out all grey and invisible in the fog and turned all green and orange with the cargo. Eight o'clock back at the store in time to write new prices of the day and to display the foodstuff. Chris and Jeanette work a long day. 'Til eight at night.

The O.B. People's faithful are largely vegetarian. Most shoppers buy there religiously. One healthier-than-thou customer explained, "I wouldn't buy a thing from Safeway. I could walk up and down those aisles and find maybe one thing I'd dare to eat. You should put that in your article about all the sugar and chemicals in packaged food." O.K.

I bought salad ingredients, also some Russet potatoes at 4¢ a pound. When I paid with a check (What smells so good? Could be many things, but you're standing

FLOUR CHILDREN

—Gale Fox—

Some join for social reasons. They consider food-getting a community project. Some join for religious reasons. They believe in good health through good food. Many join for economic reasons. They appreciate the low prices. They are the flour children of San Diego, peaceful, apolitical flour children. The flour children hand out food instead of flowers and are involved not in a particular life style but in a service. The service centers, where food children of all ages come together, are the alternative food stores, the food co-ops.

Join is too strong a word for the roles of manager, volunteer, and shopper which overlap; join is too weak a word for the cooperative energy which keeps the stores open.

The Solana Beach People's Food store, 503 North Highway 101, has

been operating successfully for three years. Scene: As customers finish shopping and approach the unattended cash register.

Volunteer: Can I do the register?
Manager: Sure. Have you used it before?

People's Food has evolved from its beginnings in a class at UCSD and a goal of supplying low-cost food to the goal of offering the best food available. To the food children of Solana Beach, that means organically grown foodstuff, raw milk and fertile eggs, and a vegetarian emphasis.

S.B. People's Food has more space than the other co-ops I visited. The main store holds refrigerators for vegetables and dairy products, fruit and nut displays, herbs and seeds, tables of fruits. The storehouse in the rear is stocked with grain barrels, refrigerated oil in bulk, and beans. Despite the high quality foods, fresher and finer than supermarket goods, prices are very low. A couple of months ago, the mark-up on all their foods was raised to a mere 20 per cent above cost.

"The important thing," says Penny, one of four managers, "is it's all volunteer."

The managers, whose responsibilities include ordering and picking up stock daily, take part of their small salary in food. Volunteers from the neighborhood, who sign up on a monthly calendar, receive one dollar's worth of food for four hours' work. How do they get people to work for nothing? "Good karma," according to Penny. And community spirit.

Outside, the store looks like a gigantic bulletin board. Posters advertising the nighttime use of the store as community center, the monthly pot-luck dinner meetings open to everyone interested in the future of the store; the lecture series on topics such as the uses of soybeans, the raising of vegetarian children. Penny sees herself and the other flour children of Solana Beach as apolitical but as "community activists". She calls running

food, "We're not into calling the police or prosecuting, but we want to encourage the people's involvement in the store." Customers help out, sometimes spontaneously, by bringing extra paper bags and egg cartons, or, sometimes on request, by bagging all of a bulk item instead of just enough for themselves. Shopping at Solana Beach People's, they say, is less a chore than a "socially and aesthetically pleasing event".

Part of the excitement of the store is its ability to change direction with the needs of the community. To one volunteer, "It's an experiment, like anything that's worthwhile."

I left People's Food with a bag of beautiful organically grown tomatoes at 10¢ a pound.

At 4859 Valaire, at the southern border of the territory covered in this report, flourish the flour children of the Ocean Beach People's Food Store. Their operation is similar to Solana Beach's: four managers, all else volunteer, 20 percent mark-up, no memberships.

Scene: Shopper: Hey, you got your new cash register?
Cashier: Yeah, from donations. We got more than enough and it didn't take very long, either. Now we're working on a van.

After a year and two months of business, O.B. People's has no trouble getting volunteers from the neighborhood, though, in an emergency, there may be a sign: *We need people to help move our refrigerator to make room for one that works better... a half hour's work. Love, peace, and Woodstock...*

"Peace be with you, sister," says Michael, working in the small kitchen area of the store. It is used to prepare free community suppers from leftover store stock. The managers are not 100% crazy about those suppers. Hardly anyone leaves donations; almost everyone ditches the kitchen floor.

The volunteer at the cash register is full of smiles. He enjoys the time spent at the front of the store not for the bit of food he takes for his

because even though it's a check-punching, hard-selling hassle, costlier in time and money than downtown, the quality at Mocer's is tops. First we fill the van, borrowed from one of the flour children (but "We're trying to get our own"), with yesterday's crates. "We make them recycle the crates." On the way through the thick, sneaky fog, Jeanette and Chris talk warily about Dominick, preparing me for his oily salesmanship.

Arriving at Mocer's on Lovelock Street, we toss the crates back where they came from. "We don't want 'em," yells a warehouse worker. "Well you got 'em," returns Jeanette, ecologically. And we jump into the arena, a tremendous design of refrigerated rooms with waxy floors. Chris wore shorts and Dominick, who removed his specs for the photos, said he and his workers are used to the temperature, but it sure was cold as apples in there. J & C have planned the amounts of what to buy, the daily 120 pounds of tomatoes, the six cartons of mushrooms, but are flexible as to unexpected goodies, maybe too flexible as they succumb to the charms of Dominick and his fresh fruits. The produce is gorgeous just to look at and ultimately irresistible when Dominick cuts open samples of sweet things to taste and promises a good price. While C & J load their stuff or warehouse carts, Dominick shows me the banana room. What's that smell? The bananas are ripened by ethylene and the room is then ventilated. O.B. People's finds most of the things needed - Mocer's has no Union lettuce today - plus some things not planned on - sugar peas - and the bill comes to \$175, at least \$50 more than they have figured on spending. We are just rolling away in the van when Dominick comes arunning with his voice, something about cabbages.

"You don't have to pay now. I'll put it on the bill for tomorrow." And Chris goes back for a crate of beautiful cabbage. They feel that Dominick has won. Will you have

beneath the incense rack), the cashier did not ask for an i.d.

In the shadow of the bluer than sky-blue "You'll like the total better at Alpha-Beta" billboard, the Beach Area General Store, 1837 Mission Blvd., wages its own advertising campaign for low food prices and cooperative spirit.

Scene: One second after opening, hoards of flour children of all ages filling the store, shopping at in Europe a la market basket and buying just enough for the day since it's a neighborhood store and there'll be fresh food again tomorrow.

This is a membership co-op with no mark-up for those paying the \$4 month membership fee and 30% mark-up for non-members. Wayne, a volunteer, who gets his food and good company for his time, told me that if you are buying for more than one, membership is advantageous. Then he gave me a tour of the refrigerator truck out back.

Bill Reilly is the manager, one of five, most knowledgeable about the history of the Beach Area General Store, because he was there. As a member of the Olney Street House, a Pacific Beach commune, he saw their food buying club expand until it got out of hand. So two years ago, the Olney St. Co-op became an activity of the Mission Beach Free Clinic. They moved into what used to be a surf shop and redesigned the store with \$10,000 worth of free labor and a grant from the city. Tim, another manager, told me that help for the project was easy to find. "We borrowed money here and there, not dealing with banks but with friends. We don't even have a bank account and don't like to accept checks. Money is probably the easiest thing in the world to get."

For a while the store was a retail non-profit operation returning 40% of its profit to the Clinic. "We used to run the store on salary. That became the incentive to work and it destroyed a lot of things. This has to be a mom and pop store with lots of moms and pops." The flour children "got sick of marketing, showing customers what was a

(continued on page 4)

GOVARDHAN PUJA

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saturday october 27 1:00 pm balboa park at 6th and laurel

FREE



FREE

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Advertisement for La Cantina Ventura featuring Mexican food and a special menu.

Advertisement for Car-Dels, a music store with various instruments and accessories.

Advertisement for Ozzie's Music Services, a dealer for complete musical services.

Large advertisement for India Street Art Colony, featuring various art forms and a map of the street.

Letters

ADDRESS ALL CORRESPONDENCE TO THE READER P.O. BOX 60623 SAN DIEGO, CALIFORNIA 92138

EVIL A DUTY YAK

I gave up the S.D. Union years ago, read the L.A. Times on Sunday, breeze through the entertainment section of the N.Y. Times in the library, and always read the O.B. Rag, and then I found a copy of the first Reader.

I do not write this to you hoping to give you instruction in the criticism of music, not to express my taste with my particular musical taste and aesthetic iconoclasm, but I do hope that something of the above has been of some value to you.

TWO OUTRAGERS FOR CORONADO

Dear Reader: Could you please send me a subscription to the Reader. I attend a lot of motion pictures and I also like this type of paper.

Bravo! Jonathan Saville is the only reviewer in town, Duncan Shepherd (whoever he is) is infuriating, the story on the All Right was brilliant, the Admiral Kidd Club dances blurb a great insight, your "eating out" reviews a must to all, and guides, lists, categories, and jokes at everything from A to Z are not only tasteful (and usually important) but loaded with redeeming social value.

TURBULENCE PUBLISHED

Mr. Saville, When I finished reading your review of McJostefe, I said to my husband: "I'm going to write that little son-of-a-bitch a letter."

CLEAN & GREEN

To all of you staff members - Thank you for having the very informative issue of the Free Reader Guide this week.

As a volunteer helper in our Plaza Information Booth, and the Senior Service Center at 10th and C Streets, there is much valuable material, not only for myself but for downtown visitors and local residents.

This type of information - clear and clever - is what we need on our local street corners!

COME A POUNDMENT

My story started at City College on a rainy day in January of 1972. Though I had been out of school for five years, some of my units were transferable, and I had the prospect of graduating in three semesters.

My first semester, I studied hard and got straight A's. I joined the Students for McGovern and became part of what was happening. I was elected Commissioner of Publicity of the Associated Student Council and became involved. When confronted with the sordid workings of student government, I became less enthused.

My second semester, I got a work-experience job, but was far less enthused with campus life. One day an Anti-War Rally came to City College. It was very exciting and at the end, someone from the War Vets against the War got up and made an impassioned speech.

He called the Pigs on us. About a half-hour later, we proudly marched out of his office chanting "Stop the Bombing. Stop the War." We were happy. We were united.

The next day, we were shocked by the reaction. Eleven of us were suspended. The next day I came back to complain. I was in front of school telling the dean we were unfairly suspended when I was suddenly arrested for "Being on School Property after Being told to Leave."

My parents were floored. Two weeks later I was reinstated into school. The week after that I moved out from with my parents and moved to the Beach with the rest of the Freaks. I started to smoke dope every day. I began to hate school more and more. I got on a Low-Income-Student-Help program and my only reason for staying in school was economic.

For the last two months, my only goal in completing college has been to burn my Diploma at Graduation. It was a Noble Idea. Last week my dream was shattered. I was informed that to go to graduation you have to wear a cap and gown. And I refuse to wear a cap and gown for anything.

So there is only one thing left to do. I have been saving up my tabs of sunshine in anticipation of One Last Ultimate Trip. David Stern, Ocean Beach.

A DISCLAIMER

Dear Reader, In the recent "Guide" issue, the Reader advised me that by Dr. Donald Kripke entitled "Mental Health Care." His comments towards local facilities were generally favorable and were summed up in his statement that "compared to what other cities offer, the County's Mental Health Services is pretty good and pretty human."

As a student I have visited mental health facilities in several states, and I recently had occasion to visit a friend in San Diego County's Mental Health Services main clinic.

While I found this place to be less horrifying than most public mental clinics I've seen, that hardly qualifies it as a truly progressive or human place. Visit the closed wards, and, after passing through two locked doors, you will see patients wandering around, often dragged into zombie-like stupors. You may also be treated to the sight of heavily sedated human beings strapped into chairs or beds.

patient-therapist contact seems minimal. Aside from the popular keep-them-quiet-with-drugs approach I do not know what types of therapy are employed, but one of the doctors on the staff expressed to me his opinion that patients are "putting on an act" and that in most cases the best way to deal with patients is to ignore them until they get tired of trying to get attention with their act.

I cannot say to what extent the rest of the staff shares this view (if indeed it is shared at all) but it seems clear that even if our clinic is better than most, it still has quite a way to go.

I don't want to give the impression that the County's Mental Health Services are a special case. In the March 1973 issue of the late Saturday Review of the Sciences, there is an article detailing a recent three year research effort by Dr. David Rosenhan (professor of psychology, Stanford University) and seven colleagues. Each made an appointment with a mental hospital admissions office, and each gave the same story: "They were hearing voices, unclear voices, that seemed to be saying words like 'empty', 'hollow', and 'thud'!"

The volunteers gave no false information about themselves beyond false names and that one symptom. They behaved calmly and naturally.

Result: seven of the eight were diagnosed "schizophrenic." The eighth was diagnosed as a manic-depressive psychotic. "The diagnosis stuck. The eight pseudopatients, duly admitted to mental wards, were incarcerated for between seven and fifty-two days before being released. Average confinement time was nineteen days. Not a single initial diagnosis was questioned by any staff member in any hospital. Not a single pseudopatient was released as cured - "in remission" was the uniform final diagnosis."

The pseudopatients were given a total of almost 2100 tranquilizer pills. They received "a total of 6.8 minutes of contact a day from psychiatrists, psychologists, residents, and physicians."

Further: "When the experiments were complete, Rosenhan informed the hospitals involved of what he had been up to. Skeptics in one hospital insisted that the records of false diagnosis could not possibly be true. So Rosenhan told the hospital's psychiatric staff he would send them one or more pseudopatients. The staff took extra care in screening, and of the next 193 admissions 41 patients were alleged with high confidence to be pseudopatients. But they weren't; not one of the patients suspected as 'sane' was a member of the experimental team. Rosenhan revealed later."

Not surprisingly, Rosenhan concluded "it is clear that we cannot distinguish the sane from the insane in psychiatric hospitals." And if our professionals cannot distinguish insanity from health, it should certainly come as no surprise that they are or even less happy when it comes to curing the mentally ill.

We all know that Marilyn Monroe committed suicide while in the care of an analyst, and, in fact, just a few hours after seeing him.

An even more dramatic case is described by Dr. Daniel Orian in the August 1973 Psychology Today. After affirming that "...psychiatric definitions of 'mental illness' are 'state at best'" he relates the following: "It was recently inside a private psychiatric hospital the day a patient died. She had been in the hospital for almost 10 years and during that time had made several suicide attempts. These were not successful suicide gestures to gain attention, but unsuccessful suicide attempts. From beginning to end she maintained that she was overwhelmingly unhappy, saw no purpose to her life, and took comfort only in the fact that she would eventually die. She finally made it up to the roof."

Ten years of treatment in that private hospital certainly seemed to have done her very little good. As R. D. Laing, Thomas Szasz, and others in the field have been pointing out for years, suicidal patients are not the only ones often failed by the numerous brands of "psychotherapy" currently in use. How many psychotics have been turned into sane, relaxed, healthy human beings? How many heroin addicts have been cured? Alcoholics? People with violent tendencies? All too few, if any. I say "if any" because when a person is talked out of using drugs, say (whether by Ann Landers or an insight therapist) or punished out of his symptom (whether by "behavior modification" or prison) he may well still be sick, which is why so many severely cured patients suffer relapses.

One out of ten Americans will spend some time in a mental hospital. These people will be placed in the care of professionals who

1) often cannot agree independently on a diagnosis, 2) have no clear-cut definitions of what mental illness is, and 3) are unable to reliably effect cures of the patients they treat.

What all this means in terms of human misery is simply overwhelming. The question is, is there a specific method of treatment that is reliably effective in curing mental illness? Until very recently there was not. But Primal Therapy, developed in the late sixties by Dr. Arthur Janov, is indeed such a method.

Primal Theory is the first and only theory to incorporate a precise and workable definition of mental illness, and, conversely, of mental health. This definition includes, among other things, measurable physical parameters such as body temperature and brain wave frequency and amplitude.

Primal Therapy eradicates obvious symptoms and also cures the patient - the cured patient will never have a relapse or need treatment again. This cure includes predictable changes in the patient's biology, and these changes are permanent.

As far as I know, there is no one in San Diego qualified to practice Primal Therapy. Incidentally I hope that this lack of Primal therapists and facilities will soon change, so that our tax dollars will not go for the pathetic "mental health care" now provided, for ineffective criminal rehabilitation, etc. The waste in terms of both dollars and human suffering is enormous, and will only stop when primal therapy becomes generally available. Glen Allport, San Diego

FOOD CO-OPS

(continued from page 1)

good deal", explaining that when supermarkets charge less than the Store for something, it was a gimmick. "So we asked them to join a co-op." Response was good and quickly covered their overhead.

The Beach Area co-op sells cheap, not necessarily organic, but healthy vegetarian foods. "People scream and holler for organic stuff and when they look at it they don't want to buy." Membership is a donation rather than a voting privilege. "What if they wanted to buy meat? We'd probably buy the cows and put 'em out back and let 'em slaughter them. Then maybe they wouldn't want to eat meat."

If the store is short of help, they close the door until customers who come around back to investigate are snared into volunteering.

These older, successfully running co-ops help out newer alternative food stores with ideas, space, money.

Two new co-ops opened this fall. At San Diego State the **General Store** is run on a two-price system with a 15% mark-up for members and prices comparable to Safeway for non-members. The State food children say that the quality of their food is superior to that of supermarkets. To join, one must pay the student activities fee plus a semesterly membership charge. Kathy, one of five employees salaried by the Associated Student Body, says business is so good they are already thinking about the snack bar they will open if they sell enough memberships. After less than one month of operation, they have 250 members.

The newest co-op is also the northern. At 332 North Highway 101, The **Enclinas Collective** of as yet undetermined direction is open for business and suggestions. They have a beautiful building and the help of Solana Beach Peninsula Food for strength, and conflicts of ideals and personality which should make for an exciting future. According to Bill, they are doing fine already and expect to evolve rapidly during their beginning stage.

Not all the food co-ops have good news. The Sun Marcos co-op, a non-membership 25% mark-up store at 311 Pleasant Way near Palomar College, may already have vanished by this printing. It was established by community need in June, but Discouraged Dave reports that energy is waning, and they now have little money to buy stock. They are considering adopting a membership or pledge plan to save the co-op. Discouraged Dave told me that the meeting on Sunday will decide their fate. "You can call on Monday and if no one answers the phone..." As of now, the Sun Marcos store, UNICO, which offers good food, organic and sugar free and cheap, is open six days a week.

Complimentarily, the Golden Hills co-op, 1145 Fern corner Ash and Fern, is open only one day a week, Saturday, August 28th was its first birthday. Jay Weiner, the only paid worker "That's my main thing now," supplements his full-time responsibility with the co-op by delivering newspapers. Jay's problem is the co-op's problem, lack of money. "Know anyone with a talent for raising money?" I told Jay to take out a free classified in the Reader.

The present Golden Hills co-op is a resurrected venture which failed a year or so ago. They concentrate on quality and low prices, not on health foods, although they stock most of the popular health food items. The Golden Hills food children, who include older childless couples, younger families with children, and students, pay a one-shot membership according to scale:

\$2.50 for a household of one or two people
 \$5.00 for a three to five people household
 \$10.00 for six or more

The membership fee plus the system of paying in advance for the estimated cost of the order enables the group to buy their food. On Saturday morning, the store opens for members only; afternoon left-overs are available to the public at the same low, 10% mark-up price. The goal of the Golden Hills co-op is to convert to a store open daily. Jay is hopeful. "We're not going to fold this time." "We're really strong now." And immensely satisfied with his work. "The fact of being involved in getting our own food

together means we are able to get exactly the type of food we want. The sum total of the co-op is good food." As much as he loves good food, Jay gets sick of it. It's all those prices dancing in his head. Says he can't stand seeing it in the middle of the week. And I thought that happened only in ice cream stores.

The Linda Vista food co-op started in May with support from various community, religious, and service groups. First dealing in fresh produce only, it has expanded to include eggs and other dairy products. Most of the Linda Vista food children are on welfare, social security, or are just plain middle class, not part of a student community. So their concern is with low prices rather than with organically growing food. Now in the process of reorganizing, the co-op may change its status from a buyers' club to a non-profit corporation.

For information, talk to Mel Chavez, 277-0990.

Although there are no plans for the co-ops to buy together at one

unit — they say their needs and cash-flow situations are too divergent — they keep each other informed about reliable, honest suppliers. They also donate or lend money and equipment, and provide ordering services for each other. They are not competitive stores.

Except for the San Diego State co-op, they are not student organizations run by students but are community stores for people of all ages. Even State's store is open to the public.

They are not political centers. Bill Reilly explains that as a non-profit organization, Beach Area has to be careful about being political. The store just happens not to buy Teamster lettuce. He knows the food children would not buy it anyway. Margi at Encinitas Collective believes their store should buy from small suppliers rather than from big companies at which invest their profit in developing the coast. To her, it is flour power, not politics. Jay Weiner disagrees with the boycott element of Golden Hills.

Nevertheless, their views influence store policy, too. All the stores divergent — they keep each other informed about reliable, honest suppliers. They also donate or lend money and equipment, and provide ordering services for each other. They are not competitive stores.

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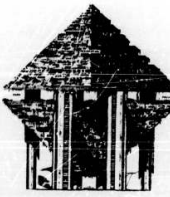
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paolo soleri



Think of the difference between the surface areas, population densities, and cultural activity of San Francisco and San Diego.

In spite of the fact, perhaps because there is not national coverage of the ongoing international debate between the "mechanics" and the "mystics", between Buckminster Fuller, the garrulous all-American technophile, and Paolo Soleri, the spiritual Italian visionary architect, once you come in contact with them, you cannot forget them, impossible, no way.

In San Diego, their debate is being staged as a time-clap confrontation. Last year Fuller was here explaining at extravagant length his reverence for design-science and promoting his vision of a global mobile geodesic dome trailer park. And this week, October 26, at 8 p.m., in Balboa Park's Fine Arts Auditorium, Soleri, philosopher/craftsman/writer/artist/architect, is here to talk about his very different vision for man and the city of 3000 he has masterminded and is currently building with students and apprentices on a mesa some miles north of Phoenix, Arizona.

Fuller vs. Soleri. The two could not be more different. Fuller concerns himself solely with the material problems of housing and food and transportation and gives a purely material short-sighted American dream answer. To wit, with the cheap production of geodesic domes every man could have his own, somewhat spherical, castle. Soleri attends to the whole man, to his basic need for roots, for community, beauty and culture, and more; he thinks about these things not in a vacuum but in relationship to man's environment. Fuller wants to give each man a house. Soleri wants much more, he wants to give him a City and the Earth.

Says Jill Johnston, we are whom we sleep with. Says everyone, we are what we eat. Says Soleri, with greater profundity, if less wit, we are what we make of our environment.

For Soleri, the familiar problem is this. In the U.S. and other cultures who have made a religion of technology, man is not only polluting the planet but destroying his soil by exploding the City into fragments of creeping suburbia, by spreading himself much too thinly over the land in gigantic panachees of sluggishness. Result? No culture in the suburbs, no community in Steel City. By moving out of the City, he says, American society is separating from itself and committing cultural suicide.

An answer for your latest accumulation of parking tickets



He has masterminded and is currently building with students and apprentices a city of 3000 on a mesa some miles north of Phoenix, Arizona.

And as the gaps between people increase, Soleri points out, we must expend and spend more and more energy just to get across those gaps. One-sixth of our GNP goes to automobiles, and how much more of our time and goodwill goes to commuting, how much to prowling for a parking space when we purchased an outrageously expensive permit, how much human waste and isolation in deciding not to go to a play or a lecture or to see our friends, especially in San Diego where the distances are astronomical, but to stay at home and watch TV instead. Think of the difference between the surface areas, population densities, and cultural activity of San Francisco and San Diego.

And if the basic connectors of gaps are machines and media, the result is increasing obsolescence of the flesh and growing dehumanization. As he says bluntly in one of his books, "One thousand deaths on the TV screen are not 'worth' one real touchable death. Which is why, by the way, killing becomes far easier for the TV watcher than for the occasional butcher."

Soleri's argument is two-pronged — evolutionary and aesthetic. He sees the development of the un-

values of a truly urban civilization, grace, balance, frugality, art, and compassion, would replace the values of technology. The climax phase, the ultimate contraction of matter into energy, think it through, would be the Godhead.

He's an evolutionist. Just as importantly, he's an aesthetician. How do we reach the next phase? The bridge between matter and energy is art, but not art limited to painting or writing. Not by a long shot. The savior is environmental planning: for him the aesthetic act on both a large and small scale. And anyone who has seen his home in Scottsdale or his growing city Arcosanti or his splendid 2-foot-long book filled with extraordinary sketches of cities for 90,000 people, 65,000 people, 9,000 people, or his luminous architectural models, would be inclined to agree. His cities are supra-rational in thrust, organisms which are more than man-made in Hong-Kong. They are a neo-nature.

Finally. Toward a solution. Implosion into a new dense City which would free the land from rampant suburbia and the exploding network of freeways and roads. He calls this new form of the City an "arcology". His arcology is a union of architecture and ecology, a single structure city so compact that its people are concentrated on a small percentage of the land leaving the remaining 95 percent free to nature and the earth. His arcology would not reach out and but up with its dwelling units and down with its factory roots. His arcology would be connected to others by urban rivers of transportation. His arcology would purge the automobile. His arcology would be formed to catch the multi-media flow of the sun and the moon. His arcology would be a gently rising sculpture. And in his utopian arcology the Planner would take the place of Plato's Philosopher-King, but unlike Plato, Soleri would not outlaw art but sanctify it.

"Lefist" architects accuse Soleri of authoritarianism; the man in the street fears beehivism. Soleri answers that we have less freedom now. Example. Today individual dwelling and parking units are programmed and punched out, we live in ticky-tacky tract homes and Ray Huffman apartments, but no humane planning exists on the larger level. He would reverse this situation. And the literati cut him down by calling him a powerful visionary but adding, in the supreme American put-down, that it is impractical. Not practical? Simply by eliminating gaps, his arcologies would reduce the outlay for city services, garbage pickup and the police force, for example, by 80 per cent.

But the truth is, he is supra-practical. Buckminster Fuller, no matter how much bounce and how much inventive energy he has, remains a one-dimensional efficiency expert whose reading of history is confined to a chronicle of the tool vs. the machine and whose proposals will only produce a two-earth assembly line. Soleri, armed with a deeply religious view of man and his City, wishes to transcend it.

Read his books — *The City in the Image of Man*, MIT Press, 1969, and the recently released collection of essays called *Matter Becomes Spirit*, Anchor Paper-back, 1973. But better, see him. He himself exemplifies his values. His body is compact, wiry, his eyes large, his character as far as possible from authoritarian. He is a compassionate man.



— Kathleen Woodward —

Buckminster Fuller wants to give each man a house. Soleri wants much more, he wants to give him a City and the Earth.

A few weeks ago the battle between the sexes was waged with glossy Madison Avenue packaging on the tennis courts with Billy Jean King carrying off the mock-heroic romp of Robby Riggs's look. Millions watched it, it was the situation-comedy and sports event of the year, and not surprisingly, it's already long forgotten.

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NO BULL ARCHIE O'MALLEY

(Ed. Archie O'Malley will attempt to answer your questions. Please write to him c/o The Reader, P.O. Box 80803, San Diego 92138)

Dear Archie,
After all is said and done, I'm still wondering why KPRI tried to start rumors of John Lennon's appearance at the Yoko Ono concert last month. Certainly a hype like that was bound to backfire—wasn't it?



L.H. San Diego
The folks at KPRI say that it was Lennon's hype. Lennon had sent word to the station that he was going to be at San Diego Stadium and even had them meet his flight with a limousine and security guards. KPRI's Mike Harrison says that ten minutes before they were about to pick him up at Lindbergh Field, Lennon called from New York and said he could not make it. To KPRI's chagrin, he had the nerve to request that they purchase flowers "To Yoko, with love from John."

Dear Mr. O'Malley,
A friend of mine, who is a highly placed Navy officer here, says that during the Vietnam war, San Diego was a den of subterfuge by Vietnamese politicians in exile. He says that they used to meet at a tiny Vietnamese restaurant in Coronado. How much of that is true?
Alice Wanaad, La Mesa

Probably just the existence of the Vietnamese restaurant, Dr. Nguyen Xuan Oanh, minister of public information under South Vietnam's President Diem and later Vice-Premier of South Vietnam, used to be the director of the Navy's Vietnamese language school in Coronado. He and his wife used to run a Vietnamese restaurant in 1969 and 1970 on Orange Avenue in Coronado, across the street from the Hotel del Coronado. The Vietnamese instructors at the Navy's school served as waitresses. Sorry, we couldn't get comments from anyone about conversations that went on in the restaurant.

Dear Archie,
Why hasn't the San Diego Transit Corporation done something about bus transportation for San Diego State students who live at the beach? The Free Bus Line helps, but every time I've tried to ride it, it's been too full to get on.
Susan Boucher

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Sunday, November 4, 2:00 p.m.

The Thin Man is back! The second in "The Thin Man" series, this film led the *New York Times* to write "... William Powell and Myrna Loy still persuade us that Mr. & Mrs. Nick Charles are exactly the sort of people we should like to have on our calling list on New Year's Day and all the rest of the year."

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TELEVISION

THURSDAY, OCTOBER 25
NOTE: If weather hearings are in session Channel 15 will begin coverage at 8:00 pm each evening following city hearings. Thus programming listed programs.

WHAT DID YOU DO IN THE WAR, WADDY? starring James Cagney (1966). Channel 6, 7:00 p.m.

GUESS WHO'S COMING TO DINNER? starring Spencer Tracy, Katharine Hepburn, and Sidney Poller (1967). Channel 8, 9:00 p.m.

FRIDAY, OCTOBER 6
MASTERPIECE THEATRE: *Clouds of Witness*. Channel 15, 3:00 and 9:00 p.m.
THE HANGING TREE, starring Gary Cooper and Karl Malden (1959). Channel 39, 5:00 p.m.
AFTER THE THIN MAN, starring James Stewart, Myrna Loy, and William Powell. Channel 6, 7:00 p.m.

PEGGY FLEMING VISITS THE SOVIET UNION. Special featuring skating star and Moscow Circus, Kirov Corps Ballet, the Moscow Ice Ballet, and the Oraztsova Puppet Theatre. Channel 10, 8:30 p.m.

TILL THE BUTCHER CUTS HIM DOWN. Focus is New Orleans jazz, especially Preservation Hall and its regulars. Channel 15, 11:00 p.m.

IN CONCERT: Crosby Checker, the Crystals, Bobby Hydel, Jacque Wilson and the Coasters. Channel 39, 11:30 p.m.

STAGECOACH, starring John Wayne and Claire Trevor (1939). Channel 6, 12:00 midnight.

THE MIDNIGHT SPECIAL. Scheduled: Sly and the Family Stone, Four Seasons, Mark Amato, Melissa Manchester, Lita Stalter. Channel 10, 1:00 a.m.

NCAA FOOTBALL. Channel 39, 10:30 a.m.

NBA BASKETBALL: Buffalo Braves vs. Cleveland Cavaliers. Channel 6, 10:00 a.m.

THE PEARL OF DEATH. third in Sherlock Holmes series. Starring Basil Rathbone, Holmes and his loyal assistant Watson solve the mystery of the Creeper and the stolen Pearl of Death. Channel 8, 3:00 p.m.

THE CHAMBER WAY. "Beel or Letuce", the air-ry method of cooking with a wok. Channel 15, 3:00 p.m.

WIDE WORLD OF SPORTS. Channel 39, 5:00 pm.

BUTTERFIELD 8, starring Elizabeth Taylor and Laurence Harvey (1960). Channel 10, 5:30 p.m.

WINESBURG, OHIO. Jean Peters stars in this production of Sherwood Anderson's novel. Channel 15, 7:00 p.m.

BOXING from the Olympic. Channel 6, 7:30 pm.

TILL THE BUTCHER CUTS HIM DOWN. Repeat of Friday's show. Channel 15, 9:00 p.m.

CHRISUM, starring John Wayne and Forrest Tucker (1970). Channel 10, 9:00 p.m.

LIGHTNIN' HOPKINS. A half-hour uninterrupted concert by the dean of Texas bluesmen. Channel 15, 10:00 p.m.

UNDER TWO FLAGS, starring Ronald Coleman and Claudette Colbert (1936). Channel 39, 11:15 p.m.

ROCK CONCERT. Channel 10, 11:45 p.m.

LA DOLCE VITA. Marcello Mastroianni and Anouk Emery (1961). Channel 6, 12:30 a.m.

SUNDAY, OCTOBER 26
FOOTBALL: Oilers vs. Cleveland; Cincinnati vs. Pittsburgh. Channel 10, 10:00 a.m.

NFL FOOTBALL: Minnesota vs. Los Angeles. Channel 8, 10:30 a.m.

MY LITTLE CHICKADEE, starring W.C. Fields and Marjorie West (1940). Channel 6, 11:00 a.m.

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THE ALAMO: GENE DAVIDSON AND THE STARPOUTERS, Thursday, Oct. 25 to Thursday, Nov. 1, 3093 Carmel, Mt. Carmel Dr. Carmel Mesa, 276-2240

ALBATROSS: ALMA, Thursday, Oct. 25 to Saturday, Oct. 27, JERRY MCCANN, Sunday, Oct. 28 to Thursday, Nov. 1, 1309 Camino Del Mar, Del Mar, 755-6744

ASPEN PUBLIC HOUSE: O. D. CORRAL, Thursday, Oct. 25 to Thursday, Nov. 1, 915 Pearl, La Jolla, 459-3300

BOOM TRENCHARD'S: DAN MURPHY, Thursday, Oct. 25 to Thursday, Nov. 1, 2888 Pacific Highway, 291-5555

THE CLIMAX: A DIFFERENT BAG, Thursday, Oct. 25 to Sunday, Nov. 4, 202 Market, 239-9336

FOLK ARTS: DAVID EVANS and CLARE HANGEN, blues, Friday, Oct. 26 and Saturday, Oct. 27, HOOT AND JAM SESSION, Tuesday, Oct. 30, 3743 5th St., 291-1786

J.J.'S: SONS OF CHAMPLIN, Saturday, Oct. 27 and Sunday, Oct. 28, 4025 Pacific Highway, 296-3655

LEDBETTER'S: SKYHOOK, Thursday, Oct. 25 to Thursday, Nov. 1, 5524 El Cajon Blvd., 583-4524

NEUTRAL GROUNDS: ASYLUM, Thursday, Oct. 25 to Thursday, Nov. 1, 4693 University, 282-8106

NOTSOM FLOTSOM, MOONSHOTS: Wednesday through Saturday, Oct. 24-27, THE MOLE PEOPLE, Monday, Oct. 29, 417 Santa Fe Dr., Encinitas, 753-0329


THE PEOPLE: HIGH POCKETS, country-wednes, Thursday, Oct. 25 to Saturday, Oct. 27, TOMCAT, Sunday, Oct. 28, 28 HITT AND HEDGECOCK, Monday, Oct. 29 to Wednesday, Oct. 31, 4970 Voltaire, OB, 223-9773

REUBENS: JASON CHASE DUO, Thursday, Oct. 29 to Saturday, Oct. 27, FARMER AND DIXON, Sunday, Oct. 28 and Monday, Oct. 29, 880 Harbor Island Rd., 291-4030

ROCK CONCERT: NEW WINE, Saturday, Oct. 27, 12 room Balboa Park, Crown Pavilion, 287-7329

WALLBANGER'S: ENTRANCE, Thursday, Oct. 25 to Wednesday, Oct. 31, 2966 Midway Dr., 223-3138

THE WESTERNER: THE CATALINAS, Thursday, Oct. 25 to Thursday, Nov. 1, 22 W. 7th, National City, 474-2919



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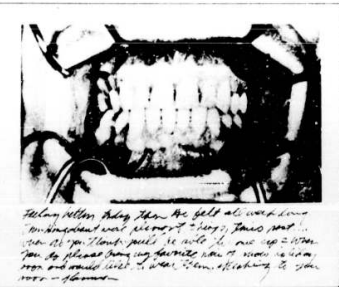
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One of those — uh — multi-media shows



Picture falls off the wall. What La Jolla Museum of Contemporary Art is now presenting are a few variations in art strategies — post-wall. The work of Carlos Gutierrez-Solana, Joel Glassman and Paul Kos can be seen and heard through November until December 5.

The quietest of the three, Carlos Gutierrez-Solana, sprinkles the museum with hushed ribbons and dancing heads. His blithe display decorates air. Small wall-spaces are sub-divided into paper cutout duilies. A clothesline strung with grommeted ribbons swings across the corner. Carpet tacks secure taut pastel satin strands across the floor just above the surface so they shimmer in the gallery draft. Dimstore necklaces extend from




ceiling to floor and look more like Slavic peasant headdress with their ribbon-wrapped wire, feathers and butterflys. These pieces are precious little gems pulled out of some treasure chest. They prepare themselves for a soft, nostalgic conformation with the viewer. The overall flavor is cheap and stacy, complete with costumes, props and a stained corduroy backdrop.

—Jennifer Kotter—

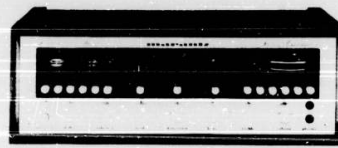
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While Carlos Gutierrez-Solana flits around playing Tinkerbell, Joel Glassman builds tents equipped with electrics and running water. He has environmentalized the main gallery with two triangular bodies of hung muslin. One contains a single line of fluorescent light and the other is the apparent source of a leaky water faucet. The neurotic behavior of the water sound's swollen density, volume and direction make the source of the sound difficult to determine. Humming silently, the fluorescent light contents itself by remaining constant. The water gushes forth violently, slowly trickles, drips, then gushes and stops, then gushes again. Pinned to the wall, some dialogue Glassman pretends to talk about the high contrasting properties of reciprocals. The nonsense of this commentary reflects the spirit of Glassman's work in the show — the past-tense photograph collage stories with Scotchtape and his 40 minute video-tape, The Symbolic Logic of Now. These contain all of Joel Glassman's dirty clothes and undumped garbage. In greasy tribute to Marcel Duchamp, a window sits upright in a livingroom while the masking taped masked man peers through it to the show that begins to fall and he continues to bob his duck's head around in the fishbowl. Anything recognizable is mashed up in the hands of a dizzy cameraman. Soon it's time to count the 15 minute lags and fight off seasickness as our surrealist hero decides what to do next.

Possibly the most hit-bound piece of the show is a room done by Paul Kos — "EVOLUTION Notes for the Invasion MARCH." Encouraging horizontal two-by-fours, spaced evenly lead to the typewriter table at the other end. Rhythmic participation is coerced by steady drum beats from an audio tape and the audience marches on through. Kos' decisions are definite and clean. His video-tape, Battle Mountain, further entices the sharp authenticity of his delivery. It takes up half the time that Glassman did, uses just five pristine shots, and imlays a repetitive pattern of four words uttered in a woman's voice. The gradual development of abstraction in this tight piece has the impact of slow implantation of a hypodermic needle. Towards the climax this tempo abruptly halts when the single light bulb whose path you've been following in a blacked-out room shatters. But the peculiar set of words continues to be repeated — "aim, point, feck, grace, aimless, pointless, feckless, graceless" — on into the blackness. And the memory returns of the time you cut your lip on the razor-sharp edge of a piece of paper.

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THIS WEEK IN SAN DIEGO

museums and galleries

CLAES OLDENBURG, graphics Jack Glenn Gallery, 424 Fashion Valley, Friday, October 26 through November 22. Phone: 291-5970.

PAINTINGS, photographs, and environmental sculpture by visual arts graduate students UCSD Art Gallery, Room 1260, Humanities Library, Revelle Campus, noon to 5:00 p.m. daily and 8:00 to 10:00 p.m. Wednesdays. Through November 9.

ROOY LICHTENSTEIN, paintings and graphics, Jack Glenn Gallery, University City, through November 25.

DIMENSIONS OF POLYMERIA, first major exhibition of Polyan art to be shown west of the Mississippi, including both Polyan art and works by Gauguin, LaFarge, and Matisse. Fine Arts Gallery, October 9 through 29.

COLLAGE ENVIRONMENTAL PICTURE, VIDEOTAPE, by Joel Glassman, DRAWING, PAINTING, SCULPTURE, by Carlos Guimaraes-Sotomayor, ENVIRONMENTAL PICTURE, VIDEOTAPE, by Paul Kos. The Jolla Museum of Contemporary Art, October 15 through November 21.

sports

BASKETBALL: S.D. Conquistadors vs. Utah, Golden Hall, Community Concourse, Friday, October 26, 7:30 p.m. Phone 427-9100 or 236-6510

PROFESSIONAL BOXING: The Coliseum, 1435 E. Street, San Diego, California, Friday, October 26, 8:00 p.m. Phone: 236-6510.

SOUTHERN CALIFORNIA BICYCLE JAMBOREE, Mission Bay Park, Saturday, October 27, 7:00 a.m., 20 kilometer run, 9:30 and 9:30 a.m., 100 and 50 kilometer rides, 1:00 and 1:30 p.m., 50 and 25 kilometer rides. Sunday, October 28, 9:00 a.m., 80 kilometer tandem special, 9:30 a.m., 25 kilometer marathon. For information, phone 298-0700.

COUNTRY BUMPKIN RUN, sponsored by San Diego Joggling Club, Granite Hills High School, 1719 E. Madison Ave., El Cajon, Saturday, October 27, 8:00 a.m. Phone: 232-7451.

GREAT WESTERN BOULDERING CHAMPIONSHIP, Mission Gorge climbing area, Sunday, October 28, 8:00 a.m. Phone 272-0903, 454-1410, 223-7173, 232-2187, or 444-2182.

SOCCER: Aztecs vs. CEVYS, San Diego State Soccer Field, Saturday, October 27, 2:00 p.m. Free.

SAITAMU NIGHT STREET DRAGS, Carlebad Raceway on Patulong Airport Road, Carlebad, Saturday, October 27, Gates open at 8:00 p.m., races begin at 7:00 p.m. Phone: 747-1171.

FOOTBALL: Southwestern vs. San Bernardino, Southwestern College Stadium, Saturday, October 27, 7:30 p.m.

FOOTBALL: Aztecs vs. Florida State, S.D. Stadium, Saturday, October 27, 7:30 p.m. Phone 286-8847.

HOCKEY: Gulls vs. Portland, S.D. Sports Arena, Saturday, October 27, 8:00 p.m. Phone: 224-4176.

BASKETBALL: S.D. Conquistadors vs. Memphis, Golden Hall, Community Concourse, Sunday, October 28, 7:30 p.m. Phone: 427-9100 or 236-6510.

SOCCER: Aztecs vs. Fresno State, Aztec Bowl, San Diego State, Wednesday, October 31, 7:15 p.m. Free.

lectures and talks

THE WAR IN THE MIDDLE EAST, by Peter Buch, author of 'Zionism and the Arab Revolution.' The Millant Forum, 4633 El Cajon Blvd, Friday, October 26, 8:30 p.m. Phone 286-1292.

FILMS BY ROBERTO ROSSELLINI, Man's Struggle for Survival, Passion, Voyage to Italy, The Miracle, and Base Pass. Screened continuously in UCSD Art Gallery, 1260 Humanities Library, Revelle Campus, Thursday, October 25, 10:00 a.m. to 10:00 p.m. \$1 for UCSD students, \$2 for non-students.

PANEL DISCUSSION on Roberto Rossellini's films, UCSD, Revelle Center, Thursday, October 25, 8:30 p.m. Panel will include Nancy Farber (UCSD faculty member and movie critic), October 25 (Reader critic), Paul Schreyer (film critic), Director Mervyn Doolittle (Los Angeles Times critic), Director Martin Scorsese (of Mean Streets), and Marina Rotter (artist and graduate student). Free. Open to the public.

ROBERTO ROSSELLINI lectures and screens his recent film The Rise to Power of Louis XIV, Sunday, October 28, 8:30 p.m. Revelle Center, UCSD, Free. Open to the public.

THE PHILIPPINES: The Next Vietnam, various speakers, Montezuma Hall, Aztec Center, San Diego State, Thursday, 8:00 p.m. Free.

AN EVENING WITH PAOLO SOLERI: Soleri is visionary philosopher, artist, architect, and urban planner. Coplay Auditorium, Fine Arts Gallery, Balboa Park, Friday, October 26, 8:00 p.m. Phone: 453-2000, ext. 2051.

'AMERICAN AND EUROPEAN ART, 1945-1955: The Triumph of Abstraction.' Monday, October 29, 10:30 a.m., 'American and European Art, 1955 - 1960: The Crisis of the Subject.' Wednesday, October 31, 10:30 a.m. Detailed lectures by Museum curator Jay Bellini. Sherwood Hall, La Jolla Museum of Contemporary Art.

A CHINESE LOOKS AT THE CULTURAL LIFE OF THE NEW CHINA, by Dr. Irene Cheng, San Diego Public Library, Wednesday, October 31, 1:00 p.m. 453-2000, ext. 2051.

music

SAN DIEGO MESA COLLEGE COMMUNITY ORCHESTRA IN CONCERT "Overture to Romeo and Juliet," Tchaikovsky; "Ocean Spell," by San Diego composer John Glasier, "Concerto for Piano and Orchestra" by Mozart, and "Symphony No. 7," by Beethoven. Mission High School Auditorium, 4633 Doliva Drive, San Diego, Thursday, October 25, 8:00 p.m. Free.

PAUL WINTER CONSORT, Montezuma Hall, Aztec Center, San Diego State, Friday, October 26, 8:00 p.m. Phone: 286-8847.

CANTATA by Dietrich Buxtehude, sung by St. Andrew's By-the-Sea Choir, St. Andrew's By-the-Sea Episcopal Church, 1050 Thomas Avenue, Pacific Beach, Sunday, October 28, 4:00 p.m.

USO SYMPHONY CONCERT, Beethoven's "Symphony No. 6 (Pastorale)" and Tchaikovsky's "1812 Overture." Camino Theatre University of San Diego, Sunday, October 28, 4:00 p.m. Free admission.

ORGANIST David Craighead, First United Methodist Church, 2111 Camino del Rio South, Sunday, October 28, 8:00 p.m.

JACK LOGAN gives contemporary concert on the trumpet. Recital Hall, S.D. State, Sunday, October 28, 4:00 p.m.

CARMEN, San Diego Opera, Civic Theatre, Community Concourse, Wednesday, October 31, 8:00 p.m.; Friday, November 2, 8:00 p.m.; Sunday, November 4, 2:30 p.m. 236-6510.

special events

PHANTOM OF THE OPERA, starring Lon Chaney, Sr. (1925), accompanied by organist Floyd Weston, North County Community Theatre, 1320 Grand Ave., San Marcos, California, Wednesday, October 30 and 31, 8:30 p.m. (also special midnight show October 31), Phone 744-4555 daily from 10:00 to 9:00 for information.

GOVERDAN PUNJA FESTIVAL, Vegetarian feasting (free), chanting, and dancing. (Sponsored by Hare Krishna), Balboa Park, 6th and Laurel, Saturday, October 27, 2:00 p.m. "Punj" immediately smack of desiccated corpse, of an old-time, small-town U.S.A., with its economic stability, firm moral values, reverence for the family, state fairs, highschool sports, corner saraparilla parlors, cracker-barrel

CAVY AND RABBIT SHOW, sponsored by S.D. County Cavy and Rabbit Breeders' Association, on the Green Room, "Tel Mar Fairgrounds. All day, Sunday, October 28.

AUTUMN BAND REVIEW - San Diego City and County Band Competition, Peabie Field, at Naval Training Center, Sunday, October 28, 1:00 p.m. Phone: 234-4187.

CONVAR GARDEN CLUB CHRYSANTHEMUM SHOW, Casa del Prado, Balboa Park, Sunday, October 28, 1:00 to 5:00 p.m. 232-5762. Free.

APPLESEED, presented by the San Diego Junior Theatre, Balboa Park Puppet Theatre, Thursday and Friday, October 25 and 26, 7:30 p.m.; Saturday, October 27, 12:30 and 3:00 p.m. Phone 236-6511.

MERTON OF THE MOVIES, a Marc Connelly comedy, San Diego Little Theatre, 800 Fairgrounds, Fridays and Saturdays through November 10, 8:00 p.m.

A DOLL'S HOUSE, by Henrik Ibsen, Experimental Theatre, Dramatic Arts Building, San Diego State, Thursday, Friday, and Saturday, October 25, 26, and 27, 8:00 p.m. Phone 236-6511.

MARAT-SADE, by Peter Weiss, Applied Theatre, San Diego Mesa College, Thursday, Friday, and Saturday, October 25, 26, and 27, 8:00 p.m. Phone 279-2300, ext. 236, Monday through Friday, 9:00 am to 8:00 p.m.

HARD TRAVELIN', a tribute to Woody Guthrie (film, dramatic readers, and musicians) by Modesto Community College students, Montgomery Junior High School, 2470 Uline Street, Thursday, October 25, 8:00 p.m. Free.

SEVEN YEAR ITCH, presented by the North County Community Theatre (1320 Grand Ave., San Marcos), Thursdays through Saturday, 8:00 p.m. and Sundays at 2:00 p.m., through October 28, Call 744-4555 from 10:00 to 3:00 Monday through Friday for reservations.

PUFF THE MAGIC DRAGON, presented by Puppets Please, Balboa Park Puppet Theatre, Sundays through October 28, 1:30 and 2:30 p.m.

SMALL CRAFT WARNINGS, Tennessee Williams' play, Mission Playhouse, Friday and Saturday through October, 8:30 p.m.

TEAHOUSE OF THE AUGUST MOON, presented by The Southeast Community Theatre, Lincoln High School Auditorium, Fridays and Saturdays, through October 27, 8:00 p.m.

CHRYSALIS, a new, multi-media play, Crystal Palace Theatre, Fridays and Saturdays, 8:00 p.m. Through November 1.

THE PRISONER OF SECOND AVENUE, Neil Simon's play, starring Van Johnson, Off Broadway Theatre, Tuesday through Saturday, 8:30 p.m.; Sunday, 7:30 p.m. 2:00 p.m. Matinees both Saturday and Sunday. Runs October 4 through November 4.

THIS EVENTS CALENDAR IS COMPILED EACH WEEK BY THE READER AND IS A SERVICE SPONSORED BY FOTOMAT* UNIVERSITY CITY CAMERA STORE. ALL INQUIRIES REGARDING THE EVENTS LISTED HERE SHOULD BE DIRECTED TO THE READER - 454-1052 - OR TO THE EVENT SPONSOR. PLEASE SEND ITEMS TO BE LISTED TO: READER, P.O. Box 1003, SAN DIEGO, CA. 92138 OR CALL 454-1052.

OUT-CORNING THE BEVERLY HILLBILLIES

Soon the whole household has been routed out of bed, and even the people from next door join in the desperate attempt to remember the missing name: Helter Skelter, Topsy Turvy, Minneapolis and Saint Paul.

Jonathan Saville - The Old Glabe's Jaberwock, a play about the early life of humorist James Thurber, is a corny, sentimental, structureless piece of shallow nonsense. I am ashamed to confess how much I enjoyed it. I knew Jaberwock was going to be awful as soon as I looked at the program. Act Two, for example, is described as follows: "When W. Wilson (Mary Agnes, Grandpa and others) were making the world safe for democracy." Aside from that cutie-poosie stuff about W. Wilson, what put me off was the names. I can't stand plays with characters named Mary Agnes and Grandpa.

The play itself is just what the program forecasts. Contermination in the Thurber merge in Columbus, Ohio." Just the one word "menage" tells you that the authors of this play, Jerome Lawrence and (honest!) Robert E. Lee, are going to be straining for chuckles every second, that they are never going to give up trying to drag you into their belief that the Thurbers are just so quaint and odd and humorous and lovable. And Columbus, Ohio - oh my God!

Don Wortman - Tom Hartzog's THE BROADWAY THEATRE. NOW THRU NOVEMBER 11th. In person VAN JOHNSON. The Prisoner of Second Avenue. For Reservations: 235-6535

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maid; the problem of switching the house from gas to that new-fangled electricity; the snotty, cultivated, headed girl from down the block, the patent-medicine salesman; the new car, the old refrigerator - at any moment you expect Penrod and Sam to come trundling in, or Tom Sawyer and his paintbrush.

The question I ask myself is: this why did I get such a kick out of all this comedy claptrap? Here are some of those paintings of an imaginary Heaven, with green hills, sparkling streams, bounding lambskins, and angelic chamber orchestras. You may not believe it is real, but you do deeply long for it to be that way that you are willing to overlook a minor defect like lack of truth.

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that another potential source of conflict is eliminated from the very beginning. All of this is admittedly comic grotesques a prelude for a series of outlandishly funny adventures, a voice for the whacky imagination of James Thurber. Mr. Medcalf's lanky, gawky, geeky, freaky performance is pure perfection. The program informs us that he has ambitions of becoming a professional actor, and he is certainly right to have such ambitions. Lay down those caterpillars, Medcalf, your destiny lies elsewhere.

From out of Merlin's Bag Now The Number "2" Indoor Sport. Time has a way of running a full circle and making things complete. Our contribution towards that fulfillment is the "Astrological Research Calculator," an intriguing game designed to stimulate and expand your personal awareness using the basic principles of astrology. Are you perceptive enough? Birthdates from a personality profile or... personalities and traits from a birthday. The results are startling. Mystery, fun, science and astrology are combined in one beautiful sun sign package. For Yourself or as a Gift Send Only \$4.98 Plus 75c For Mailing To ARCS, SHIRCLIFF ENTERPRISES Box 2312 La Mesa Ca 92041 California Residents Add 25c For Tax Your Money Will Be Refunded If You Are Not Completely Fascinated 7010 Jctr Dr., San Diego

proportion: a real boy growing up, a comic grotesque in a family of comic grotesques, a prelude for a series of outlandishly funny adventures, a voice for the whacky imagination of James Thurber.

that another potential source of conflict is eliminated from the very beginning. All of this is admittedly comic grotesques a prelude for a series of outlandishly funny adventures, a voice for the whacky imagination of James Thurber. Mr. Medcalf's lanky, gawky, geeky, freaky performance is pure perfection. The program informs us that he has ambitions of becoming a professional actor, and he is certainly right to have such ambitions. Lay down those caterpillars, Medcalf, your destiny lies elsewhere.

at the carter S.D. Premiere Production and Miss Reardon drinks a little by Paul Zindel. FINAL WEEK. A heartfelt humor comedy that explodes with laughter... two spinner school teachers and their married sister... each strives against private demons of their past lives... touchingly poignant and riotously funny new play. Suggested for Mature Audiences

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It's Always Donut Time

One of the cashiers begged me not to play Glenn Miller's "Pennsylvania 6-5000" on the jukebox anymore because she didn't like it, and it was removed from the selector the very next day.

— Connie Rickey —

V. G. Doughnuts (the initials are ostensibly for "very good"), although some misguided patrons locally refer to it as "V.G. Donut Garden," is located in the Cardiff-by-the-Sea Shopping Center. V.G. is lodged between an eatery called The Piccadilly and a drinkery called the Office. Neither of these places looks as though it would bear any resemblance to a circus or a business place (although The Pic-

transports the eater to the other world when, after a late night of work, he goes to V.G. and bites into an auburn, fresh, hot, sugary, cinnamon twist and has his sugar and consciousness levels raised simultaneously. And V.G. Doughnuts is the only late-night eatery (hours have recently changed from 24 hours daily to 4 A.M. to 2 A.M. daily) that is resting place for the troubled minds and gullets of college professors, truck drivers trying to stay awake, students, North County Sheriff's taking a doughnut break, stragglers from the Self Realization Center meditating, and surfers gathering to discuss the swells, all together in the peaceful, steamy, green-walled confines of V.G., walls decorated with seascapes, a chaste white cross, and a jukebox.

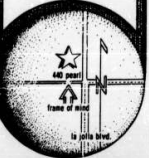
The jukebox reflects the cross section of clientele and it is possibly the only place in the world where the listening selection is so varied. V.G. Doughnuts has the only accurate name. If you're hungry and in the Cardiff Shopping Center, there's really no contest between the three V.G.s. Has the other two heat for atmosphere and has every place heat for those small rings called doughnuts. V.G. is a ranking member of the Southern California Coastal Doughnut Pantheon that includes Doughnut Doctor in Carpinteria and Doughnut Round-up in San Clemente. V.G. Doughnuts has the best doughnuts anywhere: here is something that

11:30 p.m., and the pumpkin-colored blooms are particularly favorable to the apple bars' appearance later in the evening. The only thing that measures up to the consistency of quality of V.G. doughnuts are the people behind the counter, one with a face like a Flemish milkmaid, one looking like her surfboard is stashed behind the cash register, to the men, pony-tailed and placid, who make the doughnuts. V.G. folk are usually always smiling (although once one of the cashiers begged me not to play Glenn Miller's "Pennsylvania 6-5000" on the juke anymore because she didn't like it, and it was removed from the selector the very next day. And if you go there and you aren't prone to conversation with the regulars, there's always a newspaper around, where one can garner important facts like the number of eyes in the United States Eye Bank (I learned that once from a paper in V.G., but I've forgotten). Plus, to make things easier, there's a whole bulletin board full of various news and non-news items right outside the shop.

A sign on the clock (which, to my knowledge, has never had the right time; it usually reads 7:05) outside V.G. is promotion enough: "Doughnut Time." That, as far as I'm concerned, has the advantage over Greenwich Standard any day.



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MOVIES

(continued from preceding page)

Starcrash — The screenplay by Gerry Mitchell White, about an uncomfortable alliance between a ballistic ex-con and a cis-wish ex-geek, is smoothly crafted. But the meaningful adventures probably hold their sheper better on paper than they do under Jerry Schatzberg's inhibited direction, or in competition with the fascinating, authentic America locales of Gene Hackman, as the lead dangerous one, in a peak condition — agile, daring, uncatchable — while Al Pacino, a little lost and dazed, made a character who switches between stupidity and cool psychologizing, comes off well only when he is performing comical routines to ancient and embarrassing that they are quite funny, on second thought.

• (UA Cinema 2, Harbor Drive In)

Sideways — Conrad Rooks' film of the "Hess" book. With Shoshi Fopani. (Cape)

Smart Bunnies — Ecology-minded outer-space fiction, by Douglas Trumbull, taps the audience's fondness for plants and cute patented robots. The use of Joan Baez songs as morality boosters is understandable, but the casting of Bruce Davin in the lead role terrifies the lone defender of plant life into a sort of jube-outward, erratic, bleary-eyed, choked-up.

• (Rox)

Smart Money — The gambling bug, with Edward G. Robinson, James Cagney, directed by Alfred Green, 1931. Co-located: THE ADVENTURES OF TWAIN starring Freddie March, directed by Irving Rapper, 1944. (Cinema 10)

Soylent Green — From the heights of his croaggy mountain body, Charlton Heston gazes upon what the world has come to mean: more people living on star-ways in its future time detection story and as in the final APES movie he is left at the foot of the ladder following the world's end. Human destiny, or is it? A fast, off-line, no-nonsense, over-the-top, special effects or ecology philosophy, that it leaves almost no impression, although there are bits here and there to chuck at. With Edward G. Robinson and Chuck Connors, directed by Richard Cuckoo. In Campus Drive In.

The Bicycle Thief — Even though the season seems to be permanently stuck in autumn, this picture of life in small Italian colleges is quite a surprise. It might have benefited from some indication that there are more people in the world than the two wronged Italian laborers. Also somebody should have had a foot on Alibi's neck, re-

• (Cape)

Such Good Friends — Dyan Cannon in her usual vulgarity and her usual bravado, made out of a mess, brings *Fire-with* in his usual absurd, well-laid-out book, director Otto Preminger, through decadence, making hardly a move that does not try patience and taste. 1971.

• (Cinema, through 10/27)

A Touch of Class — Entomologist Lingard. The locales switch between the London business world and the Malaga vacationland, while the human behavior switches between improbable and inconvertible. It is entirely in the modest case of getting caught, and there are several gaffes. The thin coating of surrealism comes from the color — appalling — and the plot complications — clear plotting — and the blunt, bitter, uneasy charm of the players — George Segal, Glenda Jackson. Written by Jeffrey Martin. Frank.

• (Cape, Century Twin 2; UA Cinema 3; Alvarado Drive In)

Visions of Light — The 1972 Olympics, covered without attention to names, result, or important events, with the exception of a careless head-turn toward the Arab terrorists which makes the final segment — a misleadingly titled, social realist portrait of a long-distance runner — into a mess. For the most part, the eight contributing directors seem to have tried to shoot their segments in the briefest possible time, especially Ishikawa, covering the 100-yard dash despite the depleted lineup of runners, and Fern, repeatedly snooking the heads and shoulders of male runners, ending through space in slow motion. The German, Plesher, girl-watches and the Russian, Ozerov, seems to have tried the other direction for tips on what to shoot, lurching at least has the sense which will subject for a while, and he gets some good, inconsequential stuff on the boards and wreathers. *Max Zetterling's* part, probably the best, on the weight-lifters has humor and balance, a balance that is by far the most representative, exhibiting his routine cross mockery, which has never been misplaced than on the faces of athletes, and for someone he should be required to run twenty laps and don't walk all the way home.

• (Cape, Century Twin 2; UA Cinema 3; Alvarado Drive In)

Westward — Science fiction written and directed by Michael Crichton, with Yul Brynner, *Star Trek* director Gene Roddenberry. (Cinema 1; Parkway 2; Frontier Drive In; Campus Drive In)

Where Does It Hurt? — Obviously about the medical racket, this gruesome, bawdy, and disgusting, but it is a bawdy, or whatever is sure to offend — has the dignity of a movie which respects its audience, to use it. Peter Sellers manages, customarily, to seize control of the film, and that the memory reminds of his latest effort.

• (Cape, Alvarado Drive In)

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a sin and abomination in the sight of God. "There is a pause. "It's one of the few things, you know, that God said he despised."

"Our organization is based on a belief in God," she adds. Thus, they oppose abortion, of the grounds that all life should be respected, "whether it be age three months prenatal or age 103" (from their platform), but they support the death penalty. HOW? "because it is Biblical."

Mrs. Dawson sees her position on the role of woman as Biblical as well. "God's first commandment to Eve was 'Your desires shall be unto your husband, and he shall rule over thee.'" The context of this passage, actually, is God's decreeing punishment to the three guilty parties, Adam, Eve, and the snake, after the appealing incident. Eve got the above sentence, along with much travail and pain in bringing forth children.

In addition to the Bible, Mrs. Dawson utilized the principles of "Fascinating Womanhood," a self-improvement-and-greater-happiness-achievement program, to help her formulate HOW's ideas on women. In her autobiography, I

"Fascinating Womanhood" teaches that a woman should always make her husband feel like a king, and then she will become a "queen at his side." "You make the living, and I'll make life worth living."

HOW's subtitle is the League of Housewives, and during their three years of activity they have received publicity as adamant opponents of the feminist cause — which indeed they are. But judging from their program and the messianic zeal of President Dawson and Vice-president Ramona Smith, both of whom live here in San Diego, they are more than just a group of women who like to stand up and be counted as happy to stay in the home, and quite liberated there, thank you. They are ladies with a mission — to save the country — and the first point of their ten-point platform, standing firm on bulwarks of God, family, and country, is to achieve a membership of ten million. At present, they claim 15,000 members nationally, 19M in San Diego — but they clearly have their sights on the big-time.

They believe that there is much that they can accomplish in the here and now, before the Equal Rights Amendment, for example, which is HOW it all began. "It was three years ago in July," reminisces Jaquie Dawson in her *dolce-toned* voice. "I was in Kingman, Arizona then, and I read how if it was adopted, women could be drafted." So she and some other ladies organized a march in downtown Los Angeles which inaugurated their ongoing battle against the ERA. In addition to opposing it on grounds that it would make women subject to the draft, they claim it would actually work against women in labor, since it would mean equal rights with men rather than the protective rights which now exist.

"Twenty states have rejected the ERA," says Mrs. Dawson — who, like all HOW members, is adamant on the MRS. "But it has three more years in which it can be passed, and the battle starts all over again in January. I understand."

She adds that the League of Women Voters has \$10,000 in their war chest allotted to fight for the ERA.

What else arouses these ladies' righteous indignation and spurs them on to battle "Unices in the schools," Mrs. Dawson replies promptly. Mrs. Smith, on cue, thrusts toward me a sheet of doll cut-outs: it seems that the girl-doll and the boy-doll have similar playclothes. And the "women's libbers" have perpetrated this evil.

Mrs. Dawson declares that there is a great problem with sexual identity in our society — which incidentally is the reason for so many divorces — and that the women's lib has endorsed lesbianism.

On what specific grounds is HOW opposed to lesbianism? "It's

powerful "art of femininity" in their beguiled spouses.

Not only did God say that the man should be head of his domain, but it is actually what makes a marriage work — because "if we're doing something for somebody, providing for them, we learn to care for them." To further illustrate her point to this bemused reporter, Mrs. Dawson talks about how periodically one of her seven children would bring home a little kitten or puppy, and for a few days they would feed it and then its care would fall to her — but before long, to and behold, she would start caring about it, well, it works that way in a marriage, too. (For those who have difficulty in following the above, the loose analogy reads: husband/wife, as housewife; stray kitten.)

The places of the woman, then, is inconceivable in the home, caring for husband and children. If women doing this they feel frustrated, then it is a frustration created by the women's lib. Mrs. Dawson's critics are fond of pointing out that she's not exactly a hombody these days, making nationwide trips for lectures.

The ladies are confident that they speak for the vast "silent majority" of America. There is, however, no evidence of this. They base their conviction on a "Jones" poll taken last August — HOW volunteers telephoned 100 Joneses in each of several major cities in ten states. The poll dealt with their basic issues — man as head of the family, abortion, lesbianism, women's lib — and the results were quite stunningly in their favor.

"Also," adds Mrs. Dawson, "we know that a lot of SECU's (Sex Education Commission of the United States) information comes from a known Communist."

They object to what they see as political indoctrination, pictures of women in Red China, for example, dropping their babies off in day-care centers and one of their media aims, locally, is to change the literature which is being taught in the schools and they find morally degenerate. Like Oscar Lewis's *Children of Sanchez*, for example, which dwells on "low, lavatory-type things." And it's a "slam against the Mexican people."

"How so?"

"The Mexicans are a beautiful, colorful, happy people," enthused Mrs. Dawson. "They go to church there's nothing about that in that book — everyone loves Mexican food all over the world — there's nothing about that."

"But I am losing the thread of the Communist conspiracy."

Mrs. Dawson is patient. "If they have *Children of Sanchez* in the school library, the situation will look at that rather than a book on history, because it appeals to their animal nature. And in a drugs-and-sex-oriented society, people's minds get a narrow scope."

"So, she concluded, "if you tear down the school and get minds with narrow scopes, it's easy to have a government take-over."

Mrs. Smith is talking about Red China and how they don't believe in God and therefore put less value on life, which used to be considered precious. "It's like Officer Albright (San Diego Police Force) says," she sums up, "you take God out of men and you might as well put him in a barnyard."

And what, finally, about women's lib? Is the old Red devil lurking behind all that wher? Mrs. Dawson tells a story.

"When all this first started, I went on TV news and the newsmen asked me what did I think was behind women's lib. I said, 'I feel it's a conspiracy to break down the family in America, and once it's gone goodbye America. Well, I got back to the hotel and had about 100 calls. One of them was from a man who said he was with the F.B.I. He said, 'What do you know about the conspiracy?' I said, 'Nothing except what I can see. He said, 'I want you to know it is a Communist conspiracy.' Now, I don't know he was with the F.B.I. but that's what he said."

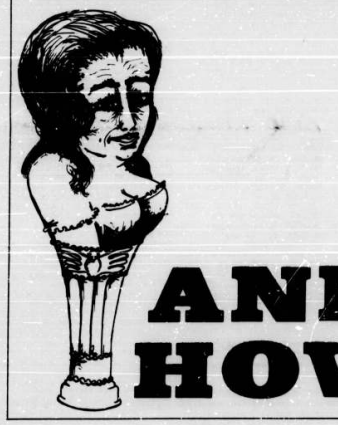
Mrs. Smith chimes in. "They do raise the clenched fist, you know."

Mrs. Dawson, more fuel to the fire, and at a meeting I went to in Pennsylvania, they did say 'comrades'."

What have we to look forward to from these "happy housewives"? If only they would stay at home, where they belong. Perhaps a book-burning. *Children of Sanchez*, this time? I ask Mrs. Dawson, if the pollsters and her judgment winners, does she envision her followers taking a militant role?

She prefers the word "active": "Yes, other groups sit around and discuss these same issues, church groups and the John Birch Society. But that's why I started a new organization, the idea is to take action."

Not only women women would unite for right," says Mrs. Dawson softly, her eyes alight, "we could save this country."



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BEAUTIFULLY MOUNTED 9" Acapulco Surfshell, \$210...

UNIVERSAL TUNO BAR, \$49 or best offer...
TYPERITER, Sorry, no plug attached...
DYNASTAR S430 snow skis, 207cm...

SEARS GAS RANGE, 300', excellent condition...
SHUFFLE BOWL PINBALL machine...
ODYSSEY TV game, used once...

ANTIQUE ITALIAN MANDOLIN...
2 LARGE TRUCK size view mirror...
SACRIFICER: 4x6 utility trailer, 2 wheel drive...

TELESCOPE, Bushnell 2 1/2" astronomical refractor...
LANG SKI BOOTS, with LANG FLK perfect condition...
FISHER PRESIDENT SKI 175 cm...

SOLGAR 600mg super-telaploha lens...
SEIS, 210 cm Fischer V.P.S., marker bindings...
FISHER PRESIDENT SKI 175 cm with Gertsch bindings...

TAPE DECKS: TEAC 1250 auto-reverse...
2 VW FIBERGLASS rear fenders...
MUSICAL WOODEN Jewelry box...

UNDERBAR CAMERA: Yashica Link twin lens reflex camera...
MANN'S HIGH RUBBER boots...
PICTURE FRAMING... highest quality work at the lowest prices...

PAINTING, Inside or outside...
CLASSIC MERCEDES BENT 190 SL, 1982, great condition...
1973 CHEVELLE MALIBU wagon...
1966 OPEL for sale, \$400 or best offer...

1969 FORD STATION WAGON...
MADZA '71 RX4, 4-drive, 4-speed...
'65 DODGE CORONET, 4 door, 4 speed...

1971 SUZUKI 350cc "Rebel", Excellent condition...
1971 KAWASAKI 100 trail bike...
1964 FORTIAC TEMPEST, Runs good...

1970 FIAT 500 or trade for small economy car...
SELL/TRADE 1960 El Camino Chevy...
'63 DODGE POLARA, 4 door, 1 owner...

1970 VW BUS, clean, new paint...
1972 FORD 21 camping van...
'63 CORVAIN Van and '73 250 Yamaha Rk...

1972 FORD F-250 pickup...
THE 2ND ANNUAL Great Western Bookbinding Championship...
1967 BUICK SKYLARK, silver...

1971 PONTIAC VENTURA, 4 door sedan...
1971 PLYMOUTH SATELLITE, 100 cc mini-van...
1965 SEDAN-de-VILLE Cadillac...

GIVING A SPEECH, oral report, or a sales presentation...
MANN'S HIGH RUBBER boots, \$45...

LESSONS
I WILL TEACH beginners how to play guitar...
OSPEKSKY GURDJIEFF Centers now accepting students...
GUITAR INSTRUCTION: finger-picking, blues, Country and Bluegrass...

LESSONS
TENNIS LESSONS, Group and private lessons...
METRO STEEL-VAN, 12' interior...

BIKES
MEN'S RECYCLING, 3-speed Huffy...
GIRL'S 20' English bicycle...
YAMAHA 350 MX, good condition...

NOTICES
NEED CONTACTS, funds and/or facilities for public opening...
ATTENTION: People with money...

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TO THE CHOCOLATE Malt: Have a glass today! Love ya!
SYDNEY: Mission Beach awaits your coming...
LOST: LEATHER Mallet at 5050...

ATTENTION MANDALL FREAKS! Now about getting together...
MOTHER: suddenly studying supports superb simple softless Sapphirine street spot...
NEVILS SINGLE SQUARE Dance Club invites you to join them...

PURE BRED Weimaraner, 1 year old male...
FREE: A few medical books to a first or second year med student...
EXPERIENCED CASHIER-bookkeeper, with long broad background...

COUPLE WILL DRIVE your car to East Coast after Nov. 1...
FREE: A few medical books to a first or second year med student...
EXPERIENCED CASHIER-bookkeeper, with long broad background...

FREE LANCE photographer, Looking for work by myself or with another photographer...
PHI BETA RHO college graduate (sociology) seeks interesting work...
FUN SALES, \$103.60/week for approximately 1 hr interested in appearance...

MUSIC STUDENT needs house, compact garage, or studio home...
FEMALE ROOMMATE wanted, open-minded, 21 to 25 years...
RESPONSIBLE wheelchair man with wife needs rental...

FREE ROOM in 2 bedroom house to female in exchange for light housekeeping...
M&P NO STRAIN? to share 6x4 bedroom ranch style house...
OWNER of ARTS, crafts and photo shop has room to rent...

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GOMER BEANSO, eminent Numismatist...
GAY GROWTH GROUP...
A MULTI-MEDIA art show and sale will be held October 28...

ON SATURDAY, November 3, at noon...
DR. EDWARD BRITTON will speak at the Pacific Crest Club...
PURE BRED Weimaraner, 1 year old male...

LOCAL CABLE CLUB wants to buy used cables...
CC SKIS, poles, bindings, and snow equipment...
MANTED: JAPANESE swords...
MANTED: BOAT GRACK for front rooming camper...

MANTED TO BUY 2 bicycles...
VEGETARIANS: Meet every Sunday at 1 p.m., meeting near the fountain, Balboa Park...
LEE "DOLL-IN-BACK" at City College...

TO THE MAIL in the moon at Mesa; Happy 22nd from another Lila, Alisa, 10/16.
CUDDELES: Happy First Anniversary to the 21st, I never knew I'd be eating so much pineapple chicken...
DEAREST BOBODOD: Happy 21st...

MAI/OMER SPECIAL: Free, black and white 4x6 photos...
PAOLO SORRELLI believes there is still time to save the earth...
FREE PUPPIES: Adorable Chihuahua puppies available...

JOHN STEED: Send \$5 check or money order...
YOGA: A 4-week course covering all the major techniques...
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THE DRINK OF CHAMPIONS!

— Alan Pesin —

YOO-HOO COMES TO SAN DIEGO

Yoo-Hoo has finally arrived in Southern California. The potential ramifications from the recent influx of this high-energy chocolate drink into San Diego are well known to local beverage industry leaders. Later in this article I will tell you how to pick up your own power-packed, thirst-quenching cases of Yoo-Hoo.

BOTTLES VERSUS CANS

Yoo-Hoo comes in both bottles and cans. The prices for each are the same, but the amounts and the tastes do differ. The bottles hold nine and one-half fluid ounces, while the cans hold ten fluid ounces. I find that the feminine-like consistency found in the bottles pleases me most, though beer-drinkers find the extremely crushable cans quite acceptable for the impressing of girlfriends or boyfriends. Both cans and bottles are recyclable.

SHAKING YOUR YOO-HOO

There is nothing more important to you: Yoo-Hoo induced satisfaction than the correct shaking of your bottle or can. Take the Yoo-Hoo in your strongest hand, close your eyes, and shake the liquid until the feeling of free space inside the bottle or can has disappeared.

Now open your eyes and see the rich foam and chocolate flavor evenly distributed in this non-carbonated chocolate beverage. After a bit of practice, a mature relationship between your wrist

If your favorite snack bar or supermarket does not yet carry Yoo-Hoo, complain to the manager. If you want to buy it by the case like I do, contact the cute and competent Carol at the Royal

after breakfast and before going to bed, which means I consume about a six-pack of Yoo-Hoo per day." Earl Faison, ex-San Diego Charger great, says, "Just give me an ice-cold Yoo-Hoo and my La

September resurgence of the New York Mets. On September 1, Yogi Berra, Vice-President of Yoo-Hoo Beverage Company and manager of the New York Mets Baseball Team, promised his entire roster of forty players lifetime supplies of Yoo-Hoo if they could bring the championship back to New York. It was right after this closed-door pact was made that the Mets began their pennant drive and Willie Mays, realizing that his life-long ambition, to have all the Yoo-Hoo he could ever drink, was about to be fulfilled, announced his retirement effective at the end of the season!

YOO-HOO HOT OR COLD

The Yoo-Hoo label reads, "Delicious hot or cold!" I have never tried it hot, but with a topping of whipped cream, hot Yoo-Hoo certainly makes sense. As far as using ice is concerned, I would like to advise against it, though the Torrey Pines golf course snack bar does serve their Yoo-Hoo with ice unless you make a specific request for no ice.

WHY YOO-HOO

Yoo-Hoo is a sterilized chocolate flavored drink unlike any other chocolate drink you have ever tasted. Made with non-fat dry milk, Yoo-Hoo is miles ahead of all those watery, chalky tasting liquids trying to pass themselves off as chocolate drink. This Saturday night, October 27, at 1856 Viking Way in La Jolla, there is going to be a Yoo-Hoo and cheese party, hosted by Lila, Mary, and Virginia. All Yoo-Hoo neophytes are welcome; provided they bring a case of Yoo-Hoo as their price of admission.

6
Spiro T. Agnew, private citizen, says, 'Take away the Vice-Presidency. Take away my kickback money. But whatever you do, don't take away my Yoo-Hoo.'

and the Yoo-Hoo receptacle will grow. Many a Saturday night I've whiled away with just my Yoo-Hoo bottle and me.

HOW TO GET YOUR YOO-HOO

Crown Bottling Company, 1304 38th St., 264-0151, and she will service your Yoo-Hoo desire.

YOO-HOO ENDORSEMENTS
Mae West, star of stage and screen, says, "I have Yoo-Hoo."

Jolla Lila and watch me have a grand time."

Spiro T. Agnew, private citizen, says, "Take away the Vice-Presidency. Take away my kickback money. But whatever you do, don't take away my Yoo-Hoo."

Mick Jagger, teenage singing idol, says, "Don't bother me now. I'm on the nod."

YOO-HOO, THE DRINK OF CHAMPIONS

Sportswriters across the country are searching for a clue to the

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JUST CLIP THIS FORM OUT OF THE PAPER... AND BRING IT TO ANY ONE OF THE THREE COST LESS STORES.

GUESS THE WEIGHT OF YOUR FAVORITE "BIG MAC" PUMPKIN... DISPLAYED AT OUR THREE STORES. GUESS CLOSEST TO THE WEIGHT... WINS THE PUMPKIN!!!

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THE KENTUCKY THOUSAND

A Basic Library of Kentuckiana in Microfiche

Kentucky will celebrate her bicentennial in 1974 and 1975. An official commission has already been appointed to organize the celebration, and societies and educational institutions are already beginning to make plans to observe the 200th anniversary of the settlements at Harrodsburg and Boonesborough.

Schools and colleges are thinking in terms of special exercises for students, and local civic organizations and study clubs will have lectures and discussion groups on the history of the Commonwealth. Except in a few major centers such as Lexington, Louisville, and Bowling Green, resources for the study of Kentucky history are relatively weak. For over fifteen years the Lost Cause Press has been developing a basic library of Kentuckiana in microfiche, and it will be our contribution to the Bicentennial to offer some thousand fundamental pieces which are a cornerstone for study and research in our history.

Here is a comprehensive library of Kentuckiana which cannot be duplicated elsewhere. Nearly all of the titles are out of print, and many are unique copies of depositories such as the Library of Congress, the University of Kentucky, and the collections of private individuals. Not only the history of the Commonwealth is covered, but also the literature, the geography, the politics and government, the art and music, and other aspects of our culture. And it cannot be too strongly emphasized that Kentucky, the funnel for immigration to the Ohio and Mississippi valleys, indeed, to the entire west, is literally the mother of the west.

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