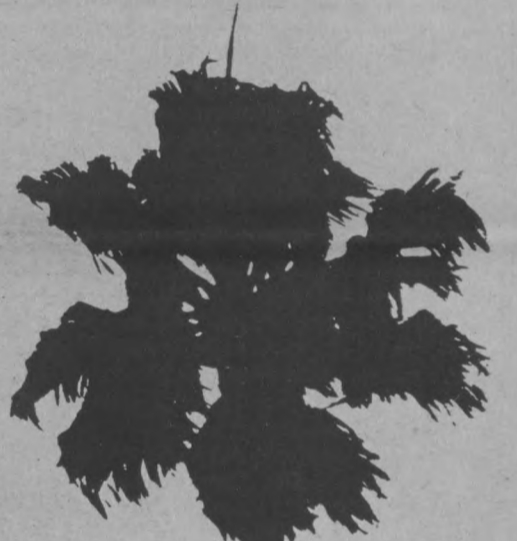
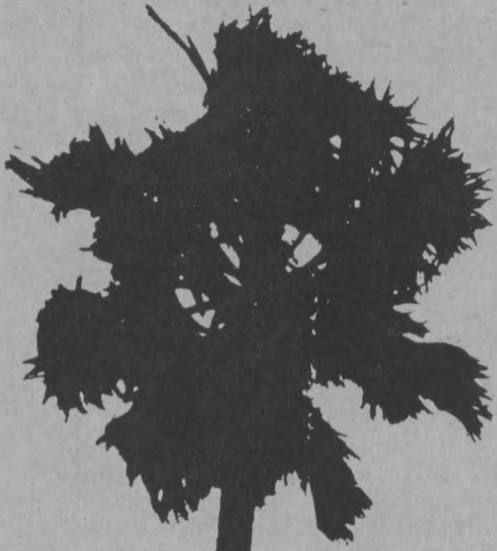




FRIDAY *magazine*



Grease And Gastronomy

Getting A Bite On Personality Types

By ADAM DEUTSCH

Every man is equipped with a persona that follows him wherever he goes, including the dining table. Since there are various types of people, it logically follows that there are various types of eaters.

To test this reasoning, all one has to do is situate himself in a position accessible to hungry people (i.e. a restaurant), and observe. It is not long before different class and character types appear. Among the more conspicuous are the quantity-oriented food seekers. These people can be robust or rotund, and enjoy either grease or gastronomy; but their central goal of large dosages is uncompromising.

Certainly, candidates for this group are weekend athletes. Out for a few hard games of hoop, they are soon in for an even greater number of pizzas. Adorned in sweat-laden garb, they order the discs and proceed to engage in boisterous revelry. Upon arrival of the pizzas, the group's volume decreases appreciably, with occasional words passed between mouthfuls of pepperoni. More often than not, at meal's end, the entire affair is nicely punctuated with a sonorous burp.

Other groups primarily interested in the amounts of nutrients ingested (with perhaps a tad more attention to what they are eating) include the Sunday brunch and buffet crowd. With a bountiful cornucopia calling, it is not hard for those well-rehearsed in the hand-to-mouth motor skill to con-

sume eggs benedict and pastries as if there is no tomorrow. Their jaws are in perpetual motion, and these people seldom swallow one bite before another is taken, since the food might run away. One wonders whether they can savor any flavor since their mouths are transformed into oral collages.

Another amusing bunch are those present at breakfast houses. Perhaps this stems from the fact that aside from the universal cup of coffee, early morning crowds are immensely

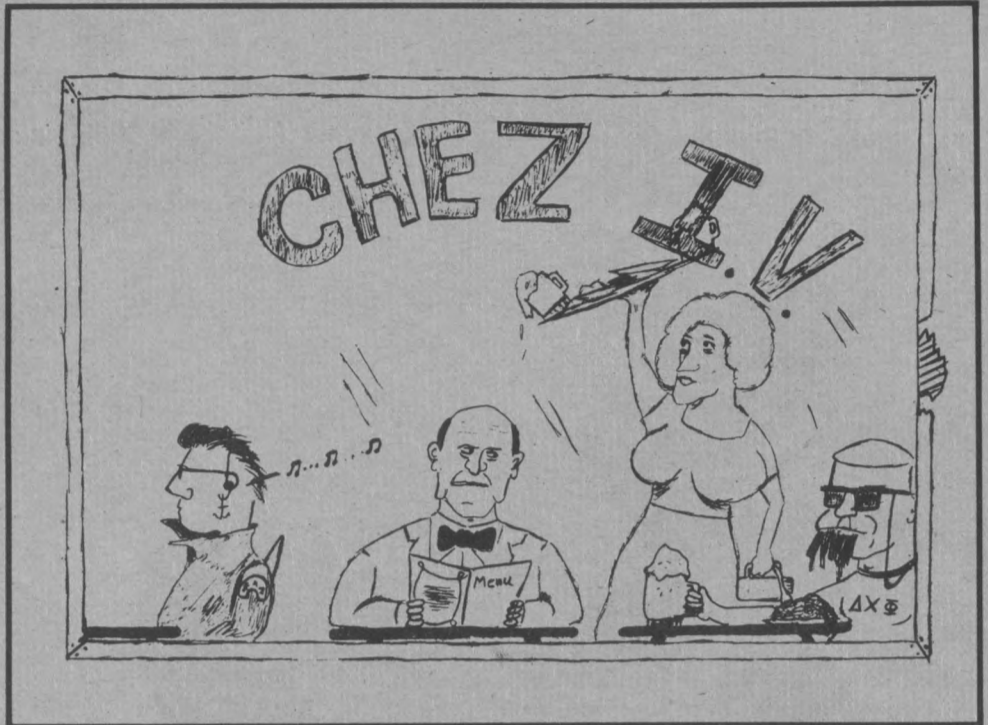
varied. An unshaven construction grub in a flannel shirt sits at the counter and mops his plate of egg yolk with a slice of toast. A drop that found its way to the corner of his mouth will dry, harden, and remain with him for the rest of the day.

In the corner sits the free-spirited character in a denim jacket. Not one to be ill-informed, Mr. Corner has the day's newspaper haphazardly strewn about the table. His chew rate is rather inconsistent, and seems to correspond to world affairs. Mastication

becomes fully arrested with the news of a possible herpes vaccine.

During the morning hours, a person's energy level is easily ascertained by noting his posture. A bleary-eyed supermarket cashier can scarcely keep her forehead off her plate, and conveniently uses the unconventional mouth-to-food feeding technique.

Providing equal opportunity for human study is lunch hour in the downtown district's deli. Here, one might find a financial



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FRIDAY *magazine*



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Poetry, Prose Contest

The Daily Nexus FRIDAY magazine is now accepting UCSB student submissions of short poetry (one page limit per piece) and short fiction prose (five page limit per piece) for an upcoming issue. If you have always liked to dabble in writing — or are just beginning to — then consider entering your original work written while at UCSB. A panel of campus judges will determine the "best" piece, and those winners will have their work printed in FRIDAY magazine. Watch for further details as a deadline for submissions will be announced. EACH submission for competition must be double space typed, with the author's name printed AND signed, and a telephone number.

"I get a lot of sorrow and tragedy everyday. People don't come to me smiling. About a year ago, I decided I needed to put more joy into what I was doing. People in the ice cream store are smiling. That's instant gratification."

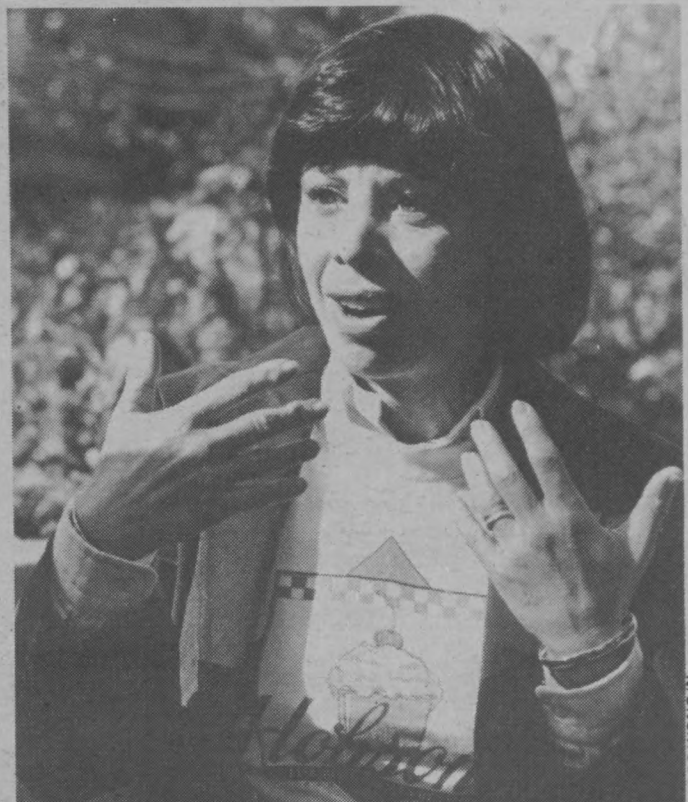
Doctor Brings Creamy Cure To Sweet Teethers

By JANE MUSSER

One of my older sisters doesn't like chocolate, so when I was growing up we had only vanilla ice cream in my house. To appease my other sister and I, my parents bought chocolate syrup. However, any ice cream connoisseur can tell you that *chocolate* ice cream is an entirely different thing than vanilla ice cream with chocolate syrup. But with a little softening and a lot of hand-mixing, my syrup and ice cream became the drippy, runny chocolate ice cream I loved. Hence, many a bitter argument was avoided, and all the ice cream fans in my family were happy.

Mashing ice cream and syrup around in your bowl may be acceptable behavior for kids in the privacy of their own homes, but that kind of thing is generally frowned upon in public settings. But I still like my own soft, syrupy chocolate ice cream better than any pre-mixed brand. Fortunately, making ice cream fans happy by indulging their every mixing, stirring preference is exactly what the owners of Hobson's Santa Barbara, recently opened next to the Granada on State Street, want to do.

The ice cream parlor features a dozen different flavors of ice cream and at least that many additional treats — including fruits such as

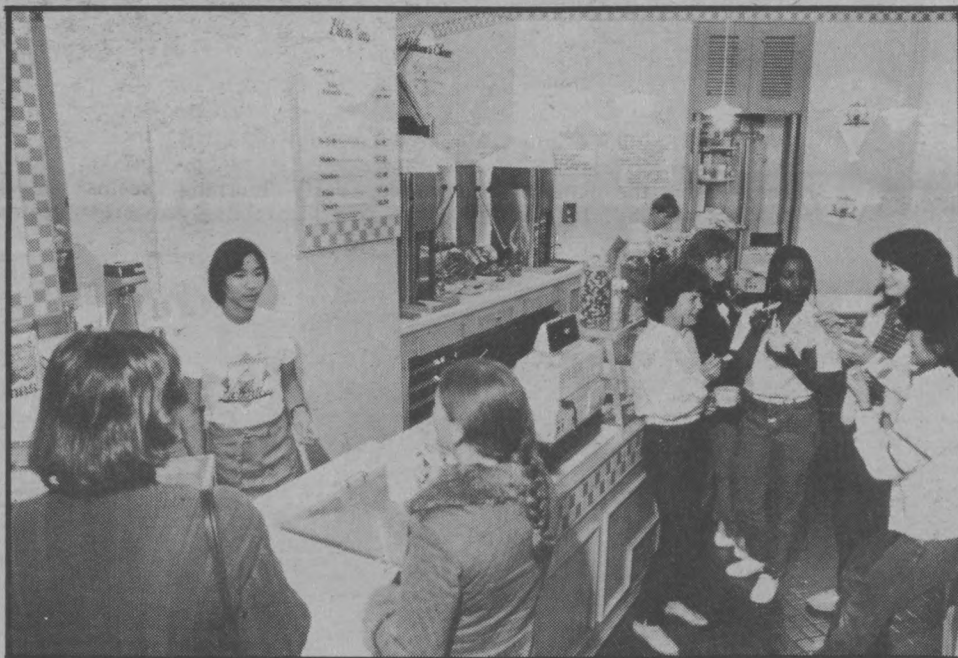


As a therapist, Phillips said, "I get a lot of sorrow and tragedy everyday. People don't come to me smiling. About a year ago, I decided I needed to put more joy into what I was doing. People in the ice cream store are smiling. That's instant gratification."

Phillips and her partner Alan Levine chose Santa Barbara as the spot for their first store after visiting the area and falling in love "with the colors, the light, the air, the feel of a community where people walk, where people are innovative, where people appreciate quality." Santa Barbara is paradise, Phillips explained, and paradise necessarily includes good ice cream.

The State St. Hobson's was designed by local architect Doug Bartoli who gave it what Phillips calls "a Santa Barbara feel." The store is officially named Hobson's Santa Barbara — and the Santa Barbara name and look will go where ever new stores are built. Westwood is the next planned location, and there are tentative plans for franchises across the country.

Hobson's ice cream is made exclusively for the store in a factory south of Los Angeles. Flavors range from the conventional — bittersweet chocolate, mocha — to the less-than-conventional — chocolate black



GREG WONG/NEXUS

bananas and strawberries, and sweets such as Oreos and Heath Bars — to mix with the ice cream. But the customers don't have to do the mashing themselves — the store features two large machines that blend or mix the ice cream and chosen ingredient and also, according to Dr. Debora Phillips, co-owner of the store, intensify the flavor of the concoction by warming and softening it.

Phillips is a Princeton-based clinical psychologist and sex therapist with two books, *How To Fall Out Of Love* and *Sexual Confidence*, and numerous subsequent talk show appearances and magazine interviews, to her credit. The opening of Hobson's in Santa Barbara earlier this year has meant a semi-sabbatical from her psychology practice on the East Coast. The connection between ice cream and behavior therapy may not seem obvious at first, but according to Phillips, her move into selling the sweet stuff was natural.

raspberry, passion fruit, apple pie. The ice cream is excellent all by itself, but the best part of the Hobson's experience is creating your own unique taste experience. Mocha ice cream with crunched-up Heath bars blended in — the whole thing whipped to creamy perfection — is my favorite. Really an unbelievable taste and texture, and well worth a trip downtown. The combinations of tastes are only limited by your imagination, and Phillips said the staff is always willing to give advice.

Business so far has been very good, with entire dormitory floors from campus coming down to sample Hobson's wares. The store's location directly across the street from the Hagen-Daaz ice cream store is hardly a problem, or a coincidence. "Our location here is intentional...People are used to coming here for ice cream. And we have something different to offer: a party, an adventure, a fantasy."

And the ice cream isn't bad either.

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Grapes Yield Sweet Taste Of Success For S.B. Vintners

By LESLEY MAXWELL

For most people, the name Santa Barbara brings to mind white Spanish walls, warmth, and sand — certainly not wine. In recent years, however, Santa Barbara county has proven itself to be an ideal region for the production of wine. North of the city of Santa Barbara in the picturesque Santa Ynez valley lies an unusual little pocket of grape-growing weather. The evenings are cooled by fog, and the gravel and limestone soil is said by wine-growers to create the perfect "white sage" taste that denotes a wine of character.

The first grapevines to be planted in Santa Barbara were brought in by the Spanish Missionaries in 1782 to be used for making sacramental wines. La Purisima Mission near Lompoc still has vines growing from these old mission grapes. The Spanish lost control of California in the 1840s and at the twenty-one missions along the coast the vines withered and died. During the mid-1800s, the Napa Valley in Northern California began to develop as the world's new center for the production of fine wines. Through Prohibition, when the wine industry faltered and California wines almost became a thing of the past, the fertile Santa Ynez valley prospered as an agricultural area. It was not until a little over ten years ago that the booming wine market prompted the development of the valley into the world's newest seat of viticulture. Advanced technology developed largely at U.C. Davis (the leading center of viticulture and enological research in the world) has allowed the valley's wine makers to by-pass mistakes and has enabled them to produce quality wine after just a few years. In 1981, Brooks and Kate Firestone of the Firestone Vineyard in the Santa Ynez valley won the prestigious Double Gold Medal with their 1979 Chardonnay at the Club Oenologique's International Wine Competition in Bristol, England. It was the only American wine to win such an honor and the only Chardonnay in the world to receive a Double Gold Medal. In a mere ten years Santa Barbara had come of age.

The total output of the valley wineries is very limited. The wineries are generally rather small, the majority bottling only 5,000 to 10,000 cases a year each. The total output of a little over 250,000 cases a year is less than the total cases of wine bottled at the Mondavi Winery in



The storage tanks at the Santa Barbara are American oak and are used for aging premium red wines: Cabernet Sauvignon and Zinfandel. Each tank holds 1000 gallons.

JOHN VAN KIRK/NEXUS



Napa. The relative scarcity of the wines offered by the valley often causes good vintages to quickly become collector's items. There are approximately 20 wineries in the Santa Barbara area. Not all the vintners in the area have their own vineyards. Vintners such as the Stearn's Wharf label process their wine from grapes grown in independent vineyards.

Santa Barbara Winery is the oldest present-day winery in Santa Barbara county. Established by Pierre LaFond in 1962, the first grapes were brought from vineyards in San Luis Obispo. The winery now owns 100 acres of prime Santa Ynez vineyard land and thus produces its own grapes. The Santa Barbara label offers a Santa Barbara red and white, but specializes in a wide variety of premium wines: the Zinfandels, Cabernet Sauvignons, Johannisberg Rieslings, Chardonnays and the Chenin Blancs. The winery and tasting room are located at 202 Anacapa St., two blocks from the beach. Guided tours are offered Wednesdays,

Saturdays and Sundays at 1, 2 and 3 p.m. Self-guided tours are welcome daily from 9:30 a.m. to 5 p.m. and Saturdays and Sundays, 10 a.m. to 5 p.m.

The Firestone Vineyard near Los Olivos planted its 290 acres in 1973. The largest winery in the area, it produces approximately 75,000 cases of wine a year. Brooks Firestone is the son of the founder of the billion-dollar tire industry. "Someday," he said with a grin, "when you think of Firestone, you'll think of wine, not tires." The Firestone Vineyard grows Chardonnay, Gewurztraminer, Sauvignon Blanc, Pinot Noir, Cabernet Sauvignon and Merlot. The winery ships to over 40 states and exports to Germany, England, Japan and Canada. Its wines have won numerous awards nationally, in addition to the Double Gold Medal in international competition. The winery is open to visitors from 10 a.m. to 4 p.m., except on Sundays.

Zaca Mesa Winery is presided over by Marshall Ream. The 15,000-acre Zaca Mesa Ranch was once a part of the original "La Zaca" Spanish land grant. Zaca is a Chumash Indian word meaning peaceful or tranquil. The first vines there were planted in 1973 and the first harvest was in 1975. Zaca Mesa recently finished a \$3.5 million expansion program which included enlarging the winery and vineyards and the construction of a Visitor's Center. Marshall Ream and winemaker Ken Brown are working

(Please turn to pg.8A, col.1)

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Wine Tasting, UCSB

By LISA WASHINGTON
How many times have you been in a nice restaurant, but froze up at the sight of the wine list because it made absolutely no sense to you (except for the prices)?

Well, there is no longer any reason that you should find yourself in this predicament while wine-tasting is offered at UCSB through the Leisure Arts classes. The class serves as an excellent introduction for beginners to the basic fundamentals of wine. Yet, connoisseurs will find the class enjoyable, both for the wide variety of wines tasted and the participatory nature of criticizing wines.

Students in the class not only enjoy tasting wine, but also learn a little about the various regions and methods used in making each wine. In a typical class meeting, instructor Alan Berris will introduce a wine by describing its region, the vineyard and where it was purchased.

The wine is then carefully poured to the anxious group who immediately begin to air the wine by moving the stem of the glass around in a circular motion. This enables the taster to appreciate the nose (smell) of the wine. Then, the tasting begins by taking a good mouthful and allowing the wine to be distributed evenly about the plate to give the tastebuds a chance to experience the flavor.

Berris encourages the class to comment on everything they taste for taste, body and nose quality. Getting the true reaction is a very important part of wine tasting for beginners because they are able to voice their opinions honestly about any wine without the bias or use of shady objectives of frequent tasters and elitist connoisseurs. Tasters with more experience can feel comfortable in voicing their true opinions without the pressure of conforming to connoisseur jargon.

The second half of the class consists of mystery tests where students describe each wine after tasting it (but are not aware of the identification of the wines until the end of the class.) In this manner, Berris hopes to demonstrate one of the goals of the class. That is, "to show that price is not necessarily an indicator of the quality of the wine." He encourages objective criticism of all the wines, regardless of their expensive label.

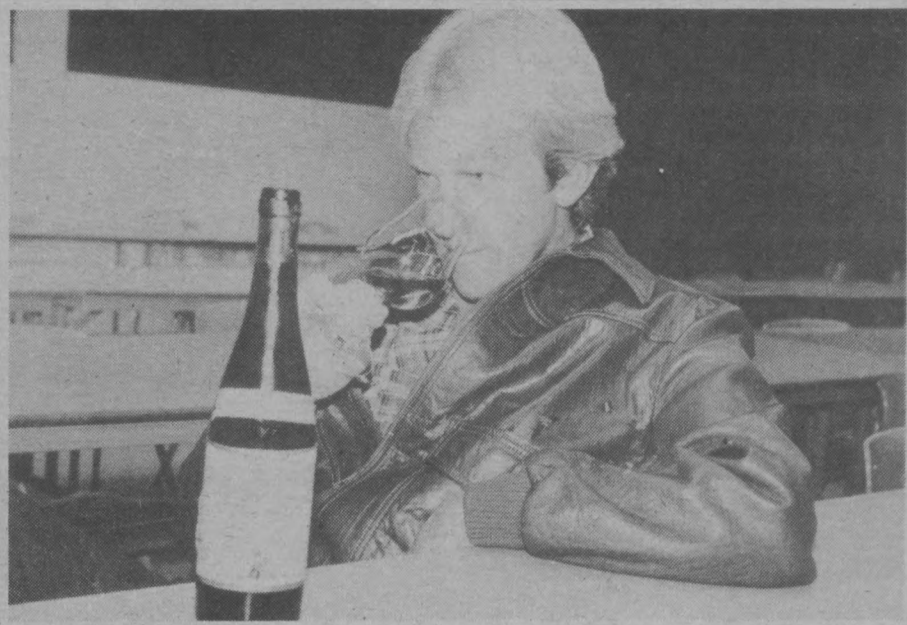
"Wine-tasting is both a skill and an art," Berris said. "It takes much practice and concentration to know the wine well. While books can provide a baseline of information, only by

tasting can one tell what one likes. Wine-tasting is a totally subjective experience."

While wine-tasting may be a fun and interesting hobby, it is important to remember that wine is an alcoholic beverage that should not be abused. "Aside from the well-known effects of alcohol, too much at a session numbs the palate and prevents wine from being employed to the maximum extent. In my class, the wines are many, but the samples are small," he said.

Next quarter, the class

will include a wide variety of subjects from comparison of the components of French and Californian Chardonnays to German wines and champagne. In addition, there is a guest speaker every quarter specializing in one of the topics of the class. "The class can be a continuing experience," Berris added. "Each quarter, the wines will be different, and although much of the verbal material on wine production (and other fundamentals) will be the same, the opportunity for greater knowledge and palate development will continue."



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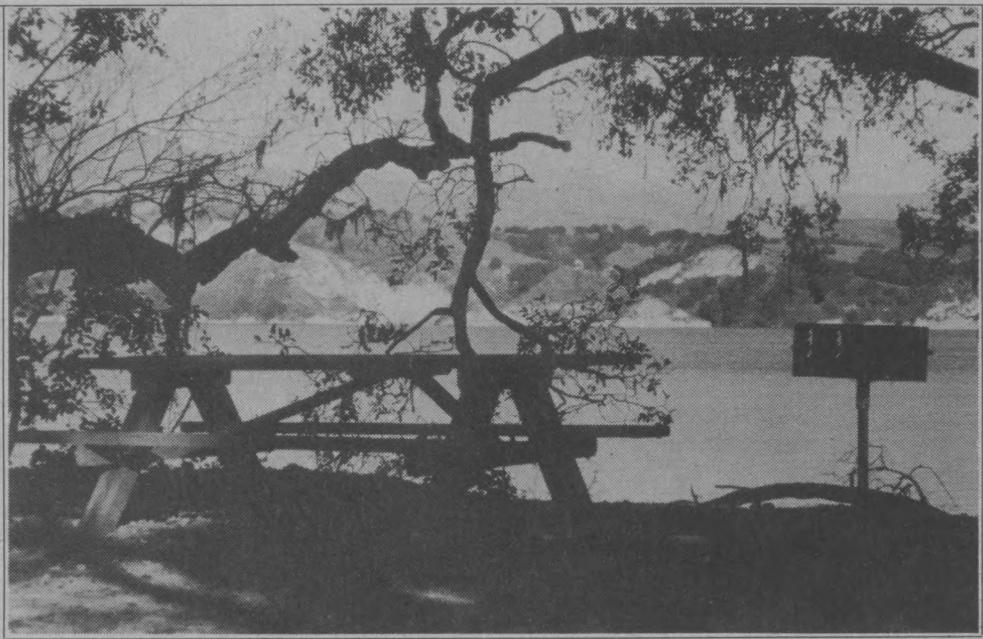
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Picnic

Lake Cachuma

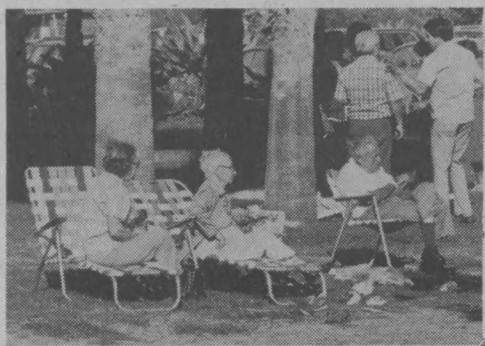


For the more adventurous — and mobile — a trip to Lake Cachuma offers secluded retreats and uncrowded splendors. Launch your own boat or take a hike along the nature trails to establish a private picnic domain. Pits and tables are available for the self-sufficient, but a snack bar is open to those who don't like to fuss.

Everyone talks about taking a picnic, but few get all the way to filling the playmate cooler or cramming the wicker basket. With 37 city parks and 25 county parks, there really is no excuse for not spreading the old red and white checkers across some grassy Santa Barbara landscape. We've got views, we've got gazebos, we've got beaches, so why not pack the kosher and rye and find yourself a place in the sun.



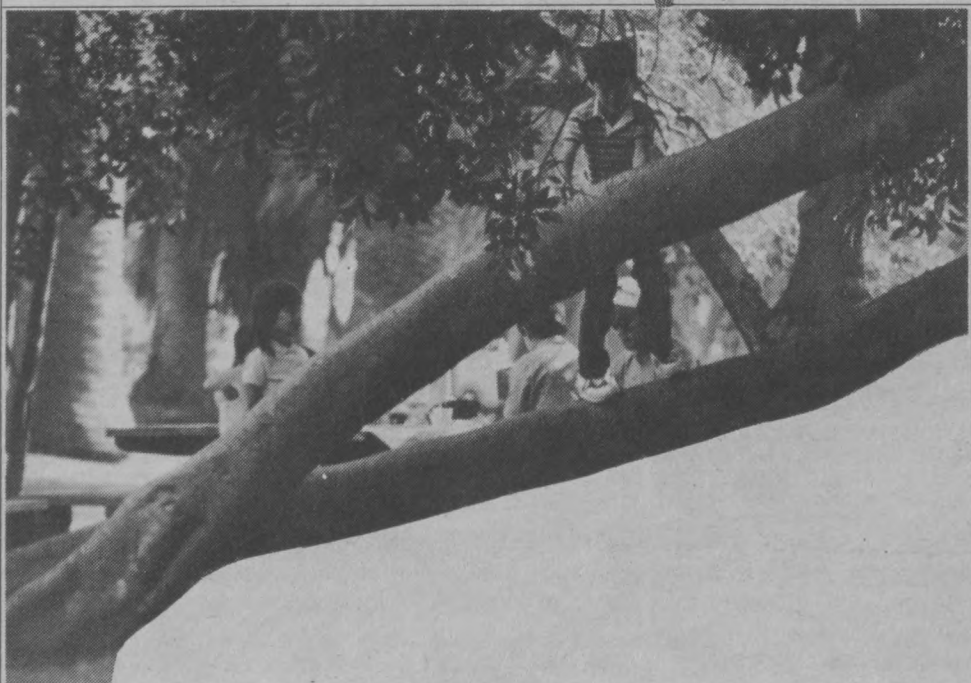
Whether it's lunch with the lions or just a snack with the seals, the Santa Barbara Zoological Garden ("Child's Estate") is a weekend treat under the paradisiacal palms. The garden was named a model for small community zoos by the American Association of Zoological Parks and Aquariums, and visitors may sup with their favorite animals everyday from 10 a.m. to 4 p.m.



Goleta Beach



Alameda Park



Photos by Mike Margolis

Text by Jonathan Alburger

Curtain Raised On Dramatic Dining Scene

By LYNELLE HANSON

Friday night rolls around again and you realize that you're really not going to study like you had promised yourself, so you engage in self-reflection for a brief moment and ask, "What am I going to do?" Well, you could go out to dinner and hit a movie with a special someone, or the gang. Not a bad idea, but somehow you get the feeling you did that last weekend and the weekend before. Still, you're hungry and you want to relax so there is no alternative. Wrong. There is an alternative, and it really doesn't cost much more than dinner at the Enterprise and a seat at the Granada; it just takes a little advance planning. Within a 30-mile radius of Isla Vista there are two dinner theaters, Le P'tit Caberet in Santa Barbara and Circle Bar B in Gaviota, ready to offer you something new to do on a Friday or Saturday night.

An evening spent at a dinner theater includes a full-course dinner, live entertainment, and an inviting atmosphere, a combination which promises to create a memorable evening.

At Le P'tit Caberet dinner begins at 7:00 p.m. with a show following at 8:30. Now playing is "El Grande de Coca-Cola," and the dinner menu reflects the Mexican theme. Only one entree is served, but the meal includes soup and salad. Drinks and dessert are extra. On February 17th the next show, "Stop the World I Want to Get Off" will open and continue playing for the next seven weeks. Prices are \$16.50 per person on Friday, and \$18.50 on Saturday; large group rates include tax, tip, and dessert for the same per person price. Reservations can usually be made the week preceding (965-8982).

Didn't think Le P'tit Caberet sounded like your style? Well, how about an evening at the Circle Bar B which features an outdoor bar-be-cue of tri-tips with the works at 7:00 p.m. on Fridays and Saturdays? Barbara Zieher, who co-produces the theater with her husband Tom, said people are attracted to the Circle Bar B because "it's very unique. (There is) no spot like it anywhere; surrounded by peacocks, horses — a ranch atmosphere." This dinner theater is a B.Y.O.B. — they don't have a liquor license, but



invite you to furnish your own. Since Circle Bar B is situated in the hills three-and-one-half miles off Refugio State Beach road, bad road conditions necessitate a shortened operating season. Their season lasts from April 20th to December 8th.

Circle Bar B will run four different productions for a duration of seven to eight weeks this season. The comedy "Seven Year Itch" opens on April 20th, followed by "Tin Types," a musical set at the turn of the century (June 22nd), "Curious Savage," a light and whimsical musical (Aug. 24th), and another popular comedy, "It Had to be You" (Oct. 19th), winds up the season. The cost of an evening's entertainment is \$21 per person.

Barbara Zieher is "actively pursuing an acting career" herself in addition to producing the theater at Circle Bar B. Both she and Tom will be the featured actors in the last show, "It Had to be You," a play written for two lead characters "which is about a failed actress and a successful commercial director." When asked what she thought of working at Circle Bar B, Zieher said, "There's no place like the ranch; it's heaven on earth." Zieher added she and Tom will definitely stay with the ranch for some time — unless Broadway calls, of course.

Circle Bar B also offers an alternative to the traditional dinner and a show, with brunch and a show on Sundays for \$20. The Sunday meal includes choice of salads, quiche, cornish game hen with rice, brownies for dessert, orange juice, and complimentary champagne. Ready to give Circle Bar B a try? You'd better decide soon; reservations need to be made a couple of weeks in advance.

Large groups should call a month ahead (964-3688). Season tickets are offered which give you a 50 cent discount per show and guaranteed front row reserve seating.

Here it is, Friday — again. The school books haven't left the backpack which you now eye distastefully. Tomorrow is a better day for studying anyway. What are you going to do now? Go to campus and watch Monty Python's *The Holy Grail*? tune-in the Olympic Ice Skating competition on television? party the night away? or maybe, something different...

Saving The Scotch Buy Isla Vista Party From Generic Anonymity

By HUGH HAGGERTY

Not reviewed in any issue of any publication is the wine and dining — I should say beering and munching experience — afforded (because it's usually free) from the Isla Vista party. *Friday* magazine was able to undertake this task when "review" got refined to become "expose" and it was realized that many readers maintain a postulate that says that the generic Isla Vista party exists and can be spoken of in terms which generalize, stereotype and belittle it like one would do to a can of generic beer or dog food.

Qualifier: Neither you nor I have ever been to a generic party because if we were there, it wasn't generic. That's right, we are the magic ingredient that separates the Scotch Buy Isla Vista party from the Del Monte Isla Vista party. Any generic interior will remain generic until the observer either discards the generic exterior or goes inside it (the Isla Vista apartment) to closely examine its contents. Even if it was generic before, we're eating it, we're drinking it and we're dancing in it, so we surely aren't going to call it generic now.

Evidence of the generic Isla Vista party has been gathered by us from people we don't like who were at parties that we didn't go to and suspicious clues which showed that quite a few parties were dangerously close to

being generic but were saved when we showed up. If you're following this, you're maybe thinking, "Hey, we should party around more often so as to save Isla Vista from the threat of the generic party!" Well, if you're in the mood to jump to conclusions, see the end of this review and let me get on with it.

"It ain't food!" That's the first rule of the generic party. Nothing you can eat or drink at a generic party will be good for you. When the generic party is obliging enough to serve edibles under the disguise of "dinner," you'd probably be better off eating the paper plates that it's served on. If it's barbecued, the fire is too hot and the thing to be ingested is cloaked with a layer of greasy black carbon and the inside is frozen — and there's no ketchup. The salad is a funny color because a lot of people joke about it. The potato chips, corn chips or tortilla chips will be in pieces too small to get a worthwhile dab of cheap onion dip. If you're really hungry, be resolved to raid the refrigerator with nothing but beer and taco sauce in it without the host's permission.

If the beer isn't individually packaged, then the keg is in the kitchen and the ice bucket is leaking and making a muddy mess on the floor. No one knows why the tap isn't working very well and a good hour or two is spent waiting in line for cups of golden delight.

Sophisticates who serve mixed drinks at their parties (Please turn to pg.8A, col.1)



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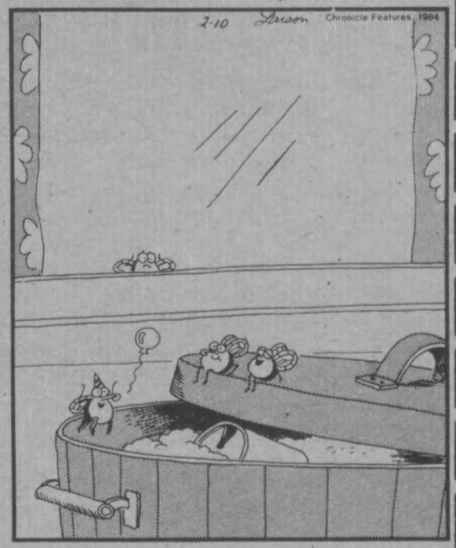
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Isla Vista Blitzkeg...

(Continued from pg.7A)

render a party generic when you find that the only thing to mix with the tequila and gin is Pepsi or Hawaiian Punch. If a blender is in operation, the operator puts in a little of this and a little of that and a lot of something else until the drink comes out baby-poop beige and tastes sort of like a Malotov cocktail.

The number of people dancing, the amount of laughter, the average length of time of eye contact and body contact is directly proportional to the amount of alcohol consumed. Many of the partiers know that they'll have more fun the drunker they are and spend some time playing a game which makes them drink almost as fast as a drowning snake in a vat of Coors. The wear and tear on the bathroom obviously becomes greater as the party evolves but one or more persons always manage to lock themselves in for a ridiculous amount of time for various (usually unknown) reasons forcing those with a serious need to dump the blige to worry a lot. This is even known to have happened at parties equipped with multiple bathrooms.

"It ain't music!" The hosts of the generic party never give serious thought to controlling the music at their party. If there's a band, they're playing head-banging heavy metal for free. There's always an okay stereo system: someone puts on some generic rock'n'roll — the album cover has a few squiggly lines and and bright colors and a posed shot of a band with brand new clothes — and some people dance like it's their favorite group. Then two girls or two boys who aren't dancing start looking through the hosts' record collection until they find It and they cut the other record somewhere and put on It and It happens to be the Greatest Thing because almost everyone at the party is dancing and more people come and they drink a bit and they start dancing until the record ends.... and it's never the same after that. Some weirdo who doesn't like to dance very much takes over as disc jockey and plays weird music that not many people can dance to. However, a few worthwhile conversations take place at this time because persons can actually hear each other speak.

To top off the generic party, everyone there experiences a subtle flash on the way home that says, "I really should have studied tonight."

We've never been to a party like that. Since they only happen to people we don't know or care for very much and there's too many of those to count, they will never be stamped out. Let's just be glad that if we do go to one, we'll be doing a great service just by being there and making sure that the tap on the keg works correctly.



A Crush On Santa Barbara Grape Growing...

(Continued from pg.4A)

from a philosophy built on going to a smaller grape they feel will aid them in developing an "American Classic" which will set Zaca Mesa in a class apart. Pinot Noir, Zinfandel, White Riesling, Chardonnay and Cabernet Sauvignon are the grapes grown. The new visitor's center offers a rustic cedar exterior with high vaulted ceilings providing a beautiful setting for wine tasting. Zaca Mesa Winery is located off Hwy. 101. Take Zaca Station Rd. to Foxen Canyon Rd. Tours and wine tasting are offered daily from 10 a.m. to 2:20 p.m.

The Vega Vineyards were planted by William Mosley in 1971 on what was once the historic "Rancho La Vega" land grant. Vega Vineyards Winery produces approximately 4,000 cases of premium varietal Pinot Noir. The building housing the winery is a reconstruction of a Victorian Carriage house and the original adobe ranch house is being restored to serve as a tasting room. Visitors should call in advance.

The Santa Ynez Valley Winery is located in the heart of the valley not far from the Western White House. 110 acres are devoted to the production of Cabernet Sauvignon, Chardonnay, Gewurztraminer, Sauvignon Blanc and White Riesling. Production is concentrated on dry white wines and Sauvignon Blanc is their most renowned wine. The winery is located between the towns of Solvang and Santa Ynez on Refugio Rd. Regular visiting hours are from 10 a.m. to 4 p.m., seven days a week.

J. Carey Cellars has won rave reviews from critics, along with many recent awards. Jerry Meade, a syndicated columnist, called J. Carey Cellars a "most promising newcomer. Its 1979 Cabernet is the best Cabernet I've ever tasted from the region." The J. Carey

Vineyards are planted in Cabernet Sauvignon, Merlot, Cabernet Franc, Sauvignon Blanc and Chardonnay. Production is projected to be 8,000 cases in 1984. Visitors are welcome 10 a.m. to 4 p.m., Tuesdays through Sundays.

Austin Cellars believes that great wines can only come from the finest grapes, thus they do not estate-bottle their wines, but instead choose premium grapes from local vineyards. The production emphasis is on Pinot Noir and Sauvignon Blanc, though Gewurztraminer, Chardonnay and White Riesling are also produced. A Spanish style winery is under construction northwest of Los Olivos.

Stearn's Wharf Vintners also buy grapes from independent vineyards and process them under their label. The Stearn's Wharf tasting room is an elegant oak-appointed room located on Stearn's Wharf in the Santa Barbara Harbor. It provides an excellent atmosphere for tasting the wines of Santa Barbara with a gorgeous view of the ocean.

Rancho Sisquoc Winery is located on the Sisquoc river north of Santa Barbara. It is a diversified ranch of 36,000 acres with agriculture, cattle and now wine. Ranch manager Harold Pfeifer opened the winery in 1972. All the wines produced are premium varietal and are sold primarily on order or at the winery. The label displays the San Ramon Chapel which stands at the entrance to the ranch and is a county historical landmark. Visitors are welcome but are asked to call in advance at 937-3616.

Benedict Winery bottles 7,500 cases a year. There is no sign on the gate and Michael Benedict, wine-grower, does not exactly encourage visitors. Serious and no-nonsense, Benedict is dedicated to making premium wines. The vineyard is unique in that it is not irrigated and the wines ferment naturally in oak with no refrigeration being used.

According to Benedict, these methods produce a concentrated fruit and an intense wine.

Los Vineros Winery is located west of Santa Maria. The winery operates a modern facility that tries to combine technology with tradition. Chardonnay, Cabernet Sauvignon, Chenin Blanc, Pinot Noir, Gewurztraminer and Sauvignon Blanc are produced. The public is invited to visit the winery and tasting room weekdays from 10 a.m. to 4 p.m. at 618 Hanson Way, Santa Maria.

Other area wineries include: Ballard Canyon Winery, 1825 Ballard Canyon Rd. Tour and tasting almost every day, but call ahead. Excellent picnic area on redwood deck overlooking vineyards. Call 688-7585.

Brander Winery, Roblar Ave., near Los Olivos. Call ahead for tour, 688-2455.

In the January edition of *Bon Appetit*, Anthony Blue gave his list of the best California wines of the year. Among them were a number of Santa Barbara wines which may provide you with your first taste of the wide variety available from this newly developed region.

Sauvignon Blanc, 1982, The Brander Vineyard, Santa Barbara (8.25); Johannisberg Riesling, 1982, Ballard Canyon Winery, Santa Barbara, (7.00); 1982, The Firestone Vineyard, Santa Barbara, (6.00); Pinot Noir-Vin Gris, Santa Barbara, 1982 Sanford Winery, (6.50); Rose of Cabernet Sauvignon, 1982, The Firestone Vineyard, Santa Barbara, (4.50).

Happy tasting.

Personality On A Plate...

(Continued from pg.2A)

consultant impeccably dressed in grey tweed discussing the feasibility of improved file organization with his receptionist. Apparently, the matter at hand takes precedence over his hunger, for application of pepper to his club sandwich is slow and strategic. At another table sits a pool of younger secretaries. A rather boring clan, they are all smartly outfitted and on diets, as is evidenced by a plethora of chef salads.

Some time later, we leave the deli behind, only to find the financial consultant still sitting there, methodically folding his napkin while vexing over the problem of efficiency.

There exists another breed of humans largely detached from the food aspect of eating. For these people, dining provides the needed social atmosphere. A perfect example is a duo of well-to-do wives who meet at the sidewalk cafe for a glass of dry white wine. The cafe

provides them with an arena for gossip, and a place to smoke cigarettes between their well manicured nails. Similarly, a family of four could care little whether they eat mom's tacos, or the new Mexican restaurant's.

Where they eat them is another story. Dad may be embarrassed by the screeching of his newborn, and the prehistoric handling of utensils by his five year-

old, but he is willing to endure the mayhem long enough to take a breather from everyday life.

The observations given above are only a few of the many available. Obviously, the field is wide open to those interested in this important aspect of human behavior. Perhaps some day, the meaning behind man's eating traits will be decoded. Until then, we can only remain amused.

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