

THIRD CLASS
PRINTED MATTER

IDER
SAN DIEGO'S WEEKLY

SERIALS DEPT 1315099
MALCOLM X LIBRARY
SAN DIEGO STATE UNIVERSITY
SAN DIEGO, CALIFORNIA 92182

RECEIVED
SEP 20 1976

ASHES TO ASHES

A CHEAPER WAY TO DIE

Lam Longanecker

"When a body is in a box, it is not an active living person. It's a corpse and everyone's memory is of that. I wouldn't be caught dead in a casket."

Photo by Jim Johnson

By Frank Greco

Recently, the family of a man who had led a simple life tried to provide him with what he requested: a simple funeral and burial. The task became more of a challenge than anyone could have imagined.

The man was a middle market place of the traditional funeral industry, with little knowledge of the applicable laws and government benefits. They had no way of gauging the value of the services they were providing. And the man's family would prey upon their vulnerability in order to gain a greater profit.

The family was fortunate in one way. They had chosen a funeral director in a small, modern mortuary who understood the concept of direct cremation and the availability of Social Security benefits, and who told them straight out that a hermetically-sealed casket was not worth money. He suggested that the family consider cremation, which was required by law—an omission that helped him gross about \$800.

Upon leaving the funeral home, the family sought a burial plot in a Catholic cemetery, a religious preference they later learned was not shared by the deceased. They found a plot in a park. At the cemetery, they were classified as a "funeral director" and not as a relative. The plot was marked with a plaque and disclosed plot prices in a sales brochure. His little dog lay in the cemetery another \$1,000.

By day's end, the family had paid a total bill of \$2,000, a \$2,000 price tag, the national average according to Federal Trade Commission statistics.

Last year, the California Public Interest Research Group (CALPIRG), a non-partisan and non-profit research organization, published a 35-page study of the San Diego funeral industry. The study, written by former CALPIRG director Margaret Pearson, found that consumers could save things that the traditional funeral industry fixes prices, charges fees for services that are not required by law, and contains under the pretensions of the state-regulated industry.

White Pearson and her co-researchers, disguised themselves as consumers, contacted 31 San Diego funeral homes and asked for the lowest price provided professional services fees within \$500 of each other.

"When an individual considers that only \$50 separates the professional services charged by one funeral home which handles 1,457 cases from another which handles 1,451 cases, it is very hard to believe that there is a significant difference in quality of service," Pearson said. "The overhead charges will result in prices charged to consumers can be so similar among funeral homes handling such a large volume of cases."

Price fixing and other questionable activities escape detection, according to Pearson, because members of the regulated industry are prohibited from discussing fees.

"The Board of Funeral Directors and Embalmers is composed of individuals who are not funeral directors or embalmers. The Funeral Directors and Embalmers Board, i.e., members of the profession being regulated," Pearson stated. "Because the Board is a regulatory body, it is not able to detect whether there can be a conflict of interests between the special interests of the funeral industry and the consumer interests that the Board is supposed to protect."

Although the six-member board— a second state board— did not fall within the purview of Pearson's report, it has received similar criticism.

The Cemetery Board has four licensed members of the funeral industry, including two embalmers.

As a result of these findings and charges, the Federal Trade Commission has proposed a series of consumer protection measures to reform the funeral industry.

The FTC, which held a public hearing in Los Angeles & meets in Washington D.C. to propose changes to regulate the funeral industry nationwide. If adopted, the regulations would apply to all funeral directors and embalmers and the Funeral Directors and Embalmers Board, but not the Cemetery Board.

On the state level, the Senate and Assembly are considering several bills to regulate the industry. One proposal would require the two regulating boards and thus strip away some of the authority currently享有的 by the Cemetery Board. Another proposal is for the "2-2-2," however. For the present, the CALPIRG study includes information on an alternative to the traditional funeral, a relatively new and inexpensive method for disposing of human remains: direct cremation.

It was nearly 25 years ago that two San Diego men faced the prospect of death and cremation. The two men, Tom Sherrard and Thomas V. Webber, just tried to change the rules of the game. They founded the Mortuary Society, which had been founded by a Unitarian minister as a tool to gain a leverage in the traditional funeral industry. The year was 1951.

About 20 years later, Sherrard and Webber decided they

could no longer work with the Society because they and the consumers still had to deal with mortuaries and cemeteries directors. So they left the Society, and Webber, a homicide expert in one of the most violent cities in the world, and eliminated what Sherrard called a psychological problem.

In seeking to convey a reasonable and logical approach to death, they chose the name Telephase, a scientific term for the last stage of development, and they began advertising their concept of direct cremation.

Direct cremation, as they call it, is a logical alternative to the traditional funeral and burial. According to the CALPIRG report, a direct cremation service costs about \$250, while a traditional funeral will be charged a relatively low price. Pickup of the deceased at the place of death, preparation and filing of the necessary documents, and transportation of the deceased to the cemetery, cremation, pickup of the cremated remains, and delivery of the ashes—a \$250 service.

The typical direct cremation will cost a customer of the user at the rate about \$250. A direct cremation will cost from \$600 to \$600, according to CALPIRG.

If the consumer chooses a "sewing" direct cremation bundle, it may cost even less, but it will add the cost of "extras," these relatively low figures may rise dramatically.

"The reason for the increase in cost," Pearson wrote in her study, "there will be little savings to survivors. Real savings occur where cremation is used as the sole final disposition, and the consumer does not have to pay for a burial or a mortuary. San Diego Memorial Society, a cremation society,

Besides the Telephase Society, which handled 275 cremations in 1974, there are three businesses that regularly advertise direct cremation services in the San Diego area. San Diego, a branch of Greenwood Memorial Park International, offers a "direct cremation" service. Cremation View, also known as Dial-a-death (181) cremations, offers cremation, and the Neptune Society (23 cremations).

As a result of the CALPIRG study, the Funeral Directors and Embalmers Board, in direct response to Telephase, make no attempt to exclude telephase from the trade, and a consumer may freely buy a no-extra-charge service. At the same time, the Funeral Directors and Embalmers Board, in response to the CALPIRG study, has raised its fees for direct cremation to about \$250, but a person will be forced to pay for a memorial service, a memorial service, and/or other costly extras.

The Neptune Society, which opened in San Pedro in 1972 and opened in San Diego in 1974, offers a Telephase-type cremation, and a simple service at sea for \$250. For those Telephase users who don't like the sea, Neptune charge an additional membership fee of \$15 for one person or \$25 for a family household. At the same time, at Neptune, the consumer will also be tempted to purchase chapel services, memorial lodges, and other extras.

The Neptune Society's cremated quarters are located at the beach, and the consumer can take his or her ashes off. Inside, where one might expect the elegiac decor, soft lighting, and hushed voices of a traditional funeral home, is merely a simple room with a white wall, a few chairs, and inexpensive furnishings. Two monochrome prints hang on the walls.

Len Longanecker, the director of Neptune, appears to be in his middle fifties. His face is round and topped with a mustache. He wears a dark suit and tie, and a gold chain adorns his chin. He shuns the somber dress of the stereotypical funeral director. Although he is a licensed funeral director, he prefers to be called "director," he says he prefers the simpler title of "director."

Longanecker explains his practical working philosophy: "I am a funeral director, but I am not a minister. People who still want a minister's role to accompany their loved ones, I do my best to accommodate them." He says he has been asked to work at a funeral parlor, nobody ever came back and said how much they liked the casket. "I believe a funeral should be a private affair, and I believe that's what the money is for."

Even though he advances this non-traditional philosophy, Longanecker continues to believe that a memorial service is necessary for the "cremation trade, for human beings." He says that he believes that the services from Telephase and give dignity to the trade, are offered even when a consumer does not go to him for a cremation.

When a family does not attend the scattering, the remains of about ten persons are cast individually over the stern of a Neptune boat, which then returns to the Neptune dock on the coast. While the ashes are scattered, flowers are thrown overboard, a passage from the poem, or poem, or psalm is read. If the survivors prefer, they may ride the boat for a private service conducted by Longanecker or a minister of their choice. The cost for a Neptune boat ride is \$150, and Neptune's Coast-Guard-licensed yacht for \$275. It costs \$300 for up to 20 persons and \$350 for up to 40 persons.

At present, the cremation service is available at cemeteries in Los Angeles and San Diego. But

(continued on page 16)



The End of the Line

The story of the final days of John Bernard Books had been handled in such a way that the mythical material is discreetly covered over by the mundane.

Duncan Shepherd

It would be a fair-minded research project for some student of country music to figure out the ordinates of Don Siegel's *The Shootist*. I think it does not have to exist on its own, but I have a few apprehensions about what Siegel has done. He has failed to observe, located in the western genre, the turn of the end-of-aer, the change-of-the-guard westerns that have come into vogue since the making of *Hawp's Ride the High Country* (1962). It carries this theme even into the final scenes of *The Shootist*, the Peckinpah movie and also into the last scenes of the Bruce Surtees image, which appears to be it by setting sun itself.

Further, *The Shootist* sits uneasily between the more romantic side of Henry King's *The Gunfighter* (1950), a sober, homely movie, and *High Noon*, which has audibly sputtered and coped the stiffly posed museum

connection between the Siegel movie and the Hawks. The connection, actually, is so vague that it is largely groundless.

I mean that it is largely groundless because the Siegel book, or the Siegel novel (which it is based on, and which it largely approximates), makes little if any mention of the title often enough. Presumably, it is because he is not so much an impious man-killer, afflicted by a terminal cancer, as a man who has suffered his own death and the humiliating punishment of being a fugitive, shamed and isolated. In the featuring Brown novel, *The Shootist*, John Bernard Books' affection is a bad head, and it's only a question of time. However, in the Siegel movie, he is a bullet lodged persistently close to his heart, who has been unable to move his head and limbs, causes spasms and partial paralysis, a distinct physical deformity, and is the finish, though, Hawks' ushering in of a new era fails to expunge the curse. (The characters are too common to all the Hawks movies.) The loss of affection of good guys, all of whom are in love with him, is a arrival is a rebuke from a church muckman for blocking traffic.

In a somewhat similar way, he has been watered down for Wayne. It, unlike the Glendora Swarthout and Tom Tully novels, is a .30-06, city life, not the stereotyped frontier town where, when all heads turn and voices bark, he can't be seen. (The characters are too common to all the Hawks movies.) The loss of affection of good guys, all of whom are in love with him, is a rebuke from a church muckman for blocking traffic.

The action is confined to City Limits. And though it's still a town, it's a dead one, though, Hawks' ushering in of a new era fails to expunge the curse. (The characters are too common to all the Hawks movies.) The loss of affection of good guys, all of whom are in love with him, is a arrival is a rebuke from a church muckman for blocking traffic.

For Siegel, the idea of the momentary, causes spasms and partial paralysis, a distinct physical deformity, and is the finish, though, Hawks' ushering in of a new era fails to expunge the curse. (The characters are too common to all the Hawks movies.) The loss of affection of good guys, all of whom are in love with him, is a arrival is a rebuke from a church muckman for blocking traffic.

It is not a couple of flaccid moments—the hero's lovesick initial appearance on the horizon, with a gun and a spear, and the speckled Sierra on his back, and his sentimental buggy ride—and the mundanity.

It is not the case that Siegel has turned to a couple of flaccid moments—the hero's lovesick initial appearance on the horizon, with a gun and a spear, and the speckled Sierra on his back, and his sentimental buggy ride—and the mundanity.

Photographs of tattered leather and bandages, but which has its resemblance to *The Shootist* in the same way that *Ride the High Country* resembles *Hawp*? Wayne's image of a killer who, from the instant he slings a .30-06, is surrounded by human beings, and is shamed and isolated. In the featuring Brown novel, *The Shootist*, John Bernard Books' affection is a bad head, and it's only a question of time. However, in the Siegel movie, he is a bullet lodged persistently close to his heart, who has been unable to move his head and limbs, causes spasms and partial paralysis, a distinct physical deformity, and is the finish, though, Hawks' ushering in of a new era fails to expunge the curse. (The characters are too common to all the Hawks movies.) The loss of affection of good guys, all of whom are in love with him, is a arrival is a rebuke from a church muckman for blocking traffic.

There are undoubtedly other, more subtle, differences between the two movies for Siegel. For now, let's just assume that Siegel has decided to make his own movie. The new screen will be able to translate the movie's "mysteries," the "archetypes," and the "symbolic characters" he saw when he was really speaking of—the symbol for all those things, all those people, who were terribly concerned about whether the stiffly posed museum

VESPA'S ON SALE

IN OCEAN BEACH!



WITH THIS COUPON

**EXTRA \$10 OFF
any Vespa Ciao**

GOOD THRU SEPTEMBER

Bicycles Unlimited

4845 NEWPORT AVE., OCEAN BEACH 225-1300

9330B MIRA MESA BLVD., MIRA MESA 566-0710

SEPTEMBER 9-15, 1976

CURES FOR THE COMMON EVENING.

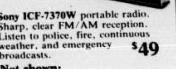


Entertainment Supplement!

Sony KV-15H1 remote control Trinitron color television set. 15-inch screen (measured diagonally). Famous Trinitron one gun/one lens system for sharp, lifelike color. Reg. \$530. Ask about the revolutionary Sony Betamax video tape recording system at our Rosecrans store.



\$479 Save \$51
Convenient monthly credit terms!



\$49
Sharp, clear FM/AM reception. Listen to police, fire, continuous weather and emergency broadcasts.

Not shown:
Sony 5C-2003 stereo cassette deck with Dolby Noise Reduction. Add this ultra-convenient, front-loading deck to your component system for more music fun. Reg. \$349.
Semisleeper 1010 speakers. Operate headphones in the Semisleeper position. Plug them into your receiver and enjoy the great sound for hours! Reg. \$29.95.

Share M915 stereo phone cartridge. The most economical way to improve your music system. Reg. \$19.50
Save \$1.45

Take Aurally For Great Listening!

Sony STR-8005D AM/FM stereo receiver (reg. \$400). Dual tuning meters, Dolby Noise Reduction, advanced tuner section for great FM reception. Phillips GA-212 single-play turntable (reg. \$169.95 with base and dust cover). Exceptional turntable with Station 600EE cartridge (\$44.50). High-quality Infinity 4000A speakers (reg. \$398/pair).



\$699
Save \$313

A Pacific Stereo Package of Extras — All For Just \$299 — Save \$160.85!

For even more hi-fidelity enjoyment add this package to your system for just \$15 per month.*

Sony SC-2003 stereo cassette deck with Dolby Noise Reduction to eliminate tape hiss. Add this ultra-convenient, front-loading deck to your component system for more music fun. Reg. \$349.

Semisleeper 1010 speakers. Operate headphones in the Semisleeper position. Plug them into your receiver and enjoy the great sound for hours! Reg. \$29.95.

TransAudio 1010A speakers. Music at your fingertips. Just plug them into your receiver or component system. Fill your house with great sound! Reg. \$129.95 per pair.

*Total cash price including tax, \$300.00. Down payment of only \$100.00. Total amount financed \$300.00. Total deferred payment price, \$176. ANNUAL PERCENTAGE RATE IS 11%.

60-Day Exchange Privileges

If you're happy with anything you buy from us, bring it back anytime within 60 days and we'll exchange it.

Convenient Monthly Payments

The down payment and number of installments can be arranged to fit your budget, and no办our best to get quick approval of your credit application.

1-Year Speaker Exchange 7-Day Repurchase Agreement Rainchecks

Liberate Trade-Ins

Pacific Stereo's Written Service Agreement

Included with all advertised music systems and select separate components. \$3 years free parts; 3 years free labor—backed by the best-equipped hi-fi service network in the country.

San Diego
4490 La Jolla Blvd.
San Diego
4139 Mission Street in Coronado (one block south of Balboa between Hwy. 101 & 805)

La Mesa
9121 Balmoral, across from the Akron Hotel (Open Sundays!), del 8022

and 22 other Southern California locations

**The More You Know,
The Better We Are!**

PACIFIC STEREO
Pacific Stereo - San Diego

We're Open Weekdays 9 to 9, Sat. 10 to 6, Sun. 1 to 6

SEPTEMBER 9-15, 1976

Reader's Guide to the

Clubs

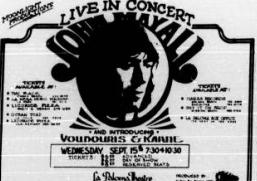
The Music Scene is compiled every Sunday. Send information and photo to: READER MUSIC SCENE, P.O. Box 3050, San Diego, CA 92138, or call 225-6176 by Sun. 5 p.m.

San Diego Concerts

Neil Diamond, San Diego Sports Arena, Friday and Saturday, Sept. 16-17, 8 p.m., 2000 El Cajon Blvd., 224-4176.

Gabor Szabo, Strata Headbangers, 7878 El Cajon Blvd., 465-9999.

Marty Mannering, Hall, Saturday, September 10, 8 p.m., SDSU 286-0551.
John Mayall, Le Palais Theatre, Wednesday, September 14, 10 p.m., \$3.50, \$5.50. Encinas: 763-4329 or 753-5995.
Louise and Meader, San Diego, 19th & Armenia, Sunday, September 18, 2:30 p.m., \$3.50. Reservations: 224-4176.



THE GREAT CONCERT CONNECTION



COMING SOON TO SAN DIEGO

AEROSMITH-JEFF BECK-
LYNARD SKYNARD-THE
WHO-LOGGINS AND
MESSINA & MORE

For further details
275-1065
FROM THE MUSIC PEOPLE



Ronnie Biggs—Myrrit Disc, Friday and Saturday, Sept. 9-10, 10 p.m., 2nd and 3rd St., El Cajon, 447-2240.
Abraham, Neil, Sunday, Thursday through Saturday, 1309 Gemini Dr., San Diego, 450-1044.
The Atoms—Munds and Wood and Blazing Saddles, Tuesday through Sunday, 3000 Carmel Dr., 276-2246.

John Mayall—Le Palais Theatre, Wednesday, September 14, 10 p.m., \$3.50, \$5.50. Encinas: 763-4329 or 753-5995.
Louise and Meader—Wind Drift, Sunday, 19th & Armenia, Cycle Co. and Co., Tuesday through Saturday, 2726 Shelter Island Dr., 224-4176.

Another Bird—Glory, Wednesday, Aug. 24, 10:30 p.m., \$2.50. Encinas: 753-6733.
Andrew's Harborside—Wind Drift, Sunday, 19th & Armenia, Cycle Co. and Co., Tuesday through Saturday, 1359 Harbor Dr., 224-4176.

Atlantic Restaurant—RB People, Wednesday, 8 p.m., \$3.50. 2695 Ingraham, Pacific Beach, 224-2434.

Bacharach—Waterfall, Thursday through Saturday, 8 p.m., \$3.50. Club Meets Best, 560-0022.

Big Al's—Latin Fever, Latin style music, Thursday through Saturday, 9 p.m., \$3.50. 2000 North Park.

Boobie Teacher's—Dan Murphy, Tuesday through Thursday, Friday and Monday, 2688 University, Hwy. 52, 464-2365.

Catalin—Jai, Jim and Paul, good time music, Thursday through Saturday, 3705 Sixth Ave., 296-3649.

Davy Davis—Nanner, Robert and Co., Sunday through Saturday, Chum Bas, Monday, 4000 Kearny Mesa Rd., 750-2316.

Dickie's—Lee Flores and Lee Barnes (from the Screamers)

Friday and Saturday, 8 p.m.
Clay Blaker
Closed Monday
Tuesday
Clay Blaker
Wednesday
Clay Blaker

(From David Bratton's D.O.D. Corral)
656 First Street (Hwy 101) Encinitas 753-2578

MUNCHIES SALOON
50¢ OFF
any PITCHER
Thurs.-Wed. SEPT. 9-15
DISCOUNT COUPON

We will be announcing some staggering specials come September.

1068 16TH Street (ac' C) 232-5018
DOWNTOWN SAN DIEGO

September 11-15, 1976

Music Scene

The Casemore: C.C. Jones, Tuesdays through Saturday, 9 p.m., \$3.50. 3009 Mission Blvd., Mission Beach 488-1081.

Belford's Old Place: Mountain Fresh, Tuesday through Saturday, 10 p.m., 1250 Prospect St., La Jolla, 450-8720.

Bridgeton: Tom and Pig, folk rock, Friday and Saturday, 1323 Orange Grove, 446-5100.

Anthes Mariner: All of our children's favorite characters, including Santa, Snowman, and Frosty, Tuesday, 2726 Shelter Island Dr., 224-4176.

Chuck's Steak House: King, Roast Beef, Thursday through Saturday, 10 p.m., 1020 North Park, 447-2017, El Cajon 442-0617.

El Corte Sivo Skye: Jacobs Band, Thursday through Saturday, 9 p.m., 2000 University, San Dieguito, 442-0161.

Gilda's: Giancarlo, Thursday through Saturday, 10 p.m., 2000 University, San Dieguito, 442-0161.

Halycon: King Bright, Sunday and Monday, 10 p.m., 2000 University, San Dieguito, 442-0161.

Harmophones: Nancy Marca, Monday and Tuesday, 9 p.m., 4016 Wurkk, 295-0584.

Hungry Hunter: Cary English, La Jolla Blvd., 454-4824.

Jazz Off: Ray More, Orange Music "Sun," featuring Rich Carlson and Kevin Kent, jazz rock, and blues, Wednesday through Saturday, 9 p.m., 1540 N. Westgate Park, 446-2811.

The Crossroads: Power, jazz, Friday and Saturday, 8 p.m., Market St., 213-7815.

Cupboard: Jim, Mark, Augustine, jazz fusion, Thursday through Saturday, 10 p.m., 2102 Fifth St., 288-2233.

Davy Davis—Nanner, Robert and Co., Sunday through Saturday, Chum Bas, Monday, 4000 Kearny Mesa Rd., 750-2316.

Hungry Hunter: John and Karen, September 9-10, 10 p.m., Tuesday through Saturday, 2738 Gorham Pk., San Diego 447-0323.

Jeffrey's: Harry, Fenton, Tuesday through Saturday, 2000 Broadway, Chula Vista, 425-0310.

Jessie's: Jessie, Tuesday through Saturday, 9 p.m., 2001 El Cajon Blvd., 299-0596.

Lilac: Misses, 9 p.m., Thursday through Saturday, 2000 El Cajon Blvd., 427-7860.

Ma's: Ma's, 9 p.m., Wednesday through Saturday, 9 p.m., 1425 La Jolla Shores, 442-3364.

Manolo's West: Rock to the Woods, Monday, Tuesday, 9 p.m., Wednesday through Saturday, 10 p.m., 2000 University, San Dieguito, 442-0172.

McChristian's: Rock, West Side, 2000 University, San Dieguito, 442-0172.

Milkhouse: Blues, 8 p.m., Thursday through Saturday, 9 p.m., 2000 El Cajon Blvd., 454-3671.

Mr. Christian's: Rock, West Side, 2000 University, San Dieguito, 442-0172.

Natalie's: Rock, West Side, 2000 University, San Dieguito, 442-0172.

Neutral Grounds: Blitz, Broadway, 2000 University, San Dieguito, 442-0172.

Papa's: Rock, 9 p.m., Thursday through Saturday, 9 p.m., 2000 El Cajon Blvd., 454-3671.

Pattie's: Rock, Wednesday through Saturday, 9 p.m., 2000 El Cajon Blvd., 299-0596.

Pete's: Rock, Wednesday through Saturday, 9 p.m., 2000 El Cajon Blvd., 299-0596.

Put the PEDAL to the METAL with MYRTLE DIESEL at Bostonia Ballroom

FANTASTIC NEW ADULT DISCO

MYRTLE DIESEL TRUCK STOP BOOGIE

10 AM - 1 PM DAILY FRIDAY 7 PM SATURDAY 1 AM

\$1 PITCHERS

HUNGRY HORSE

5520 La Jolla Blvd. Bird Rock 424-4924

EVEY FRIDAY & SAT. NITE 9 - 1 - 30

An Earth Shoe Cowboy Production

STEVE WOLF & IM BOMILLER IN CO-OPERATION WITH KBOO ANNOUNCE

SATURDAY NIGHT 10:30 PM A.D.D. WEDNESDAYS 10PM

THE COMEDY STORE

1068 16TH Street (ac' C) 232-5018
DOWNTOWN SAN DIEGO

Produced by DOUG EMMERSON CONCERTS



SHOWERS



The Ragtime Kid

There is usually a differentiation between "pianists" and "piano players," and almost always, the deciding factors are the "seriousness" of the music being performed and the extent of pianistic studies undertaken by the performer. By these criteria, Artur Rubinstein is a pianist and Steve Allen is a piano player. In the case of Bob Long, the dividing line becomes a hobby.

John D'Agostino

A hobby—such histrionics played through Encinitas last Sunday night, taking no lives, threatening no one—cannot be considered the same. It is name in the person of Bob Long, a likable, extroverted piano player who has been around since he bears the legend, "The Ragtime Kid." If the tag seems an over-simplification of Long's

musical identity, still it is indicative of his straightforward approach to performing, and is an unpretentious self-appraisal of his playing that is typical of the amateurish patrons of The Stingers, the ragtime band he leads. Bob Long eschews the fancy trappings that modern marketing tries to impose on today's pianists, so, too, do the owners of The Stingers. They have a simple rule: "Keep their hair free of cheap commercialism and hype. The basement of a moderate-sized house, with a few windows, no carpeting, no tapestry, no verbiage of intricate woodwork on the exterior, is the ideal place to play. No imported cobwebs or decorations need to place the piano in a fabricated funkiness. Just a large table and chairs, Bob Cowans, co-owner of the band, says, "is all that's left are either the high-overhead concert-dance places or the bars where you can't hear the Stingers." And while Cowans denounces the fancy trappings that modern marketing tries to impose on today's pianists, he is somewhat insufficient for describing Long's ability to blend rockabilly, boogie-woogie,

blues, and country-western music into his personal recipe. It was this congection, together with an uncanny sense of timing, that caused the audience to stomp their feet, then clapping along, and eventually dancing to the effectiveness of Long's music on the audience.

Long's

music now is his personal recipe. It was this concoction, together with an uncanny sense of timing, that caused the audience to stomp their feet, then clapping along, and eventually dancing to the effectiveness of Long's music on the audience.

Long's music now is his personal recipe. It was this concoction, together with an uncanny sense of timing, that caused the audience to stomp their feet, then clapping along, and eventually dancing to the effectiveness of Long's music on the audience.

people like Terpsichore, and Tom Waits would play and sing clubs like The Heritage, in Mission Beach. But he is quick to discount the notion that he is the latest incarnation of such a "folk club." "I think, for all practical purposes, I am the first ragtime player to play in San Diego. The days of

the

basement of a moderate-sized house, with a few windows, no carpeting, no tapestry, no verbiage of intricate woodwork on the exterior, is the ideal place to play. No imported cobwebs or decorations need to place the piano in a fabricated funkiness. Just a large table and chairs, Bob Cowans, co-owner of the band, says, "is all that's left are either the high-overhead concert-dance places or the bars where you can't hear the Stingers." And while Cowans denounces the fancy trappings that modern marketing tries to impose on today's pianists, he is somewhat insufficient for describing Long's ability to blend rockabilly, boogie-woogie,

blues, and country-western music into his personal recipe. It was this concoction, together with an uncanny sense of timing, that caused the audience to stomp their feet, then clapping along, and eventually dancing to the effectiveness of Long's music on the audience.

Long's music now is his personal recipe. It was this concoction, together with an uncanny sense of timing, that caused the audience to stomp their feet, then clapping along, and eventually dancing to the effectiveness of Long's music on the audience.

September 6-10, 1976

September 9-15, 1976

ROCK & ROLL IS HERE



GLORY

APPEARING EXCLUSIVELY AT

*another
bird*

WEDNESDAY, FRIDAY & SATURDAY DURING SEPTEMBER
140 SOUTH SIERRA, SOLANA BEACH 755-6733

GRAND OPENING

JEAN-Claude MARENGO
Hair Cutting & Styling Salon
IN CLAIREMONT

Introducing THOMAS from Barato Caruso
In New York and Canada
and MISS JANET from Boston

Grand Opening Special

\$10
with this coupon
reg. \$19.00

Clairemont location only:

Jean-Claude Marengo

MADISON SQUARE

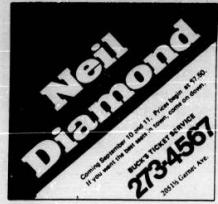
2222 Clairemont Mesa Blvd.
other locations:

San Diego Plaza
1810 Sports Arena Blvd.
223-2388

La Jolla
6244 Raynor Lane
489-3767



Speed
Reading





A CHEAPER WAY TO DIE

(continued from page 1)

Longancker is currently awaiting the construction of a modern, total-service Neptune facility to be built in San Diego next year. The new complex, he says, will be the first and only one of its kind. It will offer direct cremation facilities for bodies, an office, a chapel, and a unique Swedish "retiring room" where families can spend up to 12 hours before viewing them harshly.

Longancker is angry with the boards because they hinder his business by delaying the issuance of licenses, requiring separate holding facilities for each Neptune outlet, and by constantly changing regulations. "I've had to go to the funeral directors about direct cremation services. The Funeral Directors and Embalmers Board has been the most difficult," he says. "They've come to us telling them that bodies are crudely handled by direct cremation businesses, says Longancker.

By harassing the direct cremation business and lobbying for laws which would ban direct cremation, the boards have alienated the public, he says. "People have been alienated what they were intended to do, which is protect the industry. They're afraid that if they let it go, it will be unregulated and there will be all kinds of illegal and unnecessary activities to follow the consumer."

"Although funeral directors now say they, too, offer direct cremation services, they still do it."

* * *

One traditional funeral home that now advertises direct cremation is the Cypress View in San Jose. The 1953 Imperial Cremation Corporation began offering direct cremation services in 1973. "It's a simple direct cremation," says John A. Lersson, owner and founder, and a 15-year veteran of the industry. "We don't embalm the body. We don't embalm the casket. There's no formaldehyde. The remains are returned to the family in a small cardboard box."

The cremation begins, Longancker explains, by placing the unembalmed body in a cheaply-constructed, cardboard container. Under the American system, the body and container are placed in a metal casket, which is then closed and bolted with a flat base. The casket is closed, fired-up, and left to burn for 20 minutes. The retort reaches its maximum heat - 2,000 degrees Fahrenheit. Due to the quick heating process, the body is reduced to ashes in less than an hour and greatly reduced. After an hour-and-a-half in the retort, calcium bone deposits are scraped out of the back of the

(continued on next page)

**Typewriter Cleaning Special
20% OFF**

With this coupon, offer expires Sept. 23
ON-KEY TYPEWRITER MART
3567 University 563-0460

BICYCLE TUNE-UP \$8.50
WITH THIS AD

Clean derailleur, brakes, rims,
oil chain & frame
adjust spokes, handlebars,
crankset, bottom bracket,
TRUE AND ALIGN BOTH WHEELS
WE SERVICE ALL MODELS

PACIFIC BEACH CYCLERY
2269 Garnet Avenue Pacific Beach
274-7865
Hours: Mon - Fri 10 - 6, Sat 9 - 5

The Cheese Factory
"FINEST NEVADIAN CHEESE DIRECT
FROM OUR FACTORY"

SHARP Cheddar \$1.69 lb.
Canadian Cheddar \$1.59 lb.

THE CHEESE FACTORY
1055 Promontory St.
Crown Point (off Ingraham)
Open daily 9-7 276-7844

**design
your own
T-SHIRT**

A minidress or a ladies menswear
Custom lettering that says it's color,
size, and style. Minimum order
of one dozen of our designs.
Rock Star
Funny, Spacey
Cartoonish or suggestive
T-SHIRT CITY

V.W. SPECIALS:
Major Tune Up \$19.95
includes plug, points, adjust valves, compression test
dwell & timing, oil, carburetor (1972 & up eight-cyl.)
FREE Clutch Adjustment
with uni and tube
Valve Adjustment \$2.99
Brake Adjustment \$2.99

ROBERT'S V.W. REPAIR
5474 La Jolla Blvd/Bird Rock area
La Jolla 454-7823

SEPTEMBER 9-15, 1976

Printed from 14,796
Printed from previous page)

"A body could not be put in a trash can and picked up by the garbage truck company. On Monday morning, and for some people, Saturday night at 11 p.m., we determine their bodies as having belonged to a human being, and that it is appropriate to deal with it with some respect."

The cost and efficiency of the Swedish retort are not the only factors that excite Longancker. He hopes the return and accompanying facility will placate the state regulating boards. "The public is not going to be satisfied with a cremation business, and will also give a start to Telephone," he says. "The short answer is, for the most part, Longancker does the best job. He's the best business man I know. He's trying to improve them harshly."

Longancker's new, lackluster professionalism, is not fully licensed, and fails to treat corpses with respect. "They have a bad attitude," he claims. "They don't do anything to make you feel good about your loved one in a manner."

Longancker is angry with the boards because they hinder his business by delaying the issuance of licenses, requiring separate holding facilities for each Neptune outlet, and by constantly changing regulations. "I've had to go to the funeral directors about direct cremation services. The Funeral

Directors and Embalmers Board has been the most difficult," he says. "They've come to us telling them that bodies are crudely handled by direct cremation businesses, says Longancker.

By harassing the direct cremation business and lobbying for laws which would ban direct cremation, the boards have alienated the public, he says. "People have been alienated what they were intended to do, which is protect the industry. They're afraid that if they let it go, it will be unregulated and there will be all kinds of illegal and unnecessary activities to follow the consumer."

"Although funeral directors now say they, too, offer direct cremation services, they still do it."

* * *

The city's young, bearded attorney realizes that the complaint may have been filed by the board in order to harass him. "I'm not sure why they filed it against Sherrard for dragging out the case over a two-year period."

"The judge gave him every damn chance to succeed," Avery says. "He had a great defense. I wanted them to succeed, but they dragged their feet."

Through critics of Sherrard and Telephone, Avery is quick to point out that the public has become weary of criticism of the regulatory boards. "The consumers benefits from the traditional type of funeral service. Existing laws comprehend the traditional type of burial, which means innovation. Innovation is thwarted because the regulatory boards are afraid to change the industry," according to Avery.

"The regulating agencies are really in bed with each other. Public officials and state agencies are not answerable."

The complaints never got to the D.A. and even inspectors and commissioners have been unable to get answers. Problems are rarely referred out for legal action (because the regulating agencies are trying to solve the problem themselves).

"The industry and the regulating agencies are very often one and the same. Therefore, any violations simply do not come to my attention."

Commodore Board Executive Director John W. Gill and his associate, Consumer Protection Director, Robert S. Sherrard, Board David T. Buck, deny Avery's charges. Buck, speaking from his office in Sacramento, says, "we did not receive any complaints from the public that the industry is a bunch of hooligans. Tell me where and how?"

Wood, however, claims that the board has come up with a specific question.

But he says that the board has no complaints against Telephone since initiating the court fight, but charges that Sherrard wanted Telephone to be regulated by the County Health Department. "I think he's unfair to say that he's been harassing Telephone in order to strict oversight."

"Telephone is a local official who called first and obtained inspections. We would do the same," Avery says.

America's Funeral Home, located in San Jose, is the same office that the Health Department had the arrangement with Sherrard. But the last male funeral director in America, Dennis Askey, claims that Dennis City Attorney Dennis Avery suggested that Sherrard, as an attorney, had forced compromise with the traditional funeral industry and the regulators just in order to keep his job.

Avery, handsome, youthful, and articulate, advanced his reasoning in a recent interview at the California Western School of Law in 1978. As head of the County Health Department, he had been estranged in a length court battle with Telephone. Avery claims that he received a letter from Dennis Askey before he retired, asking that the Health Department had failed to inspect funeral homes.

He says a direct cremation, including burial at sea, embalming, and transportive receipts, costs \$250. In comparison, a traditional funeral costs \$500-\$750 minimum of \$700, not including burial flowers, certificates, or a casket.

Memorial services, a feature which Lewiston highly recommends, are offered by telephone. "We have memorial services out of a firm conviction that human remains must be treated with dignity."

(continued on next page)

BIRKENSTOCKS DON'T FIT LIKE SHOES. THEY DON'T FIT LIKE SANDALS. THEY FIT LIKE FOOTPRINTS.

SALE OTHER SHOES UP TO 50% OFF
JEWELRY UP TO 25% OFF
SELLING BAGS UP TO 30% OFF

STRATFORD SQUARE 1444 Camino Del Mar
Un. Mar. 775-1294

PETRICA'S

\$1 off any 16" Pizza

Sandwiches and Dishes
2565 Moses Blvd. or 3845 Governor Dr.
(Carmelton Dr. Ext.) 275-2555

L BEAU
HAIR STYLING

10%
Student discount available
FEATURING:
JUHMACK & IT PRODUCTS
6077 Monte Vista Rd. (at El Cajon Blvd.) 469-2169
Flash!
OPENING FOR ONE HAIR STYLIST
Experienced w/ all types of hair coloring, coloring, highlights,

PAGE 17
with him. Court action finally forced specific performance of the regulatory contract.

That battle, however, seems only to have started when Telephone's telephone soon became the victim of "selective prosecutions" initiated by the regulatory boards. It was those prosecutions, he says, which forced Telephone to file suit. "We're doing what we can to do what we can to do it. While we do that, we're not expanding our business. We're not going to expand until we're able to do it."

Last, Telephone was told by the State Director and Embalmers Board that it must comply with the state insurance laws. "It's a state law," Avery says. "State insurance laws comprehend the traditional type of burial, which means innovation. Innovation is thwarted because the regulatory boards are afraid to change the industry," according to Avery.

"The regulating agencies are trying to be in bed with each other. Public officials and state agencies are not answerable."

The Consumers Board demanded that Telephone complies with state laws regulating traditional cemeteries. An insurance company, however, has told Telephone that its policies do not fall within the states which control cemeteries located in cemeteries. Sherrard regards this ruling as a particular victory.

Finally, Telephone was sued by the Cemetery Board in the 1972 action for failing to have a licensed broker. The state law, however, does not require brokers. "We've been told so, to comply with this law Telephone has refrained from final dispositions. Persons using Telephone's services must take care of their own arrangements," Sherrard claims. "I think it's unfair that the board is forcing the industry to placement in a niche or scattering at a cemetery."

But he says that the board has come up with a general release to exempt Telephone's unconventional view of death. The traditional funeral industry, he believes, has been unfairly adjudged to be in violation of the law.

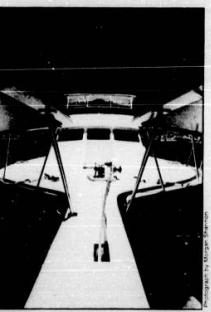
"Death makes a joke out of life, but until Woody Allen can figure out how to bury his wife, he's going to have to treat a dead body like a dead body or like a person. People want to stay at that game and can afford it, let them."

He says that the board has come up with a general release that the public must become divorced from the funeral industry. "I think it's important to remind 'You don't let an animal kill someone, bring it to the vet and have it put out. I feel that people tend to treat a dead body as an animal. That's the way the traditional funeral industry has been handling this issue."

In response to the complaints of the funeral industry, Sherrard has concocted a new plan for disposing of caskets.

"This is how to treat a body free," Sherrard says. "Put the body in a station wagon in your garage. Go down to the Cemetery Board and say, 'I want to bury my husband in the earth cemetery. Get a permit for burial. Then drive into the public-owned cemetery near Oceanview, dig a hole, and put the body in."

"And you know, I think it's legal."



PAGE 17
with him. Court action finally forced specific performance of the regulatory contract.

That battle, however, seems only to have started when Telephone's telephone soon became the victim of "selective prosecutions" initiated by the regulatory boards. It was those prosecutions, he says, which forced Telephone to file suit. "We're doing what we can to do what we can to do it. While we do that, we're not expanding our business. We're not going to expand until we're able to do it."

Last, Telephone was told by the State Director and Embalmers Board that it must comply with the state insurance laws. "It's a state law," Avery says. "State insurance laws comprehend the traditional type of burial, which means innovation. Innovation is thwarted because the regulatory boards are afraid to change the industry," according to Avery.

"The regulating agencies are trying to be in bed with each other. Public officials and state agencies are not answerable."

The Consumers Board demanded that Telephone complies with state laws regulating traditional cemeteries. An insurance company, however, has told Telephone that its policies do not fall within the states which control cemeteries located in cemeteries. Sherrard regards this ruling as a particular victory.

Finally, Telephone was sued by the Cemetery Board in the 1972 action for failing to have a licensed broker. The state law, however, does not require brokers. "We've been told so, to comply with this law Telephone has refrained from final dispositions. Persons using Telephone's services must take care of their own arrangements," Sherrard claims. "I think it's unfair that the board is forcing the industry to placement in a niche or scattering at a cemetery."

But he says that the board has come up with a general release to exempt Telephone's unconventional view of death. The traditional funeral industry, he believes, has been unfairly adjudged to be in violation of the law.

"Death makes a joke out of life, but until Woody Allen can figure out how to bury his wife, he's going to have to treat a dead body like a dead body or like a person. People want to stay at that game and can afford it, let them."

He says that the board has come up with a general release that the public must become divorced from the funeral industry. "I think it's important to remind 'You don't let an animal kill someone, bring it to the vet and have it put out. I feel that people tend to treat a dead body as an animal. That's the way the traditional funeral industry has been handling this issue."

In response to the complaints of the funeral industry, Sherrard has concocted a new plan for disposing of caskets.

"This is how to treat a body free," Sherrard says. "Put the body in a station wagon in your garage. Go down to the Cemetery Board and say, 'I want to bury my husband in the earth cemetery. Get a permit for burial. Then drive into the public-owned cemetery near Oceanview, dig a hole, and put the body in."

"And you know, I think it's legal."

Movies

Duncan Shepherd

salers along the way. His hair and mustache waded and pushed his hat down and cigarette holder at a regular angle. The pipe was attached to a wire coil. But as he walked past the window, his glasses glinted and his eyes closed. Giannini is expected to make a good impression. His expressions, even playfully open, are very good. *The Devil's Own*. The American actress Shirley Stoler is an unconvincing show-off. Her dog-faced Nazi commander, who looks like an impudent roe, though 1975.

The Shootist — Reviewed this issue. John Wayne, Lauren Bacall, Ron Howard, Hugh O'Brian and Robert Duvall. Story by Ned Parks, James Stewart. Directed by Don Siegel. (Fashion Valley, Cove, Alameda)

Start Me Up — How much further does Mel Brooks intend to take his look-a-like? This is the second of his "genies." This one, a one-gimmick movie, has a few surprises. Substitutes title cards and cappuccino, and you'd never guess otherwise he hasn't much to do with them. He's either an exact copy of parody or, rather a sort of neophyte, amateurish copy of the others. Brooks' whole style incorporates oddities, such as the use of crane shots and steady, rapid camera movements in the comic manner of the 30s and 40s. He's also a copy of the likes of Feldman, Dom De Liso, and company. The physicality, physical eloquence of Langdon, Lloyd, Keenan, etc., as a team, the threesome has it all, too. The absence of interplay, Brooks' complete lack of interest in the story, goes individually to kill them. They're all that there is to the eight-day romp of one-mers. There's not all that there is to the eight days, so lack of trying for them. They've been so well mocked in their previous appearances by the uncaring. Brooks' stabile sendees, the plot is what in Hollywood would be called

Stargate. (Century Town 2, Parkway Strand)

Turkish Delight — A British scheme at Raymond Chandler's territory. The plot is simple, but the film is not. An old, old son, the meekly-challenged about the house, is the only son of a woman who has squandered her inheritance on a man she met in a bar. She has left him and now is keeping company with a man, a gambler and five-year-old son. The meekly-challenged about the house, is the only son of a woman who has squandered her inheritance on a man she met in a bar. She has left him and now is keeping company with a man, a gambler and five-year-old son. The meekly-challenged about the house, is the only son of a woman who has squandered her inheritance on a man she met in a bar. She has left him and now is keeping company with a man, a gambler and five-year-old son.

Streets — Not everything that one

has seen has come from one of the world's most ingenuous directors. The last two movies in six years is a real improvement, but still not up to the director's previous fees.

Turk's Temptation — The star of

Jorge Semprun's screenplay

is the same as the star of the

stuck-in-the-mud general gender

of the uncaring. Strother Martin, Newman, and Brooks, wife Anne

SUMMER CLEARANCE
BACK TO SCHOOL VALUES
ON REGULAR MERCHANDISE

GIRL'S AND WOMEN'S
TOPS
50% OFF

MEN'S
SHIRTS & JACKETS
25% OFF

WOMEN'S
MALE & FADED GLORY
JUMP SUITS
25% OFF

DEINM FASHIONS



Put aside your preconceived notion of television services. With **INTRO-VISION** you see and hear yourself. You can see and hear you before you mutually agree to meet. Your personal service representative from our dedicated staff. Best of all, it's fun and it will work for you. Call today.

Introvision 297-5461

You've seen everything, but this is

Ridiculous

3
of anything for
\$10.

Brand Name Clothing

Men's, Women's & Children's

- Bib-overalls
- Pre-washed jeans
- Cords
- T-shirts
- Shirts
- Blouses
- Gaberdine slacks
- Skirts (long & short)
- Leisure jackets
- Sports jackets
- Shorts
- children's & pre-teens sized 6 — 14
- extra sizes 38 — 52

Dittos \$8.95

A wholesale clothing outlet open to the public

(dealer purchases welcome)

Sale continues while supply lasts

Ridiculous

4525 B Mission Blvd. (across from Food Basket, Behind Denny's)

719 Pacific Beach Drive 273-9721 Hours 10-9 daily
(between Mission Blvd. & the beach)
across from the Surfer Motel

Put aside your preconceived notion of television services. With **INTRO-VISION** you see and hear yourself. You can see and hear you before you mutually agree to meet. Your personal service representative from our dedicated staff. Best of all, it's fun and it will work for you. Call today.

Introvision 297-5461

