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WINTER 1982 COUPON SUPPLEMENT brought to you by



Your Advertising Sales Staff

Top to bottom: Russ Pate, Steve Steinberg, Shaun Halverson, Pam Hemenover, Kirstin Ocheltree, Abbie Argow, Jon Crane, John McGehee, Debbie Sanders.

Jeff Spector
Adv./Bus. Mgr.
Jeff Hirsch
Asst. Adv./Bus. Mgr.
Gerry Westerfield
Classified Adv. Mgr.
Production
Barb Mac Lean
Jhana Rohde

Get Ready, Get Set,

GO...



COUPON OFFER

20% OFF ALL WHITE WARE

VALID THRU FEB. 28

SATURDAY'S CHILD 5915 CALLE REAL

MUSIC BOXES • ART SUPPLIES • PLANTERS • WHISTLES • LAMPS • STATUES • UNICORNS
PINS • PLAQUES • BOOK ENDS
RAINBOWS • MIRRORS • FRAMES • BANKS • WHISTLES

PLASTER CRAFTS
For Valentine's Day
Make it yourself! No firing required
Saturday's Child
5915 Calle Real • Orchid Bowl Center
967-3063 • 10-6 Tues.-Fri 10-5:30 Sat.

COUPON OFFER

25% OFF ANY DESK LAMP

ISLA VISTA REXALL DRUGS

OFFER EXPIRES FEBRUARY 19

GOOD NEIGHBOR PHARMACY

ISLA VISTA

Rexall

DRUGS

Why leave I.V.?
See us first
We have it all!

971 Embarcadero del Mar • Ph. 968-2516

COUPON OFFER

Bring This ad for
10% Off Any Item
Select from Shoes, Belts, Buckles,
Hats, Jewelry, Sandals, & Clothing
Good through Feb. 19, 1982 with Student I.D.
Crispin Leather • 18 W. Anapamu • 966-2510

Crispin Leather Store

BIRKENSTOCK SANDALS

Santa Barbara's
Outlet for Birkenstocks
Complete Selection & Expert Resoling

18 W. ANAPAMU, DOWNTOWN SANTA BARBARA 966-2510

COUPON OFFER

1/3 off Any Six Pak T-Shirt

The Six Pak Shop
6581 Pardall Rd 685-4541 10 am - midnight

SIX PAK SHOP

FEATURING:
The largest liquor and liqueur selection in Isla Vista
A large selection of California and imported wines
One of the largest selections of imported beer in the S.B. area
Full selection of imported and domestic keg beer
6581 PARDALL 685-4541 10 AM - MIDNITE DAILY

COUPON OFFER

30% discount
on any one piece of
jewelry or clothing.

thin air

offer good 'til February 28, 1982

COUPON OFFER

STUDIO 10 RECORDS

\$1⁰⁰ OFF ANY ALBUM

\$1⁵⁰ OFF ANY CASSETTE

LIMIT ONE PER CUSTOMER • OFFER GOOD THRU FEB. 28, 1982
VICTORIA COURT • 11 W. Victoria, Santa Barbara

COUPON OFFER

LOWENBRAU ZURICH
12 oz. Bottle

only **\$1.25** with this coupon

The Pub

coupon good thru Feb. 13, 1982

COUPON OFFER

12 oz. HEINEKEN
With Your
DAILY LUNCH SPECIAL
and this coupon

The Pub

coupon good thru Feb. 13, 1982

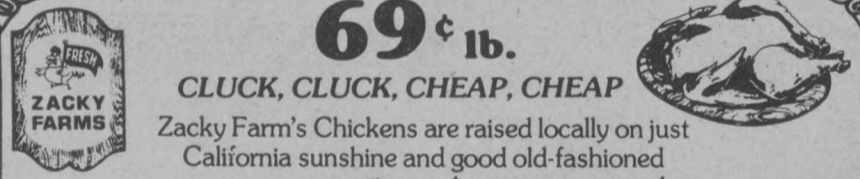
COUPON OFFER

69¢ lb.

CLUCK, CLUCK, CHEAP, CHEAP

Zacky Farm's Chickens are raised locally on just
California sunshine and good old-fashioned
corn, no preservatives or hormones are used.

Limit 3 Chickens Per Coupon
Specials good from Feb. 4-10, 1982 at Goleta Store only.



COUPON OFFER

Natural Wisconsin
Mild Cheddar Cheese

\$1⁷⁹ lb. Limit 5 lbs.

Sunburst Good Feb. 4-10, 1982 at Milpas & Goleta stores only




COUPON OFFER

Naturally-fed, No Hormones
Ground Beef

\$1²⁹ lb.

Sunburst Good Feb. 4-10, 1982 at Goleta store only




COUPON OFFER

Low Cholesterol, No Nitrates or Nitrites
Turkey Dogs

89¢ lb.

Sunburst Good Feb. 4-10, 1982 at Goleta store only



1110 state street
965-9709

thin air

STUDIO 10 RECORDS

For the **BEST PRICES**
in Santa Barbara on
Domestic and Imported
Records and Tapes
Special Orders ☆ Gift Certificates
☆ **STUDENT DISCOUNTS** ☆
VICTORIA COURT • 11 W. Victoria, S.B. • 962-7166

The Pub

Featuring Live Music
Every Tuesday & Thursday

Mon-Fri 11:00-10:45 pm
Sat 11:00-5:00

HAPPY HOURS
3:30-5:30 Wed, Thurs & Fri
STUDIERS' HAPPY HOUR
9:30-Close Mon & Wed

UNDER THE STAIRS, UCEN II

Sunburst freshness. It's the Sunburst difference.

Growing and offering the
freshest, most nutritious foods
possible is a way of life at
Sunburst. Foods free of the
artificial, the preserved, the
refined. Whole foods - with all
the goodness and flavor intended.

**Vegetables
and Fruits.** Sunburst chooses
locally grown produce so that it
can be picked at the height of its
flavor and sold to you fresh -
spending more time on the vine
and less time on the road.

**Meats, Poultry
and Seafood.** At the Goleta
Sunburst Farmers Market
there's an old-fashioned butcher
shop offering naturally-fed
(hormone-free) meats, poultry
and, Channel-fresh seafood, and
personal service.



Sunburst's special touch can
be seen everywhere in our store,
whether it's our handcrafted
bulk food bins or our especially
helpful and informed store
personnel. Stop by and see for
yourself at 5799 Hollister Ave. in
Goleta.

Sunburst

farmers markets

5799 Hollister Ave, Goleta
201 N. Milpas St. Santa Barbara
709 1/2 State St. Santa Barbara

COUPON OFFER

Outfooters

20% OFF ALL ATHLETIC SHOES



EXPIRES SUN. 2-6-82 REG. PRICE ONLY

COUPON OFFER


Outfooters

20% OFF ALL SKIWEAR & WARMUPS



EXPIRES SUN. 2-6-82 SALE or REG. PRICE

Outfooters

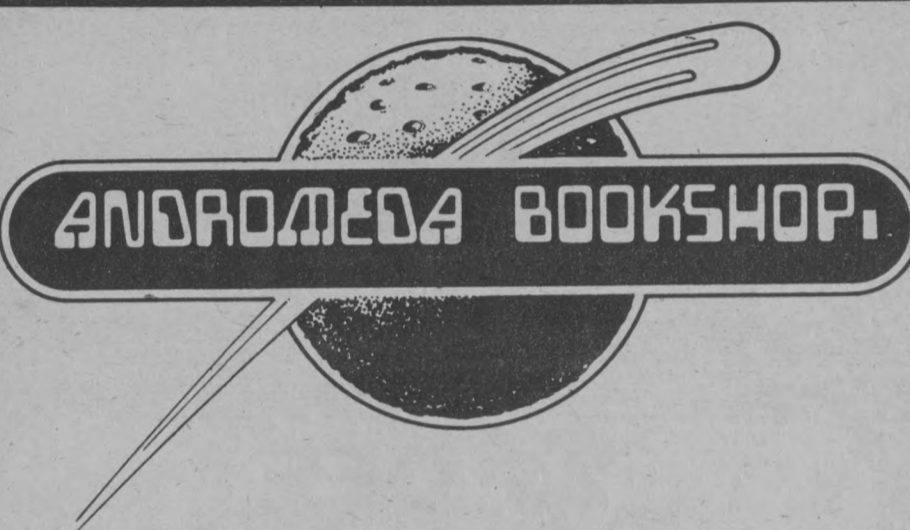


Athletic Footwear & Active Sportswear
1227 STATE, Downtown S.B., 963-1008, Mon-Sat 10-6, Sun 12-5

COUPON OFFER

35% OFF All Calendars in Stock

Andromeda Bookshop
4141 State Street 964-0259 Expires March 3, 1982



ANDROMEDA BOOKSHOP.

S.B. Finest Source of Science Fiction and Fantasy
Featuring Paperbacks, Comic Books & Movie Posters
Offering New • Used • Collectibles

4141 STATE ST. 964-0259

COUPON OFFER

20% OFF All Movie Posters & Other Posters in Stock

Andromeda Bookshop
4141 State Street 964-0259 Expires March 3, 1982

COUPON OFFER



15% OFF Any Men's or Ladies' Sweater or Jacket
void after Feb. 14, 1982
6551 TRIGO RD. I.V. 968-3617

WHY BE AVERAGE?



Shop at Yellowstone Clothing.
Nostalgia & fun for men & women.

YELLOWSTONE

6551 Trigo Isla Vista, Calif. 93017 968-3617

COUPON OFFER



15% OFF Any Bowling Shirt or Hawaiian Shirt
void after Feb. 14, 1982
6551 TRIGO RD. I.V. 968-3617

COUPON OFFER



15% OFF Any Men's '50s Shirt or Ladies' Blouse
void after Feb. 14, 1982
6551 TRIGO RD. I.V. 968-3617

COUPON OFFER



15% OFF Any Dress or Kimono
void after Feb. 14, 1982
6551 TRIGO RD. I.V. 968-3617



ISLA VISTA MARKET



939 Embarcadero del Mar

OPEN DAILY
8 AM - 10 PM
968-3597

NEWLY EXPANDED

IN STORE BAKERY
FULL SERVICE DELI
FRESH FRIED CHICKEN
FRESH MEAT DEPT.
QUALITY PRODUCE
COLD BEER & WINE

LOW PRICES

THE PLACE TO SHOP IN I.V.

MINUTE MAID FROZEN O.J.
 12 oz.

99¢

ALMADEN MOUNTAIN WINES
 1.5 Litre

\$3⁴⁹ + tx

MILLER BEER
 6 pack 12 oz. bottles

\$2⁰⁹ + tx

SPECIALS GOOD THRU FEB. 9

COUPON OFFER

PERRY'S \$1.00 OFF ON ANY MEDIUM PIZZA
 OR
Pizza \$2.00 OFF ON ANY LARGE PIZZA

6560 PARDALL ISLA VISTA
 968-1095

GOOD FOR DELIVERY OR IN RESTAURANT
 LIMIT ONE PER CUSTOMER • EXPIRES 2-14-82

PERRY'S **Pizza**

EAT IN OR TAKE OUT

6560 PARDALL ISLA VISTA
 968-1095

WE DELIVER TO DORMS & ISLA VISTA

COUPON OFFER

PURCHASE ONE SET OF STRINGS & GET A SECOND SET OF GUITAR STRINGS FOR \$1.00

Limit 1 pair per customer
JENSEN GUITAR & MUSIC
 Expires 2-15-82

JENSEN GUITAR & MUSIC

2830 De la Vina (in the Alpha Beta Center)
 687-4027

Quality Savings Service
 Mon-Fri 10-7
 Sat 10-5

Lessons Rentals Repairs

SANTA BARBARA'S AUTHORIZED GIBSON, MARTIN, GUILD & OVATION DEALER

COUPON OFFER

20% OFF
 MEN'S AND WOMEN'S
WESTERN STYLE BOOTS

189 A N. Fairview Fairview Shopping Center
SHOEBOX
 Expires Feb. 20, 1982 with coupon only

THE Shoe BOX
 WHERE FIT IS FASHION

FAMILY SHOE STORE
 - FEATURING -

Dexters • Bare Traps • Sbiccas • Famolare • Nikes • Stride Rite • Hush Puppies • Wolverine Work Boots • and Others

- Also -
 a Complete Dancewear Department
 Danskin & Capezio Garments & Dance Shoes
 10% Student Discount with student I.D.

189 A No. Fairview Fairview Shopping Center
 Goleta, CA 964-2314

COUPON OFFER

20% off
ALL NIKES IN STOCK
 Save from \$4 to \$10

189 A N. Fairview Fairview Shopping Center
SHOEBOX
 Expires Feb. 20, 1982 with coupon only

COUPON OFFER

FREE DINNER
 One Teriyaki Chicken or "Ami Ami" Fish Dinner FREE! when you purchase a Teriyaki Steak Plate with Pork Fried Rice at \$5.35 and 2 drinks of your choice

Dinner includes pork fried rice or Aloha Fries plus green salad with choice of dressing
 Valid after 4:00 pm Only M W F
 Not Good w / other offers • One coupon per customer
 Expires 2-28-82



ALOHA RESTAURANT

BURGERS
 All 100% beef patties are charbroiled MEDIUM RARE or cooked "to your order" and served with lettuce, tomato, pickles, mayonnaise. **OPTIONS ON REQUEST.**

GORDO 1/3 LB. ON ONION ROLL 2.50
 CHARBurger ON SESAME BUN 1.65
 CHAR JUMBO ON SESAME BUN 1.30
 MAHI BURGER—CHARBurger W/SAUCE 1.95

OF SWISS & AMERICAN CHEESE, BELL PEPPERS, ONIONS & BITS OF BACON

ADD TO ANY BURGER OR SANDWICH

BACON (EQUAL TO TWO SLICES)50
 CHEDDAR CHEESE (SHARP)30
 JALAPENO (HOT PEPPER) CHEESE30
 AMERICAN CHEESE20
 SWISS CHEESE20
 MAHI (CHEESE SAUCE)30
 BLEU CHEESE (CRUMBLE)30
 MUSHROOMS50
 CHILE (HOMESTYLE WITH BEANS)30
 PINEAPPLE RING15
 TERIYAKI SAUCE10
 JALAPENO "HOT" PEPPERS10
 SALSA (RED)15
 GREEN CHILES20

SANDWICHES

AMI AMI FISH SANDWICH 1.80
 MILD WHITE FISH PROCESSED ON PREMISES AND SEASONED WITH "OUR" SPECIAL BATTER AND SERVED ON SEASAME BUN WITH LETTUCE, TOMATO AND HOMEMADE TARTER SAUCE.

HAM "N" CHEESE 2.50
 HEAPPFUL OF HAM WITH CREAMY MAHI CHEESE SAUCE, ON TOASTED SOURDOUGH BREAD WITH MAYO, LETTUCE, TOMATO AND KOSHER DILL SPEAR.

B.L.T. (AN OLD FAVORITE) 1.85
 TOASTED SOURDOUGH BREAD WITH MAYO AND KOSHER DILL SPEAR.

ROAST BEEF SANDWICH 2.50
 SHAVED THIN & PILED HIGH ON SOURDOUGH WITH CHOICE OF MAYO, SALSA, TERIYAKI OR MILD HORSE RADISH SAUCE, LETTUCE & TOMATO WITH KOSHER DILL SPEAR.

HILO DOG95
 HOT DOG SERVED ON A STEAMED ROLL WITH CATSUP, MUSTARD, RELISH, ONIONS OR REQUEST.

SIDE ORDERS

PORK FRIED RICE LG. 1.50
 MADE FRESH DAILY SM. .75
 ONION RINGS80
 ALOHA FRIES75
 CHILE (HOMESTYLE WITH BEANS)99
 DINNER SALAD (BLEU AVOCADO, ITALIAN)75
 CORN DOG85
 NACHO BASKET 1.25
 CHIPS AND SALSA 1.00

DINNER PLATES
 All plates include dinner salad with choice of dressing: Avocado - Bleu - Italian

TERIYAKI STEAK PLATE
 w/Aloha Fries 4.75
 w/Pork Fried Rice 5.35

HAM PLATE WITH GRILLED PINEAPPLE
 w/Aloha Fries 4.25
 w/Pork Fried Rice 4.85

AMI AMI FISH PLATE MILD WHITE FISH SEASONED WITH OUR OWN SPECIAL BATTER
 w/Aloha Fries 3.99
 w/Pork Fried Rice 4.59

TERIYAKI CHICKEN PLATE
 w/Aloha Fries 3.99
 w/Pork Fried Rice 4.59

BEER
 LOWENBRAU on tap
 GLASS (12 oz.) .85
 PITCHER (48 oz.) 3.00

SOFT DRINKS
 SHAKES & FREEZES

Open Daily 11am - 8pm
968-1091
 For **FAST** lunch or dinner carry-out service.
 370 STORKE RD. GOLETA

5¢ PITCHER
 Beer or Soda
 of "YOUR CHOICE" with minimum purchase of \$7.50
 Save Up to \$3.00 Bucks
 MUST BE 21 YEARS OLD WITH PROPER I.D. FOR BEER SERVICE
 ALOHA RESTAURANT
 370 STORKE RD. GOLETA
 VALID AFTER 4:00 PM
 Expires Feb. 28, 1982

25% OFF
 TOTAL ORDER - PLUS TAX
 NO LIMIT ON NUMBER OF COUPONS PER CUSTOMER - BEING FAMILY & FRIENDS.
 ALOHA RESTAURANT
 370 STORKE RD. GOLETA
 VALID AFTER 4:00 PM
 Expires Feb. 28, 1982

OPEN DAILY AT 11:00 A.M.

COUPON OFFER

BURGERMANIA
 2 for 1 Special
GOOD ANYTIME (SAVE \$1.65)

Not good w / other offers • One coupon per customer
 Expires 2-28-82 • Good Tu, Th, Sat & Sun



COUPON OFFER

25% OFF
 Valid After 4:00 pm Daily
 No Limit on Number of Orders Per Coupon

Not good w / other offers • Expires 2-28-82
 Good Tu, Th, Sat & Sun



COUPON OFFER

AMI AMI FISH SANDWICH COMBO
 With 1/2 Order Pork Fried Rice And Medium Coke **\$1.99** (save \$1.01)

No Limit on Number of Orders Per Coupon
 Good Only M W F • Expires 2-28-82



COUPON OFFER


10% OFF
 ANY ITEM IN THE STORE
*Applies to regular price merchandise only
 Limited to stock on hand*
 California Mountain Company, Ltd.
 Good Thru 2-27-82



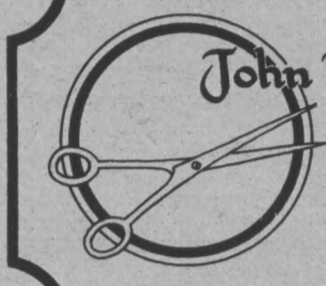
California Mountain Company, Ltd.
"THE SOURCE for fine mountaineering and backpacking gear."
 4141 State St. El Mercado Plaza 683-1531
 Mon.-Sat. 10-6 & Friday till 9

COUPON OFFER

John Edwards Hair Design
 is offering
10% off
 on ANY hair service
 with this coupon • good until Feb. 17, 1982
 6551 Trigo Road Ste. 1 968-8952



John Edwards
 HAIR DESIGN
 6551 TRIGO RD.
 (S LA VISTA, CA.
 93017
 (805) 968-8952



COUPON OFFER

\$5⁰⁰ OFF ANY PAIR
CLOGS or SHOES
 at
HOUSE OF HOLLAND
 Studio 17-19 in El Paseo 962-3511
 OFFER EXPIRES MARCH 6, 1982

CLOGS
 & SHOES



MEN'S & WOMEN'S
Largest Selection in the Area!
 also
 fine ICELANDIC
 JACKETS, SKI SWEATERS
 PULLOVERS, DRESSES, TAMS etc.
 in 100% Pure Lambswool
 For Men & Women
 S to XL



We also specialize in many European Gift items & Jewelry

HOUSE OF HOLLAND
 in Center Courtyard
 Studio 17-19 El Paseo 962-3511
 Entrance across from City Hall & News Press

COUPON OFFER

20% OFF ANY WOOLEN
SWEATER, JACKET, CAP or SCARF etc.
 at
HOUSE OF HOLLAND
 Studio 17-19 in El Paseo 962-3511
 OFFER EXPIRES MARCH 6, 1982

COUPON OFFER

SANYO WALKMAN-TYPE
 Model 4430-Great sounding portable stereo cassette player with
 stereo headphones & carrying case
SPECIAL \$68 LIST: \$80
creative stereo
 GOOD THRU FEB. 21, 1982

COUPON OFFER

PIONEER CAR STEREO
 Model KP1500 - AM/ FM stereo cassette, in dash, small chassis
SPECIAL \$98 LIST: \$130
creative stereo
 GOOD THRU FEB. 21, 1982

COUPON OFFER

BSR BOOKSHELF SPEAKERS
 8 inch two-way speaker system
SPECIAL \$39 each LIST: \$59 ea.
creative stereo
 GOOD THRU FEB. 21, 1982

COUPON OFFER

TDK CASSETTE TAPE
 TDK DC-90; Good Quality Reasonable Cassettes
SPECIAL \$1³⁹ LIST: \$3.39
creative stereo
 GOOD THRU FEB. 21, 1982

EMPIRE SENNHEISER TDK SANYO

NIKKO ONIKYO YAMAHA Dual SONY JBL MAXELL

STEREO • TV • VIDEO • ACCESSORIES
GUARANTEED LOWEST PRICES!

If our price isn't already lower we will match...

1 Any other store in Southern California, including L.A., and
 2 Any mail order house price, plus freight, guaranteed!

You can buy locally, save time, save gas,
 save money, and see and hear it first.

creative stereo

MAGNOLIA CENTER 5152 HOLLISTER/GOLETA/683-3727
 CHAPALA & DE LA GUERRA/SANTA BARBARA/963-4341

HOURS:
 M-F - 9:30-6:30
 Sat - 10:00-5:30
 Sun - 12:00-5:00

discwasher HITACHI MITSUBISHI BSR

KEF Quasar JENSEN PIONEER

COUPON OFFER

TWO FOR ONE
ADMISSION ON
ROCK N' ROLL NIGHT
THURSDAY, FEBRUARY 4, 1982
AT PEPPER'S 27 West Canon Perdido, S.B.

Peppers

ROCK N' ROLL NIGHT
THURSDAYS

27 WEST CANON PERDIDO, (805) 965-7733

COUPON OFFER

Pizza Hut **\$2 off large, \$1 off medium**
Present this coupon and get \$2 off any large pizza, or \$1 off any medium pizza.

One coupon per customer per visit. Not valid with other coupon or discounts. Expires February 17, 1982.

Located on the east side of Smith's Food King/Thrifty Shopping Center, FACING HOLLISTER
968-1557

Pizza Hut

featuring
Pan Pizza & a New Salad Bar

Located on the east side of Smith's Food King/Thrifty Shopping Center, FACING HOLLISTER
968-1557

COUPON OFFER

FREE 60 oz. PITCHER OF SOFT DRINKS
with purchase of Medium or Large Pizza!

Located on the east side of Smith's Food King/Thrifty Shopping Center FACING HOLLISTER
Good February 10-24, 1982 968-1557

COUPON OFFER

the**officemart**
H.P. 41C CALCULATOR
\$195⁰⁰

WITH THIS COUPON • OFFER GOOD UNTIL MARCH 1, 1982

222 W. CARRILLO SANTA BARBARA 683-1533

hp HEWLETT PACKARD

NOW, GET EXPERT ADVICE AND NEW LOWER PRICES ON HEWLETT-PACKARD CALCULATORS.



HP-41C
H.P. LIST \$250.00
O.M. PRICE \$215.00
COUPON PRICE \$195.00

Alphanumeric Full Performance Programmable with Continuous Memory (441 Bytes)

THE NEW HP-11C SCIENTIFIC... **\$115.00**
THE NEW HP-12C FINANCIAL... **\$135.00**

the**officemart**
222 W. CARRILLO SANTA BARBARA 683-1533

COUPON OFFER

the**officemart**
\$5⁰⁰ OFF Reg. Price *20⁰⁰
H.P. 11C or 12C Solutions Book
with purchase of calculator offer good until March 1, 1982

222 W. CARRILLO SANTA BARBARA 683-1533

COUPON OFFER

HOLD IT! 10% OFF

IF YOU'VE EVER WANTED A BARGAIN THIS COUPON IS FOR YOU!

PRESENT THIS COUPON FOR **10% OFF ANY ITEM YOU CHOOSE**

Any Item In Our Huge Store Additional 5% off with cash purchases

Good Through Feb. 15th

KORB'S TRADING POST
SANTA BARBARA - 36 E. VICTORIA 966-1732 GOLETA - 171 S. TURNPIKE 967-8313

COUPON OFFER

Good thru Feb. 15th **SAVE ON SWEATERS & JACKETS FOR MEN & WOMEN**

40% OFF

EVERY COLOR AND STYLE OF JACKETS AND SWEATERS INCLUDED Additional 5% off with cash purchases

KORB'S TRADING POST
SANTA BARBARA - DOWNTOWN 36 E. VICTORIA 966-1732
GOLETA - 171 S. TURNPIKE (Turnpike & Hollister) 967-8313

COUPON OFFER

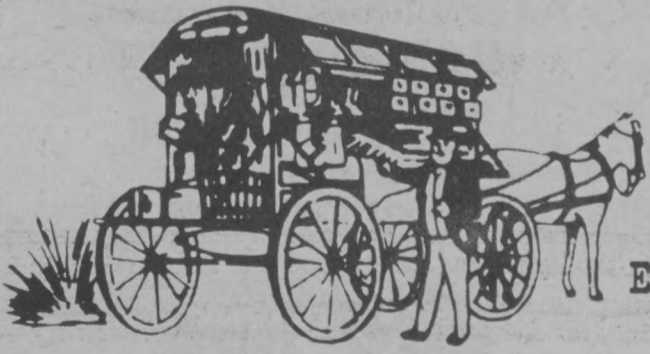
PRESENT THIS COUPON FOR... **\$6⁰⁰ OFF**

Your Choice of Regular Priced Merchandise
Levi's For Gals Any Style, Any Fabric

Good thru Feb. 15th

Levi's
KORB'S TRADING POST
SANTA BARBARA 36 E. VICTORIA 966-1732
GOLETA 171 S. TURNPIKE 967-8313
Additional 5% off with cash purchases

KORB'S TRADING POST



EST 1946

"Korb's Sells More For Less"

KORB'S TRADING POST
SANTA BARBARA - 36 E. VICTORIA 966-1732
GOLETA - 171 S. TURNPIKE 967-8313

COUPON OFFER

25% OFF
ALL SERVICES
 WITH STUDENT I.D. Expires 3-3-82

THE HAIR SPECTRUM

THE HAIR SPECTRUM

1021-B STATE ST., SANTA BARBARA, • (805) 965-3661

SPECIALIZING IN
 WASH & WEAR HAIR CUTS
 & PERFECT PERMS

COUPON OFFER

 Shibuki Gardens Spa & Sauna

\$3⁰⁰ BEFORE 6:30 P.M. **\$2⁰⁰** AFTER 6:30 P.M.
SAVINGS PER TUB (SUN.-THURS.)


One coupon per spa hour • Expires Mar. 3, 1982
 6576 TRIGO, I.V. • 685-4617 • Reservations Suggested

 Shibuki Gardens Spa & Sauna


685-4617
 RESERVATIONS
 SUGGESTED

Open 7 days a week
 5 pm - 2 am
 6576 Trigo, I.V.

COUPON OFFER

15% OFF
 Any Izod Lacoste Shirt
The Field House
 Offer Good Thru Feb. 28

COUPON OFFER

15% OFF
 Any Izod Lacoste Shirt
The Field House
 Offer Good Thru Feb. 28

COUPON OFFER

15% OFF
 ALL REGULARLY PRICED
SKI PARKAS
The Field House
 Offer Good Thru Feb. 28

COUPON OFFER


25% OFF
 ANY REGULARLY PRICED
SKI STRETCH PANTS
The Field House
 Offer Good Thru Feb. 28

COUPON OFFER

20% OFF
 ANY REGULARLY PRICED
WARM UP SUIT
The Field House
 Offer Good Thru Feb. 28


COUPON OFFER

20% OFF
 ALL REGULARLY PRICED
SKI SWEATERS
The Field House
 Offer Good Thru Feb. 28



The Field House
 La Cumbre Plaza


Activewear for people who play around



COUPON OFFER

20% Off Any Watch
Bulova, Seiko, Caravelle

Pendulum Faire
 3973 State Street Expires March 1, 1982



Pendulum Faire

CLOCK SHOPPE
 Watches, Alarms,
 Music Boxes, Etc.
5 POINTS SHOPPING CENTER
 3973 State Street • Santa Barbara • 967-5788
 Owners - Bob & Jeanne Summers

COUPON OFFER

DISCOVER... **GREAT BONANZA BURGER COMBO**
\$2.99



INCLUDES: 1/2 lb. HAMBURGER • FRIES •
 SOFT DRINK (FREE REFILLS) • ALL YOU
 CAN EAT GIANT SALAD BAR

6030 HOLLISTER 3614 STATE
 Expires 2-18-82

DISCOVER...



6030 HOLLISTER
 3614 STATE

COUPON OFFER


WANT A GREAT HAIRCUT?

Clip this coupon for **\$5.00 off** any haircut
 coupon price is \$11 for women • \$8.50 for men

Todd's
 Hair Styling for Santa Barbara

open 7 days by appt. 966-1232
 promotional offer - good one time only

If your hair isn't becoming to you,
 you should be coming to



Todd's
 Hair Styling for Santa Barbara

Excellent Perms & Cuts

18. E. Figueroa, Santa Barbara
 Open 7 days a week by appointment
 966-1232



COUPON OFFER

WANT A GREAT PERM?

Clip this coupon for a great special:
PERM & HAIRCUT \$34.50

Todd's
 Hair Styling for Santa Barbara

open 7 days by appt. 966-1232
 promotional offer - good one time only

COUPON OFFER

20% OFF
Any Case of Imported Beer
 Limit 1 case per coupon
ACES OF GOLETA

Good thru Feb. 28, 1982
 University Village Plaza 7127 Hollister Plus Tax 685-2200

COUPON OFFER

15% OFF
Any Bottle of California Wine
 Limit 2 bottles per coupon
ACES OF GOLETA

Good thru Feb. 28, 1982
 University Village Plaza 7127 Hollister Plus Tax 685-2200

COUPON OFFER

20% OFF
Any Bottle of French Champagne
 Limit 1 bottle per coupon
ACES OF GOLETA


Good thru Feb. 28, 1982
 University Village Plaza 7127 Hollister Plus Tax 685-2200

COUPON OFFER

15% OFF
Any Six Pack of Domestic Beer
 Limit 2 six packs per coupon
ACES OF GOLETA

Good thru Feb. 28, 1982
 University Village Plaza 7127 Hollister Plus Tax 685-2200

ACE'S of GOLETA



M / C University Village Plaza visa
 Plaza
 7127 Hollister Ave.
 685-2200


OPEN 7 DAYS A WEEK
CASH & CARRY SPECIALS

CHAMPAGNES

12 O'CLOCK HIGH
EVERY SAT. 12-6



FINE WINES
IMPORTED BEERS
 over 100

COUPON OFFER



2 quart fountain coke FREE with 16" pizza
1 quart fountain coke FREE with 12" pizza
One coupon per pizza.
Good Any Day thru Feb. 12
Domino's Pizza
Fast, Free Delivery

COUPON OFFER

MONDAY MADNESS!
Order large 1 item pizza
plus 2 quarts fountain Coke
for only \$7.50!
Mondays Only
Domino's Pizza
Fast, Free Delivery
No coupon necessary • No other coupons good
008355/2214

COUPON OFFER



Happy Hour
\$2.00 off any large 3-item or more pizza,
ordered between 7-9 pm
Good Tues., Feb. 9 & 16
Domino's Pizza
Fast, Free Delivery
008355/2214

COUPON OFFER




\$1
\$1.00 off any large 1-item or more pizza.
One coupon per pizza.
Good Wed., Feb. 10 & 17
Domino's Pizza
Fast, Free Delivery
008355/2214

COUPON OFFER




\$1
Delivery guaranteed in 30 minutes or less!
Or \$1.00 off on any pizza.
One coupon per pizza.
Good Thurs., Feb. 11 & 18.
Domino's Pizza
Fast Free delivery
Domino's Pizza
Fast, Free Delivery
008355/2214

COUPON OFFER



Free Extra Thick Crust
 large small
Free extra thick crust on any large or sm.
One coupon per pizza.
Good Fri., Feb. 12 & 19
Domino's Pizza
Fast, Free Delivery
008355/2214

COUPON OFFER



50¢
\$.50 off any pizza.
One coupon per pizza.
Good Sat., Feb. 13 & 20
Domino's Pizza
Fast, Free Delivery
008355/2214

COUPON OFFER



\$2
\$2.00 off any large Deluxe or large
Vegi pizza. One coupon per pizza.
Good Sun., Feb. 14 & 21.
Domino's Pizza
Fast, Free Delivery
008355/2214

968-1057

955 Embarcadero del Mar



MON.



TUES.



WED.



THUR.



FRI.



SAT.



SUN.

COUPON OFFER

CATTLEYA

20% OFF on Non-Sale Items

MC/Visa Accepted
5915 Calle Real
Orchid Bowl Center
Goleta, 93117

Easy Lay Aways
Mon-Sat 10:30-6
967-8032

CATTLEYA

For fine but reasonably priced domestic as well as imported ladies wear from the Orient, costume jewelry, and accessories.

MC/Visa Accepted
5915 Calle Real
Orchid Bowl Center
Goleta, 93117

Easy Lay Aways
Mon-Sat 10:30-6
967-8032

COUPON OFFER

FREE 16 oz. SOFT DRINK
WITH PURCHASE OF SANDWICH AT
THE DELI-TANTE

Located one block south of MTD Station • 683-1177
Expires March 1, 1982

EAT HERE — TAKE OUT

OPEN MONDAY thru FRIDAY 10-6
SATURDAY 10-2



THE DELI-TANTE
298-A So. Orange Avenue, Goleta • 683-1177

COUPON OFFER

20% OFF ANY ITEM FROM OUR REGULAR PRICES

me "n" you

Expires 2-13-82 • With this coupon


BLOUSES • DRESSES • SKIRTS • JEANS • SHOES

me "n" you

FASHION AT YOUR PRICE

1011 STATE STREET
(next to Crocker Bank)
Downtown Santa Barbara

5718 HOLLISTER AVE.
(next to Wendy's)
Downtown Goleta



COUPON OFFER

\$1 SALE
BUY ONE*, GET SECOND FOR \$1
(* of equal value or less) **SELECTED RACKS**

me "n" you

Expires 2-13-82 • With this coupon

COUPON OFFER

COUPON

SAVE \$1⁰⁰ ON ICE SKATING

GOOD DURING ANY REGULAR PUBLIC SKATING SESSION

• OFFER GOOD THRU SUNDAY, FEB 7
• LIMIT 1 COUPON PER CUSTOMER

The ICE PATCH

LEARN TO ICE SKATE
it's easy and fun...
THE ICE PATCH HAS BOTH GROUP & PRIVATE INSTRUCTION

RECREATION ICE SKATING
COMPETITIVE FIGURE SKATING
ICE DANCING & ICE HOCKEY

PUBLIC SKATING SESSIONS
EVERY DAY!

EVER PLAY BROOMBALL?
IT'S SANTA BARBARA'S 2nd MOST EXCITING CO-ED CONTACT SPORT. CALL AND FIND OUT WHAT IT'S ALL ABOUT. GET ON YOUR OWN TEAM NOW!

1933 Cliff Drive, Santa Barbara, CA. 93109
963-0833

COUPON OFFER

COUPON

SAVE \$1⁰⁰ ON ICE SKATING

GOOD DURING ANY REGULAR PUBLIC SKATING SESSION

• OFFER GOOD THRU SUNDAY, FEB 14
• LIMIT 1 COUPON PER CUSTOMER

COUPON OFFER

COUPON

SAVE \$1⁰⁰ ON ICE SKATING

GOOD DURING ANY REGULAR PUBLIC SKATING SESSION

• OFFER GOOD THRU SUNDAY, FEB 28
• LIMIT 1 COUPON PER CUSTOMER

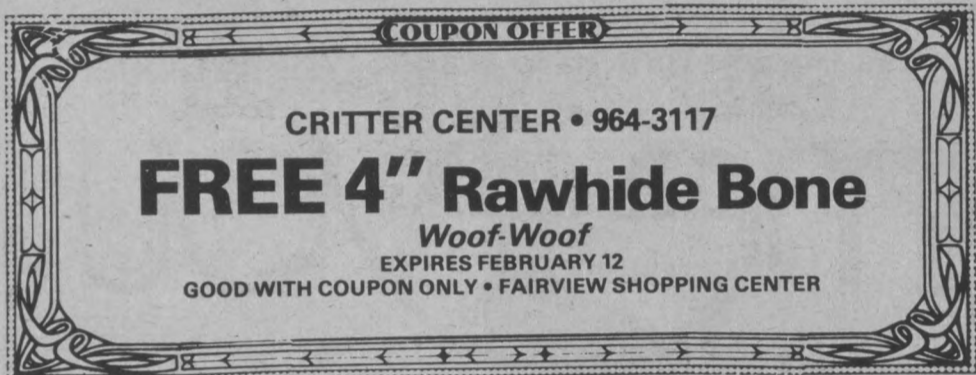
COUPON OFFER

COUPON

SAVE \$1⁰⁰ ON ICE SKATING

GOOD DURING ANY REGULAR PUBLIC SKATING SESSION

• OFFER GOOD THRU SUNDAY, MARCH 14
• LIMIT 1 COUPON PER CUSTOMER



critter center pet shop



Your first place
to look ...
FOR TRUE
QUALITY
and
SERVICE
in
PETS

TROPICAL
FRESH &
SALTWATER
FISH
• PET SUPPLIES •

— OPEN —
Mon.-Thurs. 10-5:30
Fri. 10-8
Sat. 10-5:30

964-3117
FAIRVIEW SHOPPING CENTER
180 B North Fairview Ave.



★ **SPECIAL** ★
MOONLIGHT
FISH SALE
6 pm - 9 pm
THURSDAY
February 11, 1982 ★

COUPON OFFER

20% off
Regular Discount Price
 on ALL In Stock Merchandise
 EXPIRES FEBRUARY 28, 1982
THRIFTY AUTO PARTS
 4437 Hollister • 964-0644

THRIFTY AUTO PARTS
 4437 HOLLISTER AVE. — SANTA BARBARA, CALIF 93110
 LOCALLY OWNED AND OPERATED
964-0644
 QUALITY PARTS AT A LOW DISCOUNTED PRICE


  

DAILY 8 A.M. TO 8 P.M.
 SATURDAY 9 A.M. TO 6 P.M.
 SUNDAY 9 A.M. TO 4 P.M.

"THE DO-IT-YOURSELFER'S BEST FRIEND"

COUPON OFFER

\$3.50
DISCOUNT
 On \$15.00 or more purchase -
 Flowers, Plants or Misc. - Delivery Charges Extra
 May be delivered for Valentine's Day if
 ordered and paid for before Feb. 9
University Village Flowers
 Not Valid for Wire Orders



University Village Flowers
 7127 Hollister
 968-1011

COUPON OFFER

\$10 off on any
ADULT ROCKER
 GOOD THROUGH 2-17-82

BILL'S WORLD OF WOOD • 25 W. ANAPAMU, S.B. • 965-1058

BILL'S WORLD
OF WOOD

UNFINISHED
FURNITURE

25 W. ANAPAMU
 SANTA BARBARA 965-1058

COUPON OFFER

10% off
any item in stock
 (except sale merchandise)
 GOOD THROUGH 2-17-82

BILL'S WORLD OF WOOD • 25 W. ANAPAMU, S.B. • 965-1058

COUPON OFFER


\$500 OFF
On All  DANKIN. Freestyle Leotards
 (Does not apply to regular Danskin or sale items)



THE
 PURPLE
 MUSHROOM

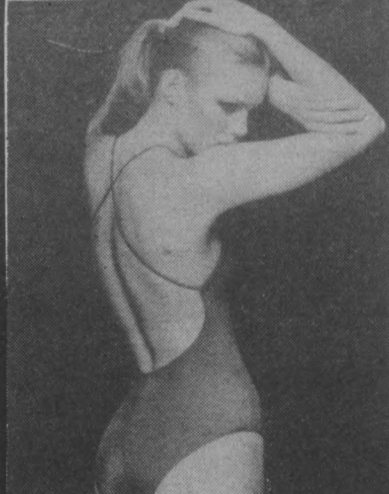
Good thru
 March 3, 1982

CAMPUS HEADQUARTERS

 **DANSKIN®**

Complete Selections
 Styles, Colors, Sizes
 Leotards, Tights & Legwarmers
 'Freestyle' Leotards for
 Swimwear Casualwear (jeans)
 Gymnastics Exercise
 Eveningwear Dancewear

Also skirts, blouses
 and other accessories
 to complement your DANKIN



COUPON OFFER

\$500 OFF
On All  DANKIN. Freestyle Clothing
 (Does not apply to regular Danskin or sale items)



THE
 PURPLE
 MUSHROOM

Good thru
 March 3, 1982

FINE SELECTIONS
INDIA PRINT DRESSES
SKIRTS & BLOUSES

MIDI SKIRT
 This wide Sanganer print skirt
 wraps around and ties in front.
 Beautiful designs are hand-
 blocked over the entire skirt on
 rich colored cotton fabric.
 Sizes S, M & L.



THE
PURPLE
MUSHROOM

900 Embarcadero del Mar, Isla Vista
 Open Mon-Fri. 10-6 • Sat. 10-5 • Sun 12-4



COUPON OFFER

25% OFF
 on all India print dresses,
 blouses & skirts
 (Does not apply to Sale Items)



THE PURPLE
 MUSHROOM

Good thru
 March 3, 1982

COUPON OFFER

25% OFF
 on all India print dresses,
 blouses & skirts
 (Does not apply to Sale Items)



THE PURPLE
 MUSHROOM

Good thru
 March 3, 1982

COUPON OFFER

50% OFF
SELECTED GIFT ITEMS
 Expires Feb. 14, 1982
DEMBEMSKI'S
 913 embarcadero del norte, isla vista • 968-5815 • 10-6

DON'T FORGET VALENTINE'S DAY...

DEMBEMSKI'S
 913 embarcadero del norte, isla vista • 9685815 • 10-6

COUPON OFFER

BICYCLE
TUNE-UP SPECIAL
\$14 REG. \$28

EXTERNAL LUBE • ADJUST BRAKES, DERAILLERS, WHEELS, CRANK & FORK BEARINGS WITH COUPON • EXPIRES MARCH 3, 1982

DAVE'S
QUALITY BIKES

Dave's Quality
Bicycles

4423 HOLLISTER 964-7537



COUPON OFFER

FREE BAG OF
JELLY BEANS
 WITH PURCHASE
 And Coupon
BAMBOO BROTHERS
 OFFER EXPIRES FEB. 19

Jelly Beans
 The original gourmet Jelly Bean!



Bamboo Brothers

HOURS:
MON-SAT 11-7
& SUN 12-8
968-5311
900 EMBARCADERO DEL MAR

COUPON OFFER

20% OFF ALL
BONGS & PIPES

With Coupon

BAMBOO BROTHERS
 OFFER EXPIRES FEB. 19

COUPON OFFER

\$5.00 Off any Stylecut

 **THE HAIR WORKS**
 3008 De La Vina (near Long's Drugs) **687-3811**

our present customers may accept this offer as a token of appreciation

Hairstyling for the 80's Women/Men Mon.-Sat. 9-6 (Offers good only with this coupon) Expires Feb. 27, 1982

COUPON OFFER

FREE STYLECUT (*15-18 Value)
 with any of our Premium Perms.

 **THE HAIR WORKS**
 3008 De La Vina (near Long's Drugs) **687-3811**

our present customers may accept this offer as a token of appreciation

Hairstyling for the 80's Women/Men Mon.-Sat. 9-6 (Offers good only with this coupon) Expires Feb. 27, 1982

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Hairstyling for the 80's Women/Men Mon.-Sat. 9-6 (Offers good only with this coupon) Expires Mar. 31, 1982

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FREE STYLECUT (*15-18 Value)
 with any of our Premium Perms.

 **THE HAIR WORKS**
 3008 De La Vina (near Long's Drugs) **687-3811**

our present customers may accept this offer as a token of appreciation

Hairstyling for the 80's Women/Men Mon.-Sat. 9-6 (Offers good only with this coupon) Expires Mar. 31, 1982

the hair works

CONTEMPORARY HAIR DESIGNS FOR THE 80'S WOMEN AND MEN


SPECIALIST-
 CUSTOM PERMS-
 PROBLEM HAIR

FREE CONSULTATION EVENINGS BY APPT

NEXUS
 NATURE AND EARTH UNITED WITH SCIENCE

CENTRALLY LOCATED

687-3811



3008 DE LA VINA SANTA BARBARA

COUPON OFFER

GEOMETRIC HAIRCUTTING
by
Jim & April

ONLY \$12.00
HAIR UNLIMITED

Good thru Feb. 1982 Only Mon & Tues with this ad

COUPON OFFER

SHOE REPAIR
Half-Soles & Heels

20% OFF

Good Thru February, 1982
Leather Guild
6529 Trigo Rd. Isla Vista

COUPON OFFER

ALL BACKPACKS

30% OFF

Good Thru February, 1982
Leather Guild
6529 Trigo Rd. Isla Vista

COUPON OFFER

* WITH THIS COUPON AND REG. CARD GET.

10% STUDENT DISCOUNT

ON ALL ITEMS NOT ON SPECIAL *BBQ ETC.*

GOOD TIL 3-1-82

COUPON OFFER

BBQ ETC. OFFERS *

30% OFF ALL LARGE SANDWICHES

* LIMIT TWO PER COUPON *

GOOD TIL 3-1-82

COUPON OFFER

MURDOCH'S BIKE SHOP
Planning a tour this summer?
Buy a set of Panniers for regular price, & pick up a

BLACKBURN or ECLIPSE RACK for only \$10⁹⁵

WITH THIS COUPON • RACK REG. 18.00-31.00 • EXPIRES MARCH 31, 1982
430 S. FAIRVIEW • PLAZA DE GOLETA • 964-4415 • 967-0967

COUPON OFFER

MURDOCH'S BIKE SHOP

THIS COUPON WORTH \$10⁰⁰

FOR LABOR ON BICYCLE REPAIRS
1, 3, 5, 10, 12 SPEEDS • ALL MAKES • ALL MODELS
430 S. FAIRVIEW • PLAZA DE GOLETA • 964-4415 • 967-0967

COUPON OFFER

MURDOCH'S BIKE SHOP

\$25⁰⁰

Worth of Accessories FREE
WITH THE PURCHASE OF ANY NEW BIKE!!

DOES NOT INCLUDE SALE BIKES
430 S. FAIRVIEW • PLAZA DE GOLETA • 964-4415 • 967-0967

HAIR & SKIN CARE... with products formulated for the 80's


NEXUS PRODUCTS

NATURE AND EARTH UNITED WITH SCIENCE

● ASSURE ● THERAPPE ● EX/OIL ● ENSURE
● HUMECTRESS ● KERAPHIX ● ALOE/RID
● HAIR SPRAY ● BIOTIN CREME ● BIOTIN SHAMPOO ● HAIR FOOD SUPPLEMENT
● VELVET ● RENAISSANCE FACIAL MASQUE
● FIRMARTEX ● MASQUE ● SUBTLE MASQUE
● SUPERIOR PROTEIN ● MAXI A ● BOTANOL
● VITAMIN C ● EPITOME ● ENZYMER

HAIR UNLIMITED
LA CUMBRE PLAZA
687-4511

Your appearance is your most valuable asset... *Just Reddy*



LEATHER GUILD

In Isla Vista across from the Magic Lantern Theatre
968-6619 Open Mon-Fri 10-9, Sat 10-5, Closed Sun

- Eat Since 1979 -

REAL SOUTHERN STYLE WOOD "PIT" COOKED

★ BARBECUE ★

RIBS ★ CHICKEN ★ BEEF PORK ★ TURKEY ★ LINKS TRI-TIP & CHARBURGERS

DINNERS • SANDWICHES • LUNCHES
★ ALL HOMEMADE SALADS, BEANS & DESSERTS...

Barbecue Etc. WE ALSO + CATER PARTIES

968-5800 - 7398 CALLE REAL - GOLETA

MURDOCH'S BICYCLE

LARGEST STORE IN SANTA BARBARA COUNTY



SCHWINN

FEBRUARY SALE!
THROUGH FEBRUARY 13!!

Schwinn CC7 Cruiser 1 sp. Reg. 189.95 ... **NOW \$169⁹⁵**
Schwinn World Sport Reg. 179.95 10 speed ... **NOW \$159⁹⁵**
Nishiki Olympic 12 Reg. 299.95-309.95 ... **NOW \$289⁹⁵**
Nishiki Comp. II Reg. 574.95 ... **NOW 499.95**

All Cruiser Parts 10% off
MANY OTHER IN-STORE SPECIALS
964-4415 • 967-0967
Plaza de Goleta • 430 S. Fairview

COUPON OFFER

\$4 OFF **LEVI'S 501's**
SHRINK TO FIT DENIM JEANS
BUTTON FLY

REG. PRICE \$17.99
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

ADIDAS — DEXTER — LEVI'S-FOR-FEET
ATHLETIC AND CASUAL

\$4 OFF **SHOES**

REG. PRICE
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

RED WING — WOLVERINE — GEORGIA

\$6 OFF **WORK BOOTS**

REG. PRICE
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

LEVI'S

\$6 OFF **FASHION JEANS**

REG. PRICE
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

LEVI'S

\$5 OFF **SPORT SHIRTS**

REG. PRICE
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

O.P.

\$3 OFF **CORD SHORTS**

REG. PRICE
SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

BURLINGTON — INTERWOVEN
WIGWAM — LEVI'S

FREE **ONE PAIR OF SOCKS**
WHEN YOU BUY 2 PAIR
LOWEST PRICE SOCK WILL BE FREE PAIR

SOUTHWICK'S • EXPIRES FEB. 14, 1982

COUPON OFFER

LEVI'S
PRE-SHRUNK
DENIM STRAIGHT LEGS

\$5 OFF

REG. PRICE \$18.99
SOUTHWICK'S • EXPIRES FEB. 14, 1982

Santa Barbara - Loreto Plaza
3315 State St • 687-7545
Hours: Mon-Fri 9-9
Sat 9-6 • Sun 10-5

GOLETA
5836 Hollister • 964-7871
Hours: Mon-Fri 9-9
Sat 9-6 • Sun 10-5

Santa Barbara
601 State St • 963-1875
Hours: Mon-Thur, Sat, 9-6
Fri 9-9 • Sun 10-5

Solvang - Nielsen's Center
Hwy 246 & Alamo Pintado
Hours: Mon-Sat 9-6
Sun 12-5

Southwick's

COUPON OFFER

Soles & Resoles

\$5 off regular price
of any pair of
athletic shoes (over \$26.00)

\$3 off all other pairs (includes sale items)
SOLES AND RESOLES

4419 Hollister Ave. • 964-2222 • Expires March 3, 1982


Soles & Resoles

"The Store for Runners"
ATHLETIC SHOES & RESOLING
CLOTHING & ACCESSORIES

ASK ABOUT OUR **FREE RESOLE**

NIKE • NEW BALANCE • BROOKS
ADIDAS • SAUCONY • ETONIC • etc.

Dan & Sarah Jaecks
964-2222
4419 Hollister Ave., S.B.



COUPON OFFER

SAM'S TO GO

SMALL 50¢ OFF	MEDIUM 75¢ OFF	2-FOOT FAMILY SIZE \$1.00 OFF
----------------------------	-----------------------------	---

WITH AD ONLY!

CALL IN YOUR ORDER
683-2077

5957 Calle Real
& Fairview
Next to 76 Union Carwash

SAM'S TO GO

CHOOSE ANY OF OUR
23 VARIETIES OF
SMALL, MEDIUM & FAMILY
(2 FEET LONG) SANDWICHES

CALL IN YOUR
ORDER
683-2077



HOURS:
10am-8pm

5957 Calle Real & Fairview
Next to 76 Union Carwash

COUPON OFFER

nicky's good feelings in hair design

10% OFF ANY
WASH, CUT & BLOW DRY

at nicholas salon
966-4232
962-5571 44 arlington avenue santa barbara ca 93101

COUPON OFFER

nicky's good feelings in hair design

10% OFF ANY
PERMANENT WAVE

at nicholas salon
966-4232
962-5571 44 arlington avenue santa barbara ca 93101

COUPON OFFER

nicky's good feelings in hair design

10% OFF ANY
OTHER SERVICE

at nicholas salon
966-4232
962-5571 44 arlington avenue santa barbara ca 93101

COUPON OFFER

The Egghead is giving YOU
FREE COFFEE before 8 am
WITH ENTREE • WEEKDAYS ONLY
DOES NOT EXPIRE

968-1993 • 900 Emb. del Mar • Breakfast 7-11:30 wkdays • 7:30-2 wkends

COUPON OFFER

2 for 1 1/2?
Buy one delicious entree and get the second one
for
HALF PRICE!!

GOOD FROM
FEB. 3-FEB. 16, 1982
WEEKDAYS ONLY

Breakfast from
7-11:30 wkdays
7:30-2 wkends

968-1993
900 Emb. del Mar

COUPON OFFER

The Egghead gives YOU
50¢ off
ANY OMELETTE

GOOD FROM
FEB. 3-FEB. 16, 1982
WEEKDAYS ONLY

Breakfast from
7-11:30 wkdays
7:30-2 wkends

968-1993
900 Emb. del Mar



Something beautiful happens to you here.

When you visit our salon, it's a beautiful experience. Because we care for you in a very special way. Our stylists know you want to look good, but they know you want to feel good too. Comfortable, not rushed. Listened to, not patronized. Whether your desire is a trim or a whole new look at our salon everything we do is for your pleasure.


Since we know you want to feel good about yourself at home, we teach you the techniques you'll need to maintain your style—easily. And we'll recommend the correct prescription of Redken® hair care to keep your hair in the peak of condition until your next visit.

So come in to our salon. Something beautiful is waiting to happen.

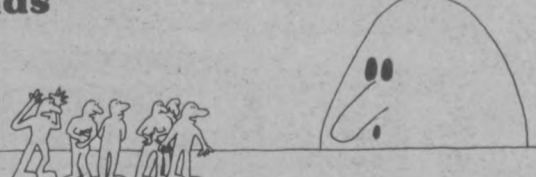
REDKEN
We use and prescribe
Redken Products.

nicky's

966-4232 44 arlington avenue santa barbara ca



STILL SERVING BREAKFAST
7:00-11:30 wkdays
7:30-2:00 wkends




Featuring
your choice
of ★ 14 ★
scrumptious
3-EGG OMELETTES

All entrees
range from
\$1.60 to \$3.25

Entrees include:
toast, muffins
or pancakes
AND
home-fried
potatoes
or fresh
fruits.

THE Egghead IS HERE!



968-1993
900 Emb. del Mar
Above Bamboo Brothers

COUPON OFFER

\$1.25 OFF
ANY LARGE PIZZA
 WITH THIS COUPON • EXPIRES 3-5-82
ACCUARDIS' OLD TOWN PIZZA
 in Piccadilly Square • 963-7505

Accuardis' OLD TOWN PIZZA COMPANY
CLOSED ON LEONARDO DA VINCI'S BIRTHDAY

819 State St. in Piccadilly Sq. Use rear entrance after 6 p.m. 963-7505

COUPON OFFER

60% OFF
ON 2ND PURCHASE*
 Minimum purchase \$1.00
 Expires Feb. 27, 1982 One per customer
MERLIN'S
*Of equivalent price or less

BOOKS BOOKS BOOKS

USED BOOKS
 buy — sell — trade
Merlin's Bookshop
 6543 Pardall, Isla Vista
 (805) 968-7946

COUPON OFFER

MORNING GLORY MUSIC
\$2.00 OFF ANY IMPORTED LP IN STOCK
 PRICED 5.48 OR MORE
\$1.00 OFF -AND- ANY IMPORTED SINGLE
 OFFER VOID AFTER FEB. 18, 1982
 910 Emb. del Norte • I.V. • Open 10-10 daily • 12-8 Sundays • 968-4665

MORNING GLORY MUSIC

910 EMBARCADERO DEL NORTE
 ISLA VISTA CA
 968-4665

COUPON OFFER

MORNING GLORY MUSIC
50% OFF ANY
ROCK STAR BUTTON or HAT IN STOCK
 OFFER VOID AFTER FEB. 18, 1982
 910 Emb. del Norte • I.V. • Open 10-10 daily • 12-8 Sundays • 968-4665

COUPON OFFER

KODAK KODACOLOR II FILM
 C-135-24 Exposures \$2.29
 C-110-24 Exposures \$2.19
 with coupon at
THE ALTERNATIVE COPY SHOP
 Offer good through Feb. 28, 1982

THE ALTERNATIVE COPY SHOP
 6540 Pardall • Isla Vista, CA 93117 • (805) 968-1055
Xerox Copies, Kodak Film, Processing, & More!

COUPON OFFER

1 FREE VELOBIND BOOK BINDING*
 when you have a book of 100 pages
 or more copied at:
THE ALTERNATIVE COPY SHOP
* offer good for basic strip bind with #67 coverstock cover
 Good through Feb. 28, 1982

COUPON OFFER

1 FREE 5 x 7 ENLARGEMENT
 with the processing & printing of one roll
 of 20, 24 or 36 exposure color print film at:
THE ALTERNATIVE COPY SHOP
 Offer good through Feb. 28, 1982

COUPON OFFER

25% OFF ALL FRAMES

- California Floater Wood Frames
- Die-Cut Mat Mounts

THE ALTERNATIVE COPY SHOP
 Offer good through Feb. 28, 1982

COUPON OFFER


PRESENT THIS COUPON AND RECEIVE

50% OFF ORIGINAL PRICE
ON ALL POSTERS AND PRINTS
OFFER GOOD THRU FEBRUARY, 1982

La Pluma STUDIO 16, EL PASEO • 962-5430

La Pluma
ON THE "STREET IN SPAIN"
STUDIO 16, EL PASEO
DE LA GUERRA ST.
(Across from City Hall)
962-5430

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CUTS, ETC.

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Piccadilly Square EXPIRES MARCH 1, 1982 965-1177

FREE HAIR ANALYSIS • FREE HAIR ANALYSIS • FREE HAIR ANALYSIS • FREE HAIR ANALYSIS • FREE HAIR ANALYSIS •

HAIR & SKIN CARE...

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Piccadilly Square 965-1177

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WITH PURCHASE OF
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FROYO'S
Good Thru 2-21-82

NEW IN I.V.

FROYO'S

FEATURING:

- Many Flavors of Frozen Yogurt
- Varieties of Natural Toppings
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HALF PRICE

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GOOD THRU FEBRUARY, 1982
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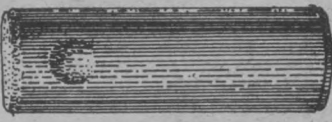
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THE SHADOW



by **ACOUSTIC INTERFACE**

\$ 200 / Pr

SAVE \$140

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1981 FLOOR SAMPLE

Reg Price \$ 480

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New Price \$ 780

\$ 350 pr

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1981 FLOOR SAMPLE

Reg Price \$ 980

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(1 PAIR ONLY)

SAVE \$1900

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Reg Price \$ 3800

\$ 1900 pr


(1 PAIR ONLY)

10 DAYS ONLY!

(EXP 2/13)

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964-0247



297 PINE AVE. GOLETA

DISCWASHER D4

Record Cleaner

\$9.77

maxell C90

UP I XLI UP II XLI

\$ 2.94

(LIMIT 12)

The Sound Experience

SALE

HI-END '81 FLOOR SAMPLES
SELECTED NEW EQUIPMENT

ACOUSTIC INTERFACE SPEAKER SYSTEMS

The finest speakers have traditionally been built by audio engineers for their own use. They design their speakers for their sonic purity, rather than make the compromises necessary for mass production.

ACOUSTIC INTERFACE was founded in this tradition, using a level of quality not found in commercial speaker systems. ACOUSTIC INTERFACE utilizes the highest definition woofers, midranges, and tweeters. Our cabinets are handbuilt and massively braced. Our crossovers are built with 5% polypropylene film/foil capacitors and hand wound heavy gauge air core coils.

For precise imaging, all ACOUSTIC INTERFACE speakers are minimum diffraction, hemispherical dispersion line source radiators sold in mirror image pairs. They are maximized for flat frequency response, dynamic range, and transient response, so that they can effortlessly trace your most demanding music.

ACOUSTIC INTERFACE offers a full line of limited production, handbuilt speakers for those who are striving for the ultimate reproduction instrument.

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ALL HAIR CUTS
Marlene's Hair Etc.
 Expires 3-6-82

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\$3⁰⁰ OFF
ALL DOLFIN SHORTS
 LIMITED TO 50 PAIRS PER CUSTOMER
 EXPIRES MARCH 1, 1982

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The Winning Woman
15% OFF
ANY PURCHASE
 EXCLUDING SALE ITEMS • ONE COUPON PER PURCHASE
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965-6616 1940 CLIFF DRIVE

3 FREE CAKE DONUTS
 WITH THIS COUPON AND PURCHASE OF ANY DOZEN DONUTS
SUNFLOUR DONUT FACTORY
 GOOD FEBRUARY 3 THRU FEBRUARY 14, 1982

COUPON OFFER

965-6616 1940 CLIFF DRIVE

3 FREE CAKE DONUTS
 WITH THIS COUPON AND PURCHASE OF ANY DOZEN DONUTS
SUNFLOUR DONUT FACTORY
 GOOD FEBRUARY 15 THRU FEBRUARY 21, 1982

COUPON OFFER

965-6616 1940 CLIFF DRIVE

3 FREE CAKE DONUTS
 WITH THIS COUPON AND PURCHASE OF ANY DOZEN DONUTS
SUNFLOUR DONUT FACTORY
 GOOD FEBRUARY 22 THRU FEBRUARY 28, 1982

COUPON OFFER

965-6616 1940 CLIFF DRIVE

3 FREE CAKE DONUTS
 WITH THIS COUPON AND PURCHASE OF ANY DOZEN DONUTS
SUNFLOUR DONUT FACTORY
 GOOD MARCH 1 THRU MARCH 7, 1982

DORMITORIES • FRATERNITIES
 SORORITIES • UCSB OFFICES
WE SPECIALIZE IN
WHOLESALE DELIVERIES!
DONUTS TO YOUR DOORSTEP
 ~ Special Sunday Morning Delivery Service ~

1 dozen minimum (per order) or \$5.00 minimum

Menu
 (keep for future reference)

FREE DELIVERY Sunday and Weekdays

BLUEBERRY FRITTERS	65¢
BUTTERMILK BARS	35¢
CHOCOLATE GLAZED	35¢
CINNAMON ROLLS	60¢
CHOCOLATE BARS	40¢
GLAZED	30¢
JELLY FILLED	50¢
MAPLE BARS	40¢
OLD FASHIONEDS	35¢
GLAZED TWISTS	35¢
WHEAT & HONEY	35¢
CUSTARD FILLED	60¢
FRENCH	40¢
CAKED	30¢
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..... AND MORE	

MADE FRESH DAILY AT THE

SUNFLOUR
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CALL AT LEAST ONE DAY AHEAD • 965-6616
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 SPECIAL DELIVERY DURING THE WEEK CAN BE ARRANGED

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**CASSETTE DECK ADJUSTMENT
ONLY \$25**

WITH COUPON - THRU FEBRUARY
OPTIMIZES DECK FOR TAPE USED
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GOOD FOR
General Maintenance Overhaul Reg. \$9.50

\$6.50 SAVE \$3.00!

With this coupon • Expires Feb. 28, 1982
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Varsity BIKE SHOP





"Since 1964"
NEW - USED & TRADE INS

Featuring
AZUKI — UNIVEGA — SHOGUN — ROSS — PANASONIC
ALL MAKES EXPERTLY REPAIRED WITH SAME DAY SERVICE
ASK US ABOUT OUR CONDITIONAL GUARANTEE
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GEORGE MISBEEK - Owner
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917 EMBARCADERO del NORTE (ON PARDALL) ISLA VISTA

PDQ'S FLYING PIZZA

COUPON OFFER

**\$1⁰⁰ OFF
ANY LARGE PIZZA**

PLUS 1 FREE QUART OF COCA COLA
EXCEPT PLAIN CHEESE • OFFER GOOD THRU SUNDAY, FEB. 28
PDQ'S FLYING PIZZA
928 EMBARCADERO DEL NORTE • I.V. • 968-4644

COUPON OFFER

**\$1⁰⁰ off
ANY LARGE PIZZA**

EXCEPT PLAIN CHEESE • OFFER GOOD THRU WED. MARCH 31
PLUS 1 FREE QUART OF COCA COLA
PDQ'S FLYING PIZZA
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COUPON OFFER

HAVING A PARTY OR EVENT?

\$20⁰⁰ off

ANY \$100 ORDER DELIVERED IN I.V. OR UCSB
PDQ'S FLYING PIZZA
928 EMBARCADERO DEL NORTE • I.V. • 968-4644

COUPON OFFER

25¢

BOTTLE OF BEER or 1.50 SIX PAK
WITH PURCHASE OF LARGE 3-ITEM PIZZA
Offer good thru Sunday, Feb. 28 • Not Good when pizza is delivered

PDQ'S FLYING PIZZA
928 EMBARCADERO DEL NORTE • I.V. • 968-4644

COUPON OFFER

25¢

BOTTLE OF BEER or 1.50 SIX PAK
WITH PURCHASE OF LARGE 3-ITEM PIZZA
Offer good thru Sunday, Feb. 28 • Not Good when pizza is delivered

PDQ'S FLYING PIZZA
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**WE DELIVER FREE
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WE MAKE HOT DELIVERIES

*SOFT DRINKS
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RADIO DISPATCHED TRUCKS
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hair design for men and women

Present this coupon & receive a complimentary conditioning treatment with your haircut. Please mention this offer when you call for an appointment.

\$6.00 Value (offer expires 2-27-82)

apacé
hair design for men and women

To Look Good is to Feel Good...
The Ultimate is within your reach!

By Appointment 687-6488

3206 State Street
Santa Barbara

COUPON OFFER

Buy a Beer & Get a Free Bagel

Good with this coupon thru February 28
I.V. Store only

COUPON OFFER

Get a Free Bagel with the purchase of \$1 or more

Good with this coupon thru February 28
I.V. Store only

COUPON OFFER

\$2⁰⁰ OFF GUITAR STRINGS

MUSIC GALAXY • 3987 STATE ST. • S.B.
LIMIT ONE PER CUSTOMER OFFER EXPIRES FEB. 17, 1982

COUPON OFFER

\$3⁰⁰ OFF DISCWASHER

Reb. \$16.50 NOW \$13.50 with coupon

MUSIC GALAXY • 3987 STATE ST. • S.B.
LIMIT ONE PER CUSTOMER OFFER EXPIRES FEB. 17, 1982

COUPON OFFER

YANAH SWIMWEAR

20% Off ANY BIKINI

EXPIRES FEBRUARY 28, 1982
10 STATE STREET • SANTA BARBARA • 966-2848
OPEN 11-5 MON-SAT

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YANAH SWIMWEAR

20% Off ANY ONE PIECE SWIMSUIT

EXPIRES FEBRUARY 28, 1982
10 STATE STREET • SANTA BARBARA • 966-2848
OPEN 11-5 MON-SAT

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15% Off CHAMOIS BIKINIS

BY SLIGHTLY SAVAGE
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THE NEW YORK BAGEL FACTORY

"The Best Bagels, Cream Cheese, Smoked Fish & Deli In North America..."

Now in Isla Vista...
966 Embarcadero Del Mar
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Now Featuring...
Ice Cold Beer every day
Dancing to Live Music in "THE CLOSET"
Friday & Saturday Nights

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YANAH

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50¢ OFF
ANY PACKAGE OF STEAK
 LIMIT 2 • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
 915 EMBARCADERO DEL MAR
 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

COUPON OFFER

DOES NOT EXCEED
25% FAT

50¢ OFF
ANY PACKAGE OF
GROUND BEEF
 Pruitt's Village Market
 915 EMBARCADERO DEL MAR
 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

LIMIT 2 • COUPON GOOD THRU FEB 10, 1982

COUPON OFFER

50¢ OFF
ANY READY MADE SANDWICH
 LIMIT 1 • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
 915 EMBARCADERO DEL MAR
 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

COUPON OFFER

3 lb. BAG of APPLES 50¢
 RED OR GOLD
 LIMIT 2 BAGS • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
 915 EMBARCADERO DEL MAR
 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

COUPON OFFER

\$1.00 OFF
1 LB. SLICED TURKEY
 LIMIT 2 POUNDS • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
 915 EMBARCADERO DEL MAR
 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

COUPON OFFER

SMACK RAMEN
15¢ EACH REG. 29¢
 LIMIT 10 PACKAGES • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
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 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

COUPON OFFER

SHASTA'S REG. or DIET
5/\$1.00 + tax REG. 33¢ EACH
 LIMIT 10 CANS • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
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 968-1316 • Deli 968-8107 • Open Daily 8 am to midnight

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16 oz. Laura Scudders
PEANUT BUTTER \$1.45
 NUTTY OR CREAMY
 LIMIT 1 • COUPON GOOD THRU FEBRUARY 10, 1982
 Pruitt's Village Market
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Pruitt's

Village

MARKET

OPEN 8 AM UNTIL 12 MID

Meet your
 friends at
**Village
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More
 of them
 are
 shopping
 there
 every day.

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COUPON OFFER

15% OFF SHOES

Nike•Adidas•Puma•New Balance
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APPLIES TO REGULAR PRICE MERCHANDISE ONLY
CANNOT BE COMBINED WITH ANY OTHER DISCOUNTS

GOLETA SPORTS CENTER

COUPON OFFER

**25% OFF SPORTIFF
HIKING SHORTS**

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APPLIES TO REGULAR PRICE MERCHANDISE ONLY
CANNOT BE COMBINED WITH ANY OTHER DISCOUNTS

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COUPON OFFER

**\$200 OFF ANY
SWEAT CLOTHING**

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APPLIES TO REGULAR PRICE MERCHANDISE ONLY
CANNOT BE COMBINED WITH ANY OTHER DISCOUNTS

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COUPON OFFER

**\$10⁰⁰ OFF MOTHER KAREN
WINDSHIRTS**

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APPLIES TO REGULAR PRICE MERCHANDISE ONLY
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15% OFF SKI JACKETS

White Stag•Powderhorn Mountaineering
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COUPON OFFER

**15% OFF FOOTBALLS • SOCCERBALLS
BASKETBALLS • VOLLEYBALLS**

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FREE STRINGING

with the purchase of any tennis frame
Wilson•Prince•Head•Dunlop
Donnay•Spaulding

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15% OFF Baseball • Softball Gloves

Rawlings • Wilson • Spaulding • Mizuno

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GOLETA SPORTS CENTER

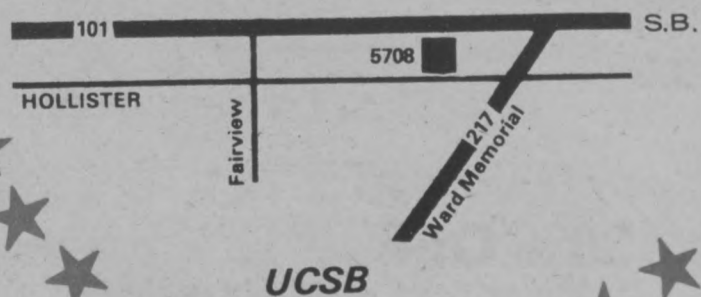
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- Vuarnet
- White Stag
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Winning Ways

**COUPONS GOOD
FEB. 3 THROUGH FEB. 10, 1982**

5708 Hollister



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Casualwear for Guys 'n Gals

LEVI'S® BASIC JEANS
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- Straight Leg Denims • 646-0217 - Denim Flares

13.87 pr.

With coupon. Coupon effective Thurs., Feb. 4 thru Sun., Feb. 14
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**BUY AS MANY
AS YOU WISH**

COUPON OFFER

Theelin's
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**ENTIRE STOCK
MEN'S / BOY'S SHIRTS**
Ocean Pacific • Off-Shore • Kennington • Puritan • Arrow
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AS YOU WISH**

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AS YOU WISH**

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Santa Barbara
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AS YOU WISH**

COUPON OFFER

**Theelin's
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FOOTWEAR, RUNNING, COURT SHOES**
Adidas • Nike • New Balance • K-Swiss • Foot-Joy
Keapa • Tiger

20% OFF REG. PRICE

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30% OFF REG. PRICE

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Mon-Fri 10-9, Sat 10-6, Sun 10-5

**BUY AS MANY
AS YOU WISH**

COUPON OFFER

**Theelin's
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**MEN'S / WOMEN'S
SHORT SPECIAL**
Casual and running shorts by Dolfin, Sub-4, Ocean Pacific,
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30% OFF REG. PRICE

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AS YOU WISH**

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Casualwear for Guys 'n Gals

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**Theelin's
Santa Barbara
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189 N. Fairview - Fairview Center - Goleta - 964-9663
Mon-Fri 10 to 9, Sat 10 to 6, Sun 10 to 5