A Crop as Green as Money

From nearly every hillside in Palmdale, Lancaster, or Visalia they can be seen, grown in greenhouses stretching across the measure. This produces growth thick from the jungle of California itself. The arid climate is perfect for growing avocados. In fact, California now leads the nation in avocado production. The crop is one of the world's most valuable agricultural products, and the country's avocado production is expected to reach a record high by the early 1980s. Nearly 30,000 acres of avocados are produced in California alone, with yields reaching up to 100 million pounds annually. This high production rate has led to a significant increase in demand for avocados. The crop is rich in vitamins and minerals, making it a popular choice for many consumers.

By Gordon E. Smith

Photographs by Robert Barbrook
**City Lights**

**Classic Example**

For the past few weeks, the staff has been working overtime at the 94.1 FM studio in San Diego's El Cajon Boulevard station, trying to bring the city's newest music station online. The station was scheduled to launch on April 1, but a variety of technical difficulties have delayed its launch. The station is now scheduled to launch on April 15.

The station's format is a mix of local and national music, with a focus on indie rock, alternative, and hip-hop. The station's DJs will include local musicians and DJ teams.

The station's website is under construction, and the station is looking for local businesses to sponsor shows and events.

For more information, visit the station's website at www.citylightsradioradio.com.

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**Scab Driver, Once More Round The Block**

The next few weeks in San Diego will be a busy time for local musicians, as several bands will be performing at various venues throughout the city. The first major event is the annual San Diego Music Awards, which will be held at the Balboa Park Performing Arts Center on April 15. The awards will feature performances from local bands and a variety of guest artists.

Other upcoming events include the annual San Diego Music Festival, which will be held at the Petco Park on April 20, and the San Diego Jazz Festival, which will be held at the San Diego Convention Center on April 27.

For more information, visit the San Diego Music Association website at www.sandiegomusicassociation.com.

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**Another Fine Maestro**

When musician and composer John Williams steps onto the podium for the first time in San Diego, he will be greeted with a standing ovation. Williams is known for his jazzy arrangements and innovative compositions, and his music has been used in films such as Star Wars and Close Encounters of the Third Kind.

Williams will be performing with the San Diego Symphony Orchestra, which will be led by conductor Daniel Meyer. The concert will feature Williams' arrangement of the theme from Star Wars.

For more information, visit the San Diego Symphony website at www.sandiegosymphony.com.

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**If Ever A Wiz There Was**

Last fall's hit show, The Wizard of Oz, is back in San Diego for a limited engagement. The show has been touring the country for the past few weeks, and the San Diego performances will be the last in the series.

The show features a cast of local actors, including John Smith as the Scarecrow and Jane Doe as the Witch of the West. The production is directed by Mary Brown, who has directed several other local productions.

For more information, visit the production's website at www.thewizardofsandiego.com.

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**He'll Bust You For Whistling**

Local musician and composer John Smith is set to release his new album, which features a mix of rock and roll and country music. The album is titled He'll Bust You For Whistling, and it features Smith's distinctive vocals and guitar playing.

Smith has been playing music for over 30 years, and his live shows are known for their energy and passion. He has performed at many local venues, including the Star Bar and the Ken's Warehouse.

For more information, visit the album's website at www.he'llbustyouforwhistling.com.
A Crop as Green as Money

In the midst of a cornfield, a farmer stands with his hands on his hips, surveying the crops. The sun shines brightly, casting long shadows across the golden stalks. The farmer looks pleased with what he sees, his face beaming with pride. He turns to face the camera, his eyes sparkling with joy. "It's a good year," he says with a smile. "I'm gonna make a killing!"

The farmer's statement is not just a boast. Agriculture is a business that can be highly lucrative. The crop is not just a crop; it's a resource, a commodity, a product to be sold on the market. And like any business, it requires careful planning, strategic management, and a bit of luck.

The farmer knows all this. He's been at it for years, and he's good at it. He's watched the market, he's studied the trends, he's learned from his mistakes. And now, as the crop reaches maturity, he's confident that he's made the right decisions. He's going to reap the rewards of his labor.

But the farmer's confidence is not misplaced. Agriculture is a business that has been thriving for centuries. It's a business that has the potential to provide a living for millions of people. And with the right strategies and management, it can be a highly profitable one.

The farmer smiles again, his face lighting up with excitement. "I tell ya, this is just the beginning. I've got more planned. More land, more crops, more profits. I'm.gonna be the king of the crop."
Speaking French

From the French, "bon soccuser" means "to make better." The French have both the right to say it, and the right to do it.

"If you are going to eat what's forbidden, let the juice run down your chin."

The Restaurant: Fortunat, 5714 7th Drive, Plaza View 485-4224
Menu: French, Italian
"If you are going to eat what's forbidden, let the juice run down your chin." - Claude Lanzmann

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The Perfect Finale

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"The ice cream without sugar blues!"

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**READER'S GUIDE TO LOCAL EVENTS**

### Film

- "North by Northwest," directed by Alfred Hitchcock, will be screened at the New Haven Cinema. January 15, 7:30 p.m.
- "The Great Gatsby," directed by Baz Luhrmann, will be shown at the Yale Union Station. January 12, 7:30 p.m.
- "The Godfather Part II," directed by Francis Ford Coppola, will be shown at the New Haven Union Station. January 12, 7:30 p.m.

### Lectures

- "The Importance of Being Earnest," by Oscar Wilde, will be presented at the Yale University Club. January 11, 7:30 p.m.
- "The Great American Novel," by David Mamet, will be presented at the New Haven Union Station. January 12, 7:30 p.m.
- "The Art of Photography," by Ansel Adams, will be presented at the New Haven Union Station. January 12, 7:30 p.m.

### Radio/TV

- "The Monty Python Show," hosted by John Cleese and Michael Palin, will be broadcast on PBS. January 13, 8:00 p.m.
- "The Andy Griffith Show," hosted by Andy Griffith, will be broadcast on NBC. January 14, 8:00 p.m.

### Sports

- "The Great American Novel," by David Mamet, will be presented at the New Haven Union Station. January 12, 7:30 p.m.
- "The Art of Photography," by Ansel Adams, will be presented at the New Haven Union Station. January 12, 7:30 p.m.
- "The Importance of Being Earnest," by Oscar Wilde, will be presented at the Yale Union Station. January 11, 7:30 p.m.

### Theater

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### Music

- "The Importance of Being Earnest," by Oscar Wilde, will be presented at the Yale Union Station. January 11, 7:30 p.m.
- "The Art of Photography," by Ansel Adams, will be presented at the New Haven Union Station. January 12, 7:30 p.m.
- "The Great American Novel," by David Mamet, will be presented at the New Haven Union Station. January 12, 7:30 p.m.
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Look at this sampling of more than 50 exciting evening and weekend courses being taught Winter Quarter at the University for Humane Studies.

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Chuck Warren, Ph.D.

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Bill Adkins, Ph.D.

ALTERNATIVE TREATMENTS FOR SCHIZOPHRENIA
R. F. G. Broussard, Ph.D. and A. R. Crayton, Ph.D.

CLINICAL HYPNOSIS
Frank H. Ekstrom, Ph.D.

PERSONALITY DISORDERS
Neil G. Rogers, Ph.D.

ARTISTIC THEMES IN MODERN THOUGHT
Walter J. Winn, Ph.D.

CURRENT TRENDS IN SCHIZOPHRENIC HEALING AND PSYCHOLOGY
James B. Moore, Ph.D. and Greg Sprouse

CEREMONIAL CHRONOLOGY
Carolyn Warren, M.S.

BARBARA MITCHELL, M.D. and Staff

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直 from the Hip
Matthew Alice

Dear Matthew Alice:

Many of your 10/20 column comments (as well as your 10/1 column) were read with great interest and enjoyment. The comments on the new computer industry were particularly interesting.

Our company, a major computer manufacturer, is about to embark on a major computer marketing push. We are considering several different approaches, including advertising in major newspapers and magazines, direct mail campaigns, and public relations programs. What do you think would be the most effective approach? And what specific strategies would you recommend to ensure maximum impact?

Sincerely,

John Doe
Marketing Manager

638 Jackson Street
San Francisco, CA 94111

Matthew Alice:

Advertising in major newspapers and magazines would be effective, but I recommend focusing on direct mail campaigns and public relations programs. These approaches allow you to reach a more targeted audience and can be more cost-effective than advertising.

Direct mail campaigns can be used to introduce your product to potential customers. Use a combination of direct mail and follow-up phone calls to build momentum. You can also use public relations programs to generate buzz and create buzz around your product.

For example, you could organize a press conference to announce a new product or feature. You could also arrange for your product to be featured in trade publications and events.

Sincerely,

John Doe
Marketing Manager

638 Jackson Street
San Francisco, CA 94111

PS: Do you have any other tips for computer manufacturers?

Matthew Alice:

Absolutely! Here are a few more tips:

1. Make sure your product is easy to use and understand.
2. Provide excellent customer service and support.
3. Keep an eye on the competition and be prepared to adapt your strategy accordingly.

Sincerely,

Matthew Alice

San Francisco, CA 94111

Get a question you most unanswered! It's straight from the Source! Call us at 800-555-1234 and ask us your question! (San Diego, CA 92101)
CURRENT MOVIES

A Place in the Sun

The Big Fix

The Big Fix is a film about a man who has to resolve a series of legal problems. It stars an actor named John Travolta, who plays the lead role. The movie is directed by Martin Scorsese, who is a famous director known for his work in the film industry.

Christmas Jeer

Christmas Jeer is a film about a Christmas celebration gone wrong. It stars a cast of famous actors, including Meryl Streep and Tom Hanks. The film is directed by a known director, who has worked on many successful films in the past.

Winners and Losers

This film is about a group of people who are entered in a contest. The film stars a cast of famous actors, including Will Smith and Cameron Diaz. The film is directed by a known director, who has worked on many successful films in the past.

The Movie Directory

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<td>John Travolta</td>
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<td>Will Smith, Cameron Diaz</td>
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The Movie Directory is a reference guide to the latest films currently playing in theaters. It includes information about the director, the starring actors, and other details about the film.
Reader's Guide to the Music Scene

Sammy Tritt and Hollis Gentry
CROSSROADS

MONKS
SYNERGY

Entertainment

Molly Hatchet
Wednesday, January 24 - 7:30PM
San Diego Golden Hall

San Diego Concerts
"The Music Scene is coming to San Diego..."

Church and Clancy - "Church and Clancy - A Musical Revue" - January 22, 2ND Place, La Jolla, CA.
Major Records - "Major Records" - January 21, 2ND Place, La Jolla, CA.

San Diego Choral Group - "San Diego Choral Group - A Musical Revue" - January 21, 2ND Place, La Jolla, CA.

San Diego Symphony Orchestra - "San Diego Symphony Orchestra - A Musical Revue" - January 21, 2ND Place, La Jolla, CA.

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Reader's Guide to the Music Scene


Los Angeles Concerts

Countries

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