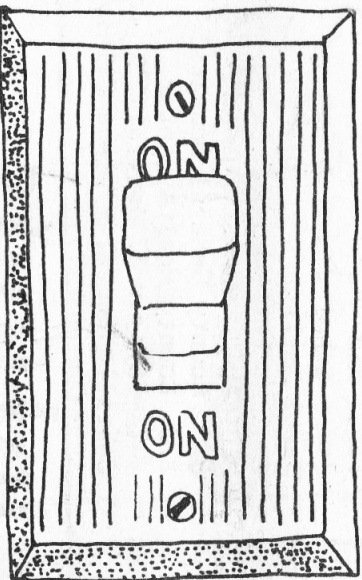


FREE SPAGHETTI DINNER

VOLUME #1 ISSUE # 17 SEPTEMBER 4--17, 1970

10¢

OUTSIDE SANTA CRUZ CO. 15¢



Laelaine
Pacadena, Ca



EVERY

SUNDAY--jam at the mountain bar on pacific 8pm

TUESDAY--city council meetings, at city hall 7:30pm keep 'em on their toes

1st & 3rd tuesday--group razzen with soto zen priest at 8pm, hackley hall, 513 center st.

THURSDAY--welfare rights meeting, 1307 seabrigh, 7:30 --draft repeal, 202 lincoln st., 8:00pm

THURSDAY thru SATURDAY--music by 'sundance' at the manhattan bar; on pacific 9:30-1:30

DAY--katha yoga classes at the integral yoga institute, 648 bayview, rio del mar at 6 & 7:30pm \$1/class

WEEKEND--dances at the swiss chalet on may 9. info call 338-2851.

AND IN MONTEREY

Monday tuesday wednesday--salt & pepper at the bull's eye 430 washington st. \$1./cover

NIGHT--cinema 812: 'cannery row experience'--quadrasonic sound multivision, 8:30 & 10pm, \$1.50 (sat. midnite special--75¢ 812 cannery row, monterey

RONALD REAGAN WANTS TO KNOW! so tell him REGISTER TO VOTE Sept. 10th is the last day.

SUNDAY 13th
noon in pisces, 3:30pm*
plant annals, grain; trim to stimulate growth

charlie musselwhite at the bull's eye in monterey--430 washington \$1.50/cover

TUESDAY 15th
noon in aries, 3:30pm*
full moon
see the solar system at abbott college planetarium at 8:00pm free



No. 13. What is the distance between the pupils
No. 14. What is the width of nose at base (O to D)?
No. 15. What is the distance between the temples (E to E)?

WEDNESDAY 16th

s.g. county fair at the watsonville fairgrounds off hecker pass rd. watsonville all day

THURSDAY 17th
noon in taurus, 4:21pm*
plant potatoes & roots; trim to retard growth

CITIZENSHIP DAY!!!

celebrate it at the county fair see the 16th.....



---5th-6th-7th-12th-13th---
the renaissance pleasure faire & ha penny market at the hidden wood in marin county (May 101 to terra linda exit & follow the signs) 10am-6pm adults \$3.50; children \$1

MONDAY 7th
noon in sagittarius, 8:55am*
labor day concert: chambers pros. with boz scaggs, snail & sidebinder. at monterey fair grounds noon to 4pm \$3.50/gate

TUESDAY 8th
sid caesar born in 1922
second quarter

WEDNESDAY 9th
captain bligh born in 1754
colstot born in 1838

noon in capricorn, 12:51pm*
*plant annals; trim to increase growth

RALLY: the farm labor strike will be discussed by 3 farm labor organizers from ufwo. bring a lot of food for the strikers--non-perishables. 513 center st. 7:30pm



sept. 10th is the last day to register to vote in nov.

FRIDAY 11th
noon in aquarius, 1:25pm*

AGAMEMNON at cabrillo--see the 4th
see notes from the underground at the bull's eye in monterey--430 washington. \$1.50!/cover

SATURDAY 12th

AGAMEMNON see the 4th
midnight movie-- 'the thing' & 'american alternative' by kurt heyd. at the nickelodeon \$1.50

FRIDAY 4th
noon in scorpio, 9:56am*
plant leafy annals, grains; trim to stimulate growth.

los angeles was born in 1781, not enough oxygen left to light the candles.....

AGAMEMNON by aeschylus at the cabrillo college theater 8:30pm adults-\$1.00; studs-50¢

catch 'the grade' at the bull's eye in monterey--430 washington \$1.50!/cover

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|-----------|---|---|----|----|----|----|
| SEPTEMBER | | | | | | |
| S | M | T | W | T | F | S |
| | | | 6 | 7 | 8 | 9 |
| | | | 13 | 14 | 15 | 16 |
| | | | 20 | 21 | 22 | 23 |
| | | | 27 | 28 | 29 | 30 |

Spaghetti

SATURDAY 5th
jesse james born in 1847

the annual king's mountain art fair at 13889 skyline Blvd. in woods--10am-6pm 'art in action'

AGAMEMNON at cabrillo, see the 4th

BLACK CULTURE EXTRA VAGANZA: habari nairobi dance troupe. black artists. donation \$2. merrill dining hall, ucsd, 8:00pm

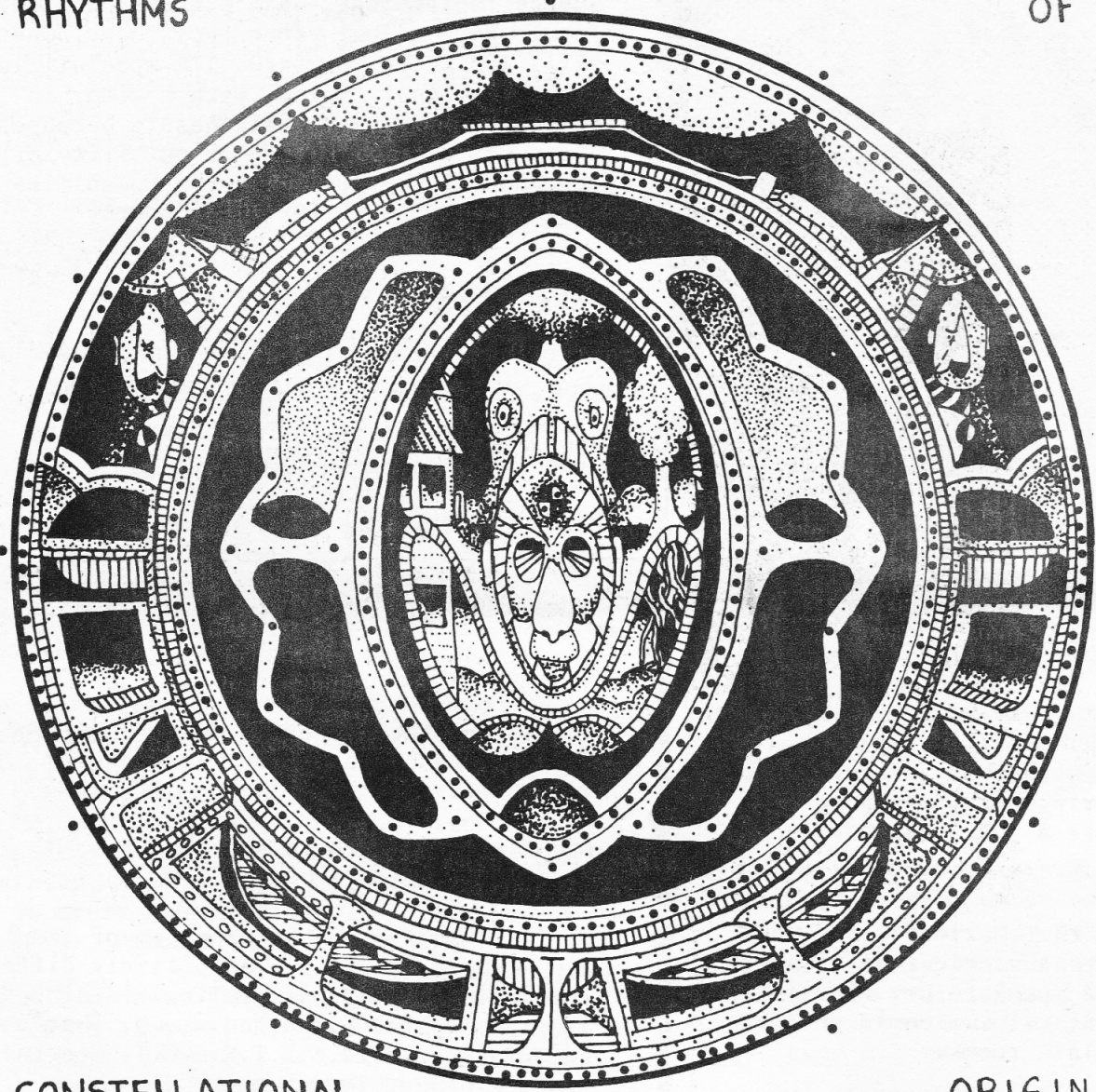
crabs see the 4th.

midnight movie: fifth annual underground break out festival at the nickelodeon \$1.50

garage sale! proceeds to the soledad bros. & community union--all day 419 may

RHYTHMS

OF



CONSTELLATIONAL

ORIGIN

IT'S BETTER TO BE RICH AND HEALTHY THAN SICK & POOR.

*Notes on the Natural Foods Store
by Cash Sales*

One warm day in the Haight I had a drink of Hansen's Red Raspberry juice. It was too good. When I moved to Santa Cruz, I was really glad to see some good food markets. My whole body was thirsty...not to mention my mind.

I purchased goods from both natural food stores, but my association with the F.S.D. brought me in contact with Hank Turley, long-haired, rag-tagged, thoughtful, divinely-inspired, bicycling, porsche-driving owner and operator of the Natural Food Store at Soquel and Water Streets.

Hank stopped eating meat at 22, three years ago. He saw the pressing need for good foods and nutritional education throughout world culture. He felt he had to do as much as he could to meet these needs and to meet his own desires for a creative profession.

Acting upon his life purpose and capitalized by a \$5000 loan from his family, Hank opened his store in the summer of 1969. For a short period, Hank also owned Staff of Life Bakery, but has sold out for a substantial loss. The retail store fared quite well, however. So much so that in the last few weeks, Hank purchased Pacific Grain and Grocery.

A most astonishing recent development was the purchase (to be consummated October 1) of Natural Foods Store by New Age Natural Foods of San Francisco. Fred Rohe, the founder of NM (See FSD issue #12) is the president of New Age. Hank becomes a stockholder and store manager for New Age. Stock will be offered to the general public sometime next year.

New Age now has stores in San Francisco, San Anselmo, Palo Alto, and Santa Cruz. Planned expansions for the next few years include 10,000 square feet stores for Santa Cruz and Carmel. The present Natural Foods Store will be turned into a grainery. And opening for the New Age Natural Foods Store is set for Thursday, September 10, 1970 at 817 Pacific.

The first benefits of New Age's takeover will be a 5-10% reduction in many prices as New Age initiates volume purchasing and centralized distribution. (This may not seem like much, but it is all too painfully evident that there are few sources of good food and medicinal ointments, etc., on this planet) The grainery to be opened will also bring 5-10% reduction in all of the many grains and flours to be milled. An independent research lab will conduct weekly tests on all produce (fruits and vegetables) to insure quality.

It is New Age's goal to bring large quantities of good food to the public at prices competitive with those of the plastic markets. Monetarily, New Age will receive 2% of the sales of its stores. From this it will pay the salaries of its staff, explore new ventures, operate its systems, and pay dividends to its shareholders...if it is successful. Knowing Hank and drinkin' red raspberry juice, I think it probably will be.

Heavy business trip. Well, Hank's a Capricorn--generally noted for their business acumen. But Hank doesn't look at it quite that way, as he's behind a trip very few are: feeding you from the Garden of Eden. If it means dealing with lawyers, CPA's, crazy old folks, rip-off artists, radicals, and newspaper men, that's okay. It's still got to be done.

Hank feels that God has a plan for this planet. He believes that if he does not fit in with this plan he will be replaced...by someone else who is in tune with the cosmic plan. So he doesn't think too much about being a capitalist, a monopolist, or an heir. He knows that he will get from life what he gives it. He gives it steady work and a good mind.

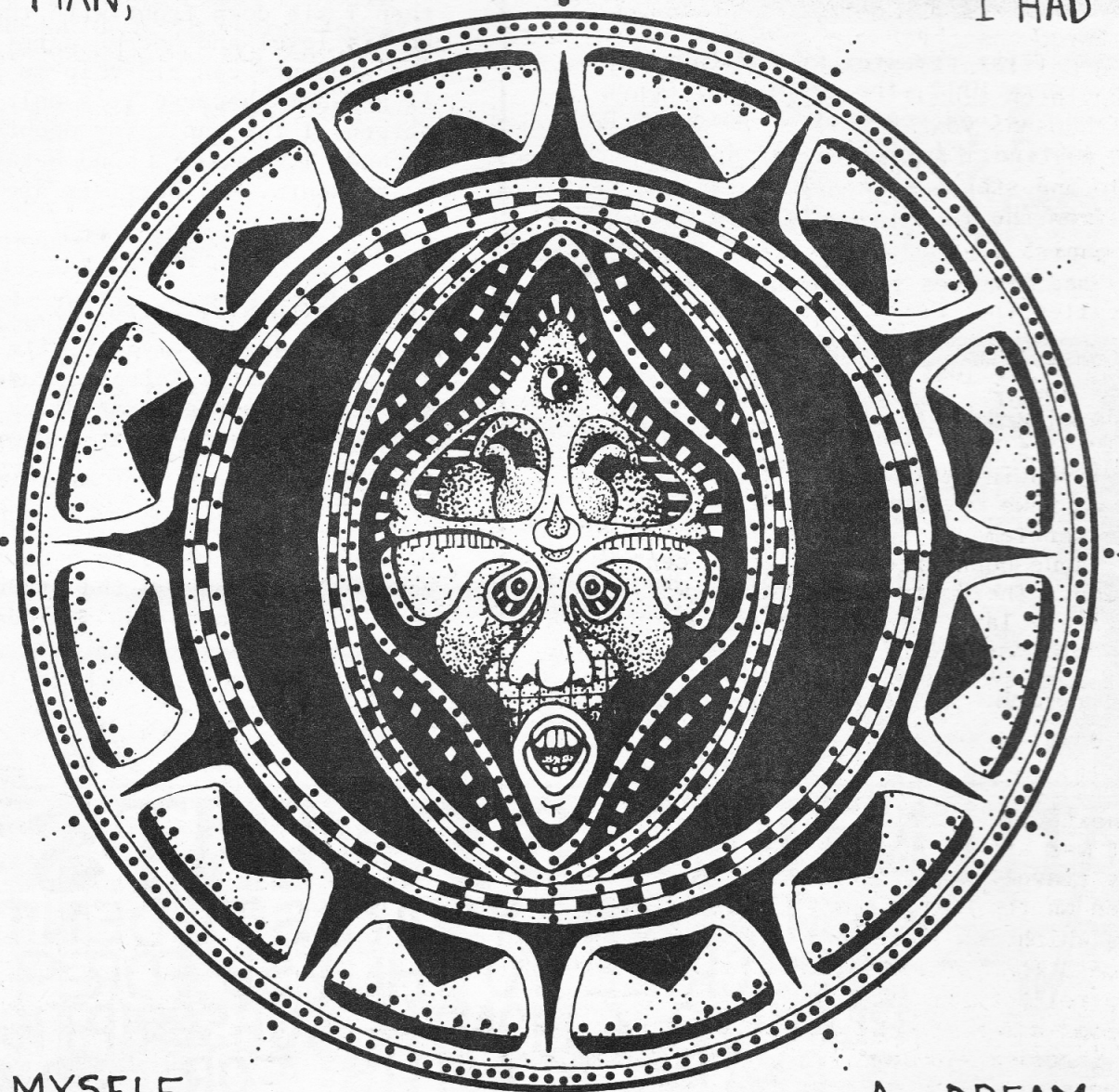
Right now in Santa Cruz, September, 1970, Hank Turley is feeding a lot of people. Doing a job no-body else has done. For this he is to be thanked and supported.

REMEMBER

There's a utopian world out here yet to be lived, where nothing is so solidified that it can be owned. A lot of people will be living on farms, feeding themselves directly, and others will be fantastic 'cities of the future.' Everybody will be havin' fun, rockin', laughin', thinkin', and eatin' good. Hank Turley can't give us that reality. He can only suggest that we find some way to get involved, and get it for ourselves! At least then we'll be doing something right.

MAN,

I HAD



MYSELF

A DREAM

Coastal Vibration

This has got to be one of the greenest, most beautiful coastlines going. The people that gather here are children of nature. They wear their hair long. They tend to be non-violent. Many of the Santa Cruz people are into a life cycle experience knowing as "surfing."

Surfing in Santa Cruz is different than anywhere else in the world. A look at a coastal map will reveal a tremendous variety of bays, inlets, beaches and points. Whatever the direction of the swell, we have a spot or two that can produce righteous waves. Surfing fits implicitly into the Santa Cruz environment. Riding a wave is a perfect example of man flowing with nature's energy. The surfer takes nothing from the balance of natural forces. Through his happiness, he adds to the joy in the world around him. He creates pleasure. He communicates directly with nature.

I've surfed in Southern California, Mexico, and Hawaii this last year. Santa Cruz offers more than all of them put together. Southern California has become one uptight stretch of smog-covered freeway from San Diego to Los Angeles. Santa Barbara still offers a measure of natural beauty but being only 1 1/2 hours from L.A., the crowds there are becoming unbearable. Of course if you want to surf

Santa Barbara on a steady basis, you've got to dig floating around in crude oil. As far as Mexico is concerned, forget it. Nixon and his Mexican narc force have made life south of the border impossible for everyone except police cadets and Oklahoma marines on leave.

Hawaii, once the place to go for people really into surfing can best be described as total insanity. The waves there are still beautiful. They throw out from the top and are steep and fast. But for that, you must share the water with the local Mokes and Waikiki waders. If you've got long hair, the island boys would just as soon run over you as look at you. Mostly, they prefer fisticuffs on Saturday night. Primo is the only acceptable high. Several places on Maui and Oahu are known more for their staph infected water than their waves.

Relatively speaking, Santa Cruz presents something close to Paradise. Its great to hear someone yell "Have you got it?" as you push off onto a big green wall at the Lane. Blasting out from under the lip, people are yelling from the cliff and in the water. You can feel the good vibes everywhere...even in the electric cold of the water. This my idea of what surfing should be...forever. Some people think that all this is coming to an end. They say in a few years what is left of our water will be totally polluted and regulated.

If we look to the past and what has happened elsewhere, there is little hope. Surfers characteristically avoid group confrontation. They've sat by and watched city councils and local politicians legislate and enforce reams of discriminatory laws. Even here we paddle day after day through the brown toilet water of "Sewer Pipe." They've remained silent as industry pours tons of waste and filth into their water. Is it possible that Santa Cruz can go a different way than Santa Monica and Newport and Maui? (Did you know that hitchhiking is illegal on Maui?) We have the tremendous energy and resources of the U.C. people on our side. We have the surf shop owners. They are certainly aware of the changes that Santa Cruz is going through. We have the non-surfing youth of Santa Cruz. They are beautiful people. Like us they are seeking a better life. One closer to nature as man was meant to live. We have ourselves.....

I would like to think that we do have a chance. Santa Cruz is awakening. We have many people, who are ready, and willing, to let themselves be heard. Official regulation of Santa Cruz surfing is still minimal. The bay is only partially polluted. It can be reversed. The coast of Santa Cruz deserves our commitment. Besides if the industrial, legislative polluters win here, there might not be anyplace left to go..... Think it over, brothers and sisters.

1st

MULTI PURPOSE VEHICLE

Shoe



Super Flat
Newport Bars

DESIGNED BY LARRY SHEFLO, MIKE BALLARD AND RON ROMANOSKY.

SOME SECTIONS AND SHAPES OF WAVES CAN ONLY BE RIDDEN BY A FULL ON KNEE MACHINE. OTHERS CAN BEST BE HANDLED WITH A SHORT SURFBOARD. THE SHOE IS BOTH.

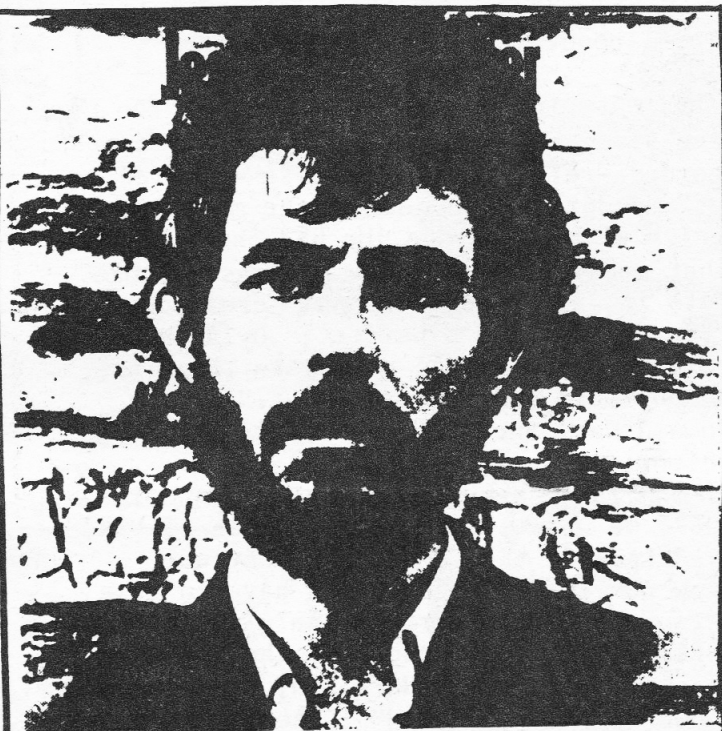
CREATE-COMBINE ON THE SAME WAVE.

IF YOU'D LIKE TO FIND OUT MORE... OR IF YOU'D LIKE TO TRY ONE, WRITE TO RAY- BOX 1641 S.C.

Occult Shop
1551 Pacific Avenue
Santa Cruz

Metaphysical Literature
and
Occult Wisdom
tarot ♀ astrology ♀
yoga health

"He who has ears,
let him hear."



Robbie Robertson, who produced the album, says of Jesse "He's just one of those people who've got it."

JESSE WINCHESTER ...he's a stone natural.
AT Odyssey Records

Logos
NEW • USED
BOOKS • RECORDS
107 COOPER ST.