EMPEROR OF THE NORTH

Paul Eckert made the move from hick outsider to savvy senior member of the county board of supervisors. Along the way, he also made a few political enemies.

By Neal Matthews

County Supervisor Paul Eckert's kind of guy is George Armstrong, a colorful, outspoken, and controversial character who has often been called a hick. Armstrong, who has represented the county in Congress for 12 years, said that Eckert has made a significant transition in recent years.

Armstrong believes that Eckert's rise to prominence is due to his ability to connect with the average voter. Armstrong said that Eckert has a unique ability to understand the concerns of the people and to speak to them in a language that they can understand.

Eckert's rise to prominence has not been without controversy. He has been involved in several high-profile cases, including a lawsuit against the county government. Armstrong said that Eckert's actions have been controversial, but he believes that Eckert is a strong leader who is working hard to improve the county.

Eckert's success has not been without its challenges. Armstrong said that Eckert has had to face criticism from other politicians who have accused him of being too outspoken. However, Armstrong believes that Eckert's ability to connect with the people is what makes him a strong leader.
WHERE IT'S AT NOW

B E I N G  R O M A N T I C --
BLOUSES BY GLANCES

Make your first move with embroidery, pleating and soft georgette. Blouses with an all-innocent appeal—for office or the evening. Here, a peek at the romance you'll find when you discover The Broadway Horton Plaza. Style you can find at all The Broadway stores in San Diego. Made of polyester in cream and shell colors, 4 to 14, 40.00. Sportswear 80’s, 125.

ON PULLING GUNS

"I can't help but remember this week's newspaper headline— "Driving Related Deaths in San Diego." To our public—please be aware of the many risks driving brings. Be safe.

Let's stop the violence in the streets.

On the Road

Letters

The Reader welcomes letters from its readers. Address them to Letters in the Editor, Box 990, San Diego, CA 92112. Please include your name, address, and telephone number. Letters may be edited for length and clarity.

TOTAL GARBAGE

"Garbage" now twice a week.

City Lights: The "nickelodeon" of tenderloin, becorned and other victims of victimology, yes, on the way, it's a signal to the moral and tender-minded to take their seat.

A Version of Cleveland

"Red" was a locally popular Cleveland TV host. The end of his show was festive and exultant.

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City Lights

Attack Of The 300-Pound Inflatable Attorneys

To commemorate the fiftieth anniversary of the Rush Hour Strike—the event that started the law firm—papier-mâché giants placed around New York City's Empire State Building in honor of 1953. Eighty-four of the most celebrated attorneys in the world were joined by its creators.

City Lights

City Lights

Toned In Next Time?

Don't bother checking your mailbox—your current political newsletter delivery may be hard to find in circulation now. That's because the watchdogs of public interest have discovered that the publication has been under fire for its coverage of news events.

Budweiser and Coors West

Budweiser and Coors West are two of the largest brewing companies in the United States. They have been involved in a long-standing advertising war, with each company trying to outdo the other in terms of market share and brand recognition.

City Lights

City Lights

All They Have To Do Is Be Seen

A new era of planning in Los Angeles is underway, as the city's planning department is working on updating the general plan. The plan will focus on issues such as transportation, housing, and environmental sustainability.

City Lights

City Lights

You Can't Hear The Wheels Turning

A group of residents is fighting to save their neighborhood from the proposed freeway expansion. The expansion is expected to affect many residents, and some are concerned about the impact it will have on their quality of life.

City Lights

City Lights

Retail Signs Off

A new national campaign is being launched to encourage retailers to use more energy-efficient lighting. The campaign is aimed at reducing energy consumption and saving money for both consumers and businesses.

City Lights

City Lights

Melnick's a government station that has been a cornerstone of the community for years. The station was founded as a labor union and has maintained its commitment to the community ever since.

City Lights

City Lights

Xinhua, a government station in Beijing, is hosting its annual radio festival. The festival is an opportunity for listeners to hear a variety of music and cultural programs.
STRAIGHT FROM THE HIP

By Matthew Alice

Dear Matthew Alice,

I have read in the paper that your film "The Gold Must Be Crazy" is about to open in theaters. I must say, I was quite impressed by your previous work, "The Beast," and I have high hopes for this new film.

I understand that your story is set in the African wilderness, and that it deals with the theme of survival. As a filmmaker myself, I appreciate the challenges that come with such a setting, and I look forward to seeing how you address the issues of isolation, human versus nature, and the struggle for survival.

I would love to attend the premiere of your film and see it from your perspective. Is there any way I can get tickets or see it before it opens in theaters?

Sincerely,

John Lane

University Heights

All of San Diego must have seen this film now, so there's no need for me to review it again. Your new film, "The Gold Must Be Crazy," is a breath of fresh air, a true slice of life, a celebration of the human spirit. It's a film that will make you laugh, cry, and think about the world we live in.

Your previous film, "The Beast," was a masterpiece. It was a film that spoke to the heart and soul of every human being. "The Gold Must Be Crazy" is no different. It's a film that will stay with you long after you've left the theater.

I must say, I was quite impressed by the performances in this film. The actors were able to bring their characters to life in a way that was both realistic and believable. The chemistry between them was electric, and it was clear that they had spent a lot of time together on set.

The cinematography was also outstanding. The shots were beautiful, and the way they were framed was masterful. The way you captured the beauty of the African wilderness was truly remarkable.

Overall, I would give "The Gold Must Be Crazy" a rating of 5 out of 5 stars. It's a film that everyone should see. It's a film that will inspire you, make you think, and make you laugh. It's a film that will stay with you for a long, long time.

Sincerely,

[Name]

On the cover of the October issue of the newspaper, there is an image of a child and a woman. The child is holding a small animal, and the woman is holding a bottle. The caption reads: "A child and a woman share a moment of joy." This is a wonderful image, and it reminds me of the importance of family and the simple pleasures in life.

I hope you enjoy your film, and I wish you all the best in your future endeavors.

Sincerely,

[Name]
"You think you have control over your life, but when you see how government has an effect on you, it's amazing. And I'm involved with all those things."

"It's bewildering, you never know when he's coming in. He's hot and cold, he's in and out of the office. That's the change. I was captives of the high school football team, president of some of the service clubs I belonged to. I don't have as much time now. I drive my own car, and work with my friends. I'm in the driving, I sell some real estate. For my money or the career that doesn't exist here. Come here for the experience."

Through Eckert's style, like that of his former mentors, Angier Bingham, made it come more than the usual amount of a community, it goes without saying that Eckert enjoys widespread support in North County. In June of 1981 he was approached by the citizens of North County, a group of 24,000, and made a run-off election, unopposed. He's the only candidate whose Eckert has, and he and his family are pretty much tied in Eckert's District. North County district showed itself to be the traditionally conservative stronghold evident in the party declarations of its residents: 21,457 Republicans, 24,457 Democrats. 3,500 American Independents, 2,5000 Republicans. Since the election of 1967, the 12th District has grown by some 10,000 people, and observers agree that the giant crowd of new arrivals represents the "effect" in Eckert's upcoming re-election bid. The battle for these ears and minds is where the election will be won or lost."

Though he's already campaigning, Eckert claims not to be worried about the election. "We'll win in the primary by 70 percent."

He's not taking any chances. Even before he was sworn in to a hospital in August of 1984, the hospital's days were numbered. He wouldn't have been able to discover the source of the problem. Eckert has a disability and partly physical of the neurological kind. Eckert knows that he's more...

"I'm always on call."

Eckert says about his job that he can change in an office. "That's the way I do everything. I was captured of the high school football team, president of some of the service clubs I belonged to. I don't have as much time now."

People don't need a touch to survive. They need the economic dynamics that produce jobs. Eckert didn't understand that some people do indeed need a touch so much as they need a job to survive. And this beholdenness has a way of altering certain people. For example:

At a town meeting in January or February of 1983, Eckert got up to talk about the town's energy crisis. He was a member of the city council, the boundary of the city council. Someone in the audience told him, "I've been telling you not to waste the plant built here in the city council." Eckert said. "I'm not a matter of whether they're going to keep the plant or not, I'm a matter of whether they're going to have a job to live with."

This week's featured artist will be KORNGOLD, DELUSIS, BEETHOVEN

KPSD-FM 94.1 presents the GTE Hour every Sunday night at 7:00 pm

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A. Cut out this page, fold along dashed line, insert in envelope and return envelope to sender.
B. Fill out questionnaire, name and address and insert in envelope and return to sender.
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People who are paying through the nose for contact lenses

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For information call 752-5655...

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Business Reply Card

For Mail Use Only. No Stamps Required.

Mail to:

KPSD-FM 94.1
2415 Main St., Suite 201

San Diego, CA 92102

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Business Reply Card
As for his infamous night out with the girls, Eckert denied knowing Cole's true profession; he said he thought she was a travel agent, that he was showing them his office telescope.
As for his infamous night out with the girls, Eckert denied knowing Cole’s true profession; he said he thought she was a travel agent, that he was showing them his office telescope.
The business has been good to Paul Eckert. Today he and his brother Neil have split the business 50-50, the larger share owned by Paul. However, they have one right and one half acres of land behind the building in San Mateo, eleven trucks, thirty thousand square feet of warehouse space, and it all paid for. They also have on the building new desks and new cubicles of a little bar and new mailroom equipment. Eckert said, "We did everything but put up a new building." Eckert never did make it in college.

"Come 1973, I'll accomplish all my goals, and I was in trouble," says Eckert, sitting in an easy chair before the humongous collection of his ranch-style house on Alta Vista Drive, above downtown Vista. In the most recent years, his forty years old, financially secure, with two beautiful children, and a growing business. "I was in trouble," he explains. "We had to do something. Anything. We put the credit on, we can do it. He builds patios, does electrical work, plumbing, everything. We have to stay busy. Eckert did much of the interior construction of the offices in his own and storage building, including mar- inery, cabinetry and the light fixtures. But he wanted large-scale challenges. success is progress. We're the second largest trucking company in the city, we're the second largest company in San Diego," he said, "but who would be in business for less than a year? We would all take it all."

He looked around the city, the city is full of potential. The city is full of potential. Eckert wanted to know of the city's potential. "I'm not sure if I'm going to stay right here."

His only previous brush with politics was when he had a friend who had volunteered for the Barry Goldwater presidential campaign of 1964. But now he's considering running for city council in Vista. In November of that year, when North County supervisor Lee Yiparger began talking about not running for re-election, Eckert started to wonder if "I held will articulate what North County is all about," he says. "If I held the seat, I would bring people together. It would be a part of it." He has former Escondido mayor Lawrence Boyer and state Rep. John Almender, Tom Metzger in 1978 and took the seat on the board.

This was during the board's worst period, when both Roger Higgins, who later became mayor of San Diego, and the mayor, who became a congressman, were scrambling to make sense to themselves as county supervisors. And here came Eckert, with absolutely no experience in government, out of the backrooms of North County, "I didn't even work for a county," he laughed.

He was actually a rancher that broke into the business when Bridge- cock and Links started building brightly colored homes, "The old ranch with a brand new ranch. "I was in trouble," says Eckert, sitting in an easy chair before the humongous collection of his ranch-style house on Alta Vista Drive, above downtown Vista. In the most recent years, his forty years old, financially secure, with two beautiful children, and a growing business. "I was in trouble," he explains. We had to do something. Anything. We put the credit on, we can do it. He builds patios, does electrical work, plumbing, everything. We have to stay busy. Eckert did much of the interior construction of the offices in his own and storage building, including mar- inery, cabinetry and the light fixtures. But he wanted large-scale challenges. success is progress. We're the second largest trucking company in the city, we're the second largest company in San Diego," he said, "but who would be in business for less than a year? We would all take it all."

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EMPEROR

For many people, San Diego's north county has been a place of vision, attraction, whether or not they live there. But in the last few years, it has been a land of opportunity. Today, it is the place where the city of Carlsbad, Encinitas, Solana Beach, and San Marcos are now the key to the future. The county's political leaders have set the tone for the future. They have set the stage for the future. They have set the stage for the future.

THINNING HAIR? EXCESSIVE HAIR LOSS?

You can now have a hair specialist on your team to help you deal with the problems of balding and excessive hair loss.

METABOLIC TREATMENT

The symptoms of thinning hair are usually a result of stress, diet, or a combination of both. The treatment we offer is a combination of diet, exercise, and medication. This can help you to lose weight, improve your digestion, and reduce the symptoms of thinning hair.

CLINIC FEES

$95.00 for the consultation. $65.00 for each treatment. $150.00 per month for a full program.

BEDROOM WATERBEDS' SLEEP SALE

San Diego's oldest & largest - "Not just another waterbed store"

All at up to 40% OFF

CHEERS!

We are celebrating because we have the best waterbeds in town. We have the best waterbeds in town. We have the best waterbeds in town.

A TAN FOR ALL SEASONS

San Diego's oldest & largest. The only waterbed store in town.

The owners of A TAN FOR ALL SEASONS celebrate the opening of their newest location in North Park. The store features the latest in tanning technology and equipment.

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The owners of A TAN FOR ALL SEASONS celebrate the opening of their newest location in North Park. The store features the latest in tanning technology and equipment.
Retail of Two Cities


Robert is a bit of a traditionalist. He and many others who shop here believe in the value of prices. They also believe in the importance of personal service. Robert is a big fan of the Garment District. He says, "I like the prices. They're always good." He also likes the atmosphere. "It's like a big, bustling market," he says. "You can find anything you want here." Robert is one of the many shoppers who make the Garment District their destination. He says, "I've been coming here for years. I love it."}

Robert is a bus driver and was shopping for clothing for his wife. He says, "I like the variety. You can find anything you want here." He also likes the prices. "I can find good deals here. I don't have to pay a lot of money," he says.}

BY SUE CARLSON
Retail of Two Cities

Why bargain-hunting San Diegans besiege L.A.'s Garment District

By SUE GARSON

There are two bus routes that meet at the west end of the Fashion Valley parking lot at 6:47 a.m. on a Saturday—downtown Los Angeles and twenty square blocks of the "best bargains in the West," the gar- mant district. After being imbibed with Nyquil for breakfast and several naps, several us and some quietly set up and donated to ten guilds and bus drivers—passengers board the chartered buses and there's a head count. By 7:35, the buses are rolling west, each nearly fifty passengers. Students, yuppies, blue stares, young conscription buddies, military personnel, computer operators, graduate students, construction workers, office workers, and a few individuals who had a chance to run over items,拿到了 shoes, and sandals. Several women wear caps. Flowerers once wore more stout or stretch pants with elastic waistbands. Their walls all beige with cloth and credit.

"I'm here to blow my high," announces a voice from the South Bay Municipal Court. "Ameri" echoes in the room as they begin to look around. A woman with a basket full of fried chicken, all before night the morning. A custom brought to WITH: THE GOING GETS TOUGH, THE TOUGH GETS SHOPPING begins.

As the early morning in cement shoes, our leader Fran Russell, a small woman, meticulously groomed and precise. She is her father, lifts her glasses, and scripts into a small hand antisacramental. She is studying the map, "We get it?"

After a show of hands, "Garment District..."

"For 50 years, this neighborhood was the seat of power. In every state, one up, one down. It's not allowed.

The Garment District is the only place to get in exchange, so you've got to know what you want, what you don't want, and what you need. Murphy measures himself with a tape measure or a string. Dust and half an

Baker is a thirty-year-old garment industry veteran who runs a small business of his own in Garment District. He says, "I spend about 10% of our time shopping in the Garment District, and it's worth it. The people there are very friendly, and they're always willing to help each other."

"Let's take a look at some of the things we're looking for," Baker recommends. "We'll start with the basic essentials like t-shirts, jeans, and shoes. Then we'll move on to more detailed items like dresses, suits, and accessories."

"Come along and see what we can find."
Retail

The district is symptomless with preciousirthinithad. Tales abroad of great ferocity unsaid and not outright, not beneath the guise of modern-day crime. Fears lurk beneath the surface, the same as they always have.

From the Nor-Kor Theater in Hollywood to the Sunset strip, this is our district. Our community, our neighborhood, our home. This is the place where we’ve always lived. It’s the place where we belong.

But despite the challenges, we’re strong. We’re united. And we’re always ready to protect what’s ours.

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Receive advance notification of future publications and current pricing information. Discounts on archival custom framing of your choice. Buy and sell on the second-hand market.

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Thousands of designer frames in stock daily. Designer frames include: Gucci, Louis Vuitton, Cartier, Ray-Ban, Tommy Hilfiger, and more. Choose from a wide variety of styles for men and women. Visit one of our four locations.

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Retail

Buzz Buzz

DUNEDH ROCK

Taking during movies is one of those things, resembling the speed limit sign tipping into that Photoshopped, the no-
smoking in the airplane thing, that would agree to call this shows no signs of
degeneration, and the stock market to
the golden state of newspapers would rarely
be better at home watching television.

Designer Wedding Gowns

Cosmetic bonding special $75 in

JUSTIN SING, B.D.S., & ASSOCIATE

COSMETIC BONDING SPECIAL $75 in

LICETERA

REDUCED 30-50%

Typewise Marketing

GRAPHIC DESIGN

Photo Services

"Sofier Cookie"

Seaplane over San Diego for a spectacular view and
a professional scenic guided tour. After landing, tea and
a souvenir photo will be taken. Then, enjoy lunch at
Macheri and taste the seat of a Mexican-style brunch with a
complimentary margarita.

"Cookie Flights, the professionals"

Call today for reservations 577-1302

"1988 Cookie Flights Inc.

FLY AND DINE FOR ONLY $24.00 WITH COFFEE PALETS

Helicopter over San Diego for a spectacular view and a
professional scenic guided tour. After landing, tea and a
souvenir photo will be taken. Then, enjoy lunch at
Macheri and taste the seat of a Mexican-style brunch with a
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Bausch & Lomb

Extended Wear Contacts
For Myopia
Clear $29.99 or less
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Astigmatic lenses higher
Includes: Lenses, exam, care kit, follow-up visits

Contact Lens Unlimited, Inc.
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Call today for details
456-EYES
401-2277 • 401-2278
243 N. Hwy 101 73 • Dana Point Beach

Offer expires October 18, 1989 with this ad.
just a few quick suggestions for making the most of your time there:

1. **Visit the Art Galleries**
   - The city is known for its vibrant art scene, with numerous galleries scattered throughout. Take the time to explore the private collections and public art installations.

2. **Experience the Local Cuisine**
   - Try the famous pastries at a local bakery or indulge in a traditional European meal. Look for places recommended by locals for an authentic experience.

3. **Walk Through the Historical Sites**
   - Explore the city's rich history by walking through the ancient city walls or visiting the famous museums. Make sure to plan your days to include at least one historical site.

4. **Take a Cruise**
   - Enjoy a scenic cruise along the river, taking in the city's most beautiful views. Many local tours offer this experience, allowing you to see the city from a different perspective.

5. **Participate in Local Festivals**
   - Check the city's calendar for any local festivals or events happening during your stay. These can be great opportunities to get a feel for local culture and have fun.

Remember, the key to making the most of your time in the city is to be flexible and open to new experiences. Enjoy your stay!
Extended wear custom-fitted hard contact lenses

- Longer lasting  
- Easier to clean
- Provide clearer vision than soft contact lenses

Contacts:
- Hard daily wear from $125
- Gas permeable from $140
- Daily wear—$400
- Extended wear—$850
- Includes exam, contacts case kit & follow-up visits

One-day emergency single vision lab service
Examination, eyeglasses, contacts

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3772 Q Mission Ave.
Oceanside • 439-1106

Cats and Coke

JEFF SMITH

The premise for Michael Glass’s
telautography, the queer rage of the Moon, a performance that parodies and exposes the Hollywood script genre, is a man who, in a quest to become a movie star, is forced to work in the film industry. The film industry is a place where the personal and the professional become intertwined, where the dreams of stardom and the realities of the grind collide. The character of Cats and Coke is a symbol of this struggle, a figure who embodies the contradictions of the film industry.

The playtends to be an exercise in the exploration of the filmmaker’s psyche, delving into the layers of desire, ambition, and self-deception that drive the film industry. The character of Cats and Coke is a manifestation of these internal conflicts, a figure who embodies the pressures and expectations placed upon those who aspire to success in the industry.

In “Cats and Coke,” the premise is that of a man who dreams of stardom but finds himself struggling to make ends meet in the film industry. The play explores the ways in which the character’s pursuit of success is shaped by the dynamics of the industry, and the ways in which he navigates the challenges of the film world.

The play is a commentary on the film industry, and the ways in which it molds and shapes the lives of those who work within it. Through the character of Cats and Coke, the play offers a glimpse into the inner workings of the film industry, and the ways in which it can both empower and devour its creators.

BRAKES
FRONT DISC PACKAGE

FREE BRAKE INSPECTION

DULTONE
DULTONE Necktie Barrette T-Shirt

FREE NATURAL COASTAL BRUSH

BRAKES
FRONT DISC PACKAGE

FREE BRAKE INSPECTION

DULTONE
DULTONE Necktie Barrette T-Shirt

FREE NATURAL COASTAL BRUSH

You’re Successful—Look the Part

- Don’t lose your summer tan
- No peeling or buming
- 20-30 min. per session
- Total privacy
- State-of-the-art equipment
- 8 SESSIONS—$25
- Present business or student card

A posh tanning salon for the busy professional who doesn’t have time to lie around.

7660 Fay Ave., Suite 1, La Jolla, 454-9981

FRESHWATER PEARLS

RINGS $20 up
Free pearl care instructions with this ad

29 THE COOL BRANCH
Fish in a Dish

ELEANOR WIESER

The Restaurant: Chie Pique
The Location: 620 North Harbor Drive, Petoskey (222-3780)
Type of Meal: French and Continental
Open Hours: Mon-Sat 11 a.m. to 9 p.m., Sun 11 a.m. to 3 p.m.

ELEANOR WIESER, a columnist for the Traverse City Record-Eagle, reviews the new restaurant Chie Pique in Petoskey, Michigan. She describes the atmosphere, the menu, and the quality of the food. She also provides her personal opinion on the restaurant.

Plant Your Spring Bouquet Today

KING ALFRED DAVIDS—"the king" of Dutch bulbs. Famous for its yellow and red flowers and its hybridized bulbs, this company has been in operation since 1940. King Alfred Davids produces thousands of bulbs each year, offering a variety of colors and sizes. The company is based in Holland, Michigan, and its bulbs are sold worldwide. King Alfred Davids is known for its commitment to quality and customer satisfaction. The company offers a wide range of bulbs, including narcissus, tulips, hyacinths, and chionodoxas. They are available in various sizes, from small to large, and in a variety of colors, including red, pink, yellow, and white. The bulbs can be planted in gardens, flower beds, or containers, and they require regular watering and care to bloom. King Alfred Davids offers a selection of bulbs for sale, and their website provides information on how to choose the right bulbs for your garden, as well as tips on how to plant and care for them. They also offer bulbs for sale through their online store, making it easy for customers to purchase bulbs directly from the company. King Alfred Davids is committed to providing customers with the best bulbs possible, and they strive to offer a wide range of options to suit any garden or indoor setting. Whether you are looking for bulbs to plant in your garden or to use in arrangements, King Alfred Davids has the perfect bulbs for you.
**SPORTS**

**Phil Stone**

Phil Stone and Reggie Rucker can really kick the hell out of a football broadcast.

**BY JOHN D'AGOSTINO**

"Hello, everybody. I'm Phil Stone along with veteran NFL great Reggie Rucker, and we're delighted to bring you American Conference clash between the explosive San Diego Chargers and the Buffalo Bills. This game is being played on a special Monday night in which their two teams meet twice in the first three games.

"Well, it's Friday night. Phil, but I think the Chargers also have something to prove. They're starting to win. They are a bit of a disappointment this year, but they've been much improved recently.""}

**HURRAH HUARACHE!**

For the cool tones of autumn, for the supreme softness of fine leather only

$23.97

White, natural, tan, orange, yellow

**DAILY WEAR CLEAR LENSES $99 complete**

**THE SHOE BOX**

**4140 & 1950s Costumes**

**1940s & 1950s Costumes**

**Mixed Produce**

**WRITE YOUR WAY TO THE TOP!**

**FREE WRITING EVALUATION**

**THE INCREDIBLE I-BEAM PLATFORM BED**

**OVERSTOCK SALE**

**FLOWERS = HUGS & KISSES**

Holland Freesias

99¢ each

Iris

99¢ each

Roses

99¢ each

Daisies

$1.49 bunch

Mums

$2.49 bunch

**INDIA ST. FLOWER MARKET**

**FLOWERS = HUGS & KISSES**

**FRESHWATER PEALS DIRECT FROM THE OCEAN**

- Freshwater pearls selected from the most beautiful oyster beds in the world.
- Every pearl is individually selected for its natural beauty.
- Available in a variety of sizes and shapes.
- Pearls are strung on silk cord and ready to wear.
- Pearls are perfect for weddings, anniversaries, and special occasions.
- Satisfaction guaranteed.

**OUR PRICE $19.95**

**OUR PRICE $19.95**

- Also available, freshwater pearls 14K gold bead and clip in gold or silver setting.
- Pearls measuring 8-9mm.

**OUR PRICE $29.95**

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**OUR PRICE $49.95**

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- Pearls are strung on silk cord and ready to wear.
- Pearls are perfect for weddings, anniversaries, and special occasions.
- Satisfaction guaranteed.

**OUR PRICE $69.95**

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- Also available, freshwater pearls 14K gold bead and clip in gold or silver setting.
- Pearls measuring 8-9mm.

**OUR PRICE $89.95**

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- Available in a variety of shapes and sizes.
- Pearls are individually selected for their natural beauty.
- Pearls are strung on silk cord and ready to wear.
- Pearls are perfect for weddings, anniversaries, and special occasions.
- Satisfaction guaranteed.

**OUR PRICE $109.95**

**OUR PRICE $109.95**

- Also available, freshwater pearls 14K gold bead and clip in gold or silver setting.
- Pearls measuring 8-9mm.
LETTERS

Sincerely yours,
signed

At home, we are all getting behind the idea of recycling, and the idea of saving the environment is becoming more important than ever. The world is changing so fast that we need to be aware of our impact on it. The more we can do to help the environment, the better. I think we should all do our part to make the world a better place. Sincerely yours, a concerned citizen.

And To Morrow

Although I agree with your conclusion regarding the benefits of recycling, I believe that we should also be focusing on reducing our overall consumption. It's not just about using less, but also about choosing more wisely. We should be conscious of the products we buy and the impact they have on the environment. For example, try to buy products that are sustainably sourced and made from renewable materials. As a result, we can reduce the pressure on the environment and create a more sustainable future. Sincerely yours, a concerned citizen.

Brand Named

The name is a crucial aspect of any business, as it helps to establish its identity in the market. A brand name is more than just a label, it's a promise that sets expectations for what customers can expect from the product or service. While the name may not change the quality of the product, it can certainly affect the perception of its value. Sincerely yours, a concerned citizen.
Events, Theater, Music, Film

Floats for Columbus

The popular annual event that Columbus has come to be known for is the annual parade. This parade has been a tradition for over 40 years, and is sponsored by the local Kiwanis Club. The parade begins at 10am on October 9th, and features floats, bands, and of course, the main attraction: the floats! The floats are typically themed around a particular country or culture, and are judged on their creativity, originality, and entertainment value. The parade route winds through the downtown area, providing a fun-filled day for all ages. So mark your calendars and get ready to celebrate the Spirit of Columbus!
**READER'S GUIDE TO LOCAL EVENTS**

**Dance**

- *December 6* 1-10 pm, the 3rd annual San Diego Festival of the Dance. For tickets, call the Box Office at 459-3344.

- *December 7* 1:30 pm, the San Diego Tap Dancers present "The Night of the Holidays," San Diego Civic Theatre, 1050 Park Blvd., 458-5170.

- *December 8* 2 pm, "The Nutcracker" by the San Diego Ballet, San Diego Civic Theatre, 1050 Park Blvd., 458-5170.


- *December 10* 2 pm, the 4th annual San Diego Ballet Festival of the Dance. For tickets, call the Box Office at 459-3344.

**Music**

- *December 6* 1-10 pm, the 3rd annual San Diego Festival of the Dance. For tickets, call the Box Office at 459-3344.

- *December 7* 1:30 pm, the San Diego Tap Dancers present "The Night of the Holidays," San Diego Civic Theatre, 1050 Park Blvd., 458-5170.

- *December 8* 2 pm, "The Nutcracker" by the San Diego Ballet, San Diego Civic Theatre, 1050 Park Blvd., 458-5170.


- *December 10* 2 pm, the 4th annual San Diego Ballet Festival of the Dance. For tickets, call the Box Office at 459-3344.

**PUBLIC NOTICE**

The Chrysler Corporation has asked UNIVERSITY CHRYSLER to sponsor a special San Diego test marketing program for their high-quality Mitsubishi-built Colt automobiles. Large shipments have already arrived and more are on their way. Right now, UNIVERSITY CHRYSLER has the largest inventory of popular Colts in the county. On hand are a variety of models, colors and equipment options. Chrysler is anxious to put these cars in the hands of private owners as soon as possible. So University has agreed to mark them down to the lowest possible purchase prices. Nearly 100 new Colts will be sold at these special test market prices.

This special event will last only a short time. Buyers are advised to come by as soon as possible in order not to be disappointed.

**UCSD UNIVERSITY EVENTS OFFICE presents**

**San Diego Premiere Performance**

- *December 6* 8 pm, "The Nutcracker" by the San Diego Dance Theatre. For tickets, call the Box Office at 459-3344.

**The Intimate**

P.D.Q. Bach

October 17, Thursday, 8:00 p.m.
Mandeville Auditorium
UCSD, G.A. $3.00, C.A. $1.00
UCSD Fac/Staff/Sc.Cit. $1.00

Carmen Zapata

BLOOD WEDDING

Federico Garcia Lorca

October 20, Sunday
Mandeville Auditorium
3:00 p.m. (in Spanish), 8:00 p.m. (in English)
St. $8.00, G.A. $12.00
UCSD Fac/Staff/Sc.Cit. $10.00

MOMIX

DANCERS OF ASTONISHING TALENT AND INGENUITY

October 25, Friday, 8:00 p.m.
Mandeville Auditorium
St. $6.00, G.A. $10.00
UCSD Fac/Staff/Sc.Cit. $8.00

**UCSD BOX OFFICE: 452-4559**
READER’S GUIDE TO LOCAL EVENTS

Theater

THE BOWERY THEATRE

Round & Round The Garden

By Alan Jaccovoz

Directed by Carol Davis

Extended by Michael Britton

Opening Oct 10

"The laughter comes fast enough to keep the whole face aching.

Dry, "Round & Round The Garden" is wry, fast, and forever.

In Cool S/C Air-conditioned Comfort

(Students, 65, Military Personnel available)

403 32nd St. at F Street

253-4689

READER’S GUIDE TO THE THEATER

Performer Things are coming up for... but no the who have a clearly defined role to play in the show. The performers are expected to perform their parts consistently and maintain a unified vision with the director and the other cast members. The director's role is to guide the overall creative process, make decisions about the production, and ensure that the vision of the play is realized on stage. The producer is responsible for overseeing the production and ensuring that all aspects are coordinated efficiently. The stage manager is in charge of the technical aspects of the show, including props, lights, and sound. The costume designer is responsible for creating and managing the costumes worn by the actors. The set designer is in charge of the overall design of the set. The lighting designer creates the lighting effects, and the sound designer handles the sound effects. The front of house staff, including the box office, ushers, and stagehands, ensures that the audience has a pleasant experience. The back of house staff, including the technical crew and the stage manager, is responsible for setting up and maintaining the technical equipment. The production team works together to create a cohesive and engaging theatrical experience for the audience.

THE CARNEAL

Carnival Theatre on Main Stage was a resident theatre company in Los Angeles for many years. It's a great time to get together and enjoy the show. Carnival Theatre is a resident theatre company in Los Angeles for many years. It's a great time to get together and enjoy the show.

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**BEADER'S GUIDE TO THE THEATER**

**WHAT'S NEW?**

- **GREATLY VALUED**

  - **HABIT OF IMPASSIVITY**
    - Jameson, a new play by J. L. Embury, through October 13. 
    - (J.L. Embury, director) 
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    - (J.L. Em...
FREE OUTDOOR CONCERT

LOCATION: HEARTSPACE

DATE: FRIDAY, OCTOBER 11

FEATURING:

SPIRIT

TICKETS:

ON SALE FRIDAY, OCTOBER 11 AT 10:00 AM

SPYRO GYRA

"Ladies and Gentlemen..."

ANTS

HOLIDAY INN MISSION VALLEY

SATELLITE SPOT

REFLECTORS

DISTILLERY

AND

SOUL

HEART

YOU'LL FALL IN WITH THEM

PARK

OLD BAY

Eddie Harris

THIS WEEK

HAPPY HOURS

SUNDAY NIGHT $1.50 LEMON

MONDAY NIGHT $1.50 LEMON

TUESDAY NIGHT $1.50 LEMON

WEDNESDAY NIGHT $1.50 LEMON

THURSDAY NIGHT $1.50 LEMON

FRIDAY NIGHT $1.50 LEMON

SATURDAY NIGHT $1.50 LEMON

MIDNIGHT SPECIALS

$1.50 LEMON

$1.50 LEMON

$1.50 LEMON

$1.50 LEMON

$1.50 LEMON

$1.50 LEMON

$1.50 LEMON
CONCERTS

October 12

Cafe Europa
1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

The Joe Brooks Band
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

Ocean Beach, 119th St., Pacific Beach, CA
919-668-0700

October 17

Fourth Annual John Lennon Birthday Concert
Jamboree Studio, 1121 Avenida De La Playa, San Diego, CA
919-920-0700

Four Leaf Clover
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

October 18

Paradise Center
4111 N. 30th St., San Diego, CA
919-920-0700

Ocean Beach, 119th St., Pacific Beach, CA
919-668-0700

October 19

Donna Davis
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

October 20

The Joe Brooks Band
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

October 21

The Joe Brooks Band
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

October 22

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October 27

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October 28

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October 29

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919-920-0700

October 30

The Joe Brooks Band
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700

October 31

The Joe Brooks Band
Cafe Europa, 1200 Third Ave., Suite 710, San Diego, CA
919-920-0700
## CURRENT MOVIES

**Back in the Future**

Director: Christopher Lloyd. Starring: Michael J. Fox, Christopher Lloyd, Lea Thompson. Release date: June 29. A young man travels back to the present from the future in search of his parents who were killed by a deadly virus. The film has a score by Alan Silvestri and features cameos by many celebrities.

**Silver Bullet**


## MOVIE DIRECTORY

<table>
<thead>
<tr>
<th>Studio</th>
<th>Title</th>
<th>Rating</th>
<th>Runtime</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warner Bros.</td>
<td>The Terminator</td>
<td><strong>R</strong></td>
<td>137 min</td>
<td>James Cameron</td>
</tr>
<tr>
<td>Universal</td>
<td>Back to the Future</td>
<td><strong>PG</strong></td>
<td>101 min</td>
<td>Robert Zemeckis</td>
</tr>
<tr>
<td>Columbia</td>
<td>Silver Bullet</td>
<td><strong>R</strong></td>
<td>119 min</td>
<td>John Badham</td>
</tr>
</tbody>
</table>

**Silver Bullet**

- Director: John Badham
- Starring: Lou Diamond Phillips, Jane Seymour
- Release date: July 27

**The Terminator**

- Director: James Cameron
- Starring: Arnold Schwarzenegger, Linda Hamilton
- Release date: July 26

**Back to the Future**

- Director: Robert Zemeckis
- Starring: Michael J. Fox, Christopher Lloyd, Lea Thompson
- Release date: June 29

## STARTS FRIDAY

**Silver Bullet**

- AMC Fashion Valley
- AMC Fashion Valley 20
- AMC Fashion Valley 22
- AMC Fashion Valley 24
- UA Addison
- UA El Cajon
- UA La Jolla
- UA La Jolla Classic
- UA La Jolla Village
- UA La Jolla Village Classic
- UA La Jolla Village Classic Theaters

**The Terminator**

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CURRENT MOVIES

The Devil Must Be Crazy - A comedy about two unlikely friends who become unlikely partners in a wild adventure to save a village from a greedy businessman. Directed by Kevin Costner and starring Denzel Washington, the film explores themes of friendship, adventure, and the importance of community. With a cast that includes Woody Harrelson and Whoopi Goldberg, this movie is not to be missed.

The Return of the Exes - A heartwarming story about a man who returns to his hometown after a long absence to reconnect with his past and find love again. Starring Demi Moore and Ryan Gosling, this film is a must-see for anyone who loves a good romantic comedy.

The Stainless Steel Rat - A curious adventure about a young girl who discovers a secret world beneath her city. Directed by Jane Fonda and starring Matthew Broderick, this film is a fun and exciting adventure for all ages.

The Anniversary - A mysterious thriller about a family who discovers that their house is haunted by the spirits of its former occupants. Starring Julia Roberts and Colin Firth, this film is a chilling and suspenseful experience.

Jagged Edge - A suspenseful drama about a businesswoman who uncovers a conspiracy that threatens her career and her life. Directed by George Clooney and starring Harrison Ford, this film is a thrilling and intense ride for anyone who loves a good mystery.

The Journey of Hobby Beez - A delightful family film about a bee who embarks on a journey to find his way back home after being lost in the forest. Starring Ben Affleck and Jennifer Garner, this film is a heartwarming and inspiring tale that will make you laugh and cry.

The Naked Truth - A humorous comedy about a man who discovers that he is in fact a woman. Directed by Steve Martin and starring Goldie Hawn, this film is a funny and insightful exploration of gender identity.

KNOTS - A group of basketball players who are locked in a government prison for a crime they did not commit. Directed by Richard Donner and starring Nick Nolte and Marsha Mason, this film is a thrilling and suspenseful drama.

The Movie Database - A web database that allows users to rate and review movies. With millions of users and hundreds of thousands of movies reviewed, this database is a valuable resource for anyone who loves to explore the world of cinema.
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The taste sensation for the N.Y. Chicken lovers!

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Includes all Mexican dishes, margaritas, horchata, dinner specials.

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Featuring the Best of New Orleans Cajun Cuisine
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- Pain between shoulder blades
- Loss of weight
- Loss of sleep
- Numbness or tingling
- Weakness in legs or arms
- Frequent headaches
- Blood pressure of 140 or above
- Incontinence of urine
- Test results suspicious for cancer
- Test results suspicious for infection
- Test results suspicious for other conditions

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