

PORTAL

Friday, October 23, 1981

magazine



PORTAL magazine

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Bargain Hunting Around S.B.: Tips for Penny-Pinching Students

By CAROLE PRIETTO

How many times have you called home — collect of course — and asked your parents to send money? How many times have they replied, "Where does all your money go?"

The answer to both of these questions, for most people, is many times. As students, we face the unique situation of having to live away from home with a lot of expenses and a limited budget. So how do you make your money go a long way? Well, let's face it. Some costs, such as rent, are fixed, but others, such as books, clothes and entertainment expenses are extremely variable. Here lies the answer:

Few things empty out the pocketbook faster than the beginning-of-the-quarter book rush. Hardest hit by this phenomenon are the math, science, and econ majors, whose books are invariably hardbound, thick, and numerous.

One easy way to cut costs drastically is to buy used books. Isla Vista Bookstore specializes in used book sales, offering savings of 25 percent and more for clean used textbooks. The UCen Bookstore also sells used books for less than new ones. They will also buy back books all year round, with the price determined by the condition of the book, the number of copies already on hand, and whether or not it will be used next quarter. One other method particularly effective if you have a lot of contacts is to simply borrow books from people who have taken the classes before. Hey, we're all in this mess together, right?

When it comes to notebooks, the only way to go is with multiple subject notebooks. They are cheaper than three-ring binders which require filler paper and less wasteful than single subject notebooks. How many people actually use all 80 sheets of a typical single subject notebook anyway?

Getting a good deal on clothes is simply a matter of comparison shopping. If you are not into such items as Jordache jeans, Lacoste shirts, and Sperry Top-Siders, you have already saved a bundle. Other ways to save include making your own clothes (if you have the time, talent and equipment), shopping at department stores (instead of places which carry only Levi's and O.P. for example) and factory warehouses and surplus stores. Discount stores in the Santa

Barbara area include Yellowstone Clothing Company in Isla Vista, Roberta's Clothesline and Glad Rags Reborn in downtown Santa Barbara.

If you are into the big names you can still indulge your tastes and not come away with an empty checkbook. One way to do this is to buy out of season, i.e. coats in the middle of summer, and buy when the stores are clearing out merchandise to make room for next season's stock. Taking advantage of sales is always a good idea especially when clothes shopping. Many local businesses, including Southwick's, Sportswear Limited, The Put-On, and the UCSB Bookstore have sent coupons out to UCSB students offering discounts on their products and services.

Many people believe that the words "sale" and "tacky clothes" are synonymous. This is not necessarily so, and sales, especially in mid-summer and winter, can mean a gold mine in savings. Southwick's current coupon sale includes bargains on names such as Levi's, Ocean Pacific, and Off Shore. The Put-On features bargains on designer names such as Calvin Klein (\$38.97), Sasson (\$33.97), and Sergio Valente (\$32.97) for those who redeem its coupon.

The swap meet can lead the devoted spend-thrift to all sorts of bargains on clothes, furniture, household goods, books and other odds and ends that the seller believes might be worth something to someone. The swap meet here in Goleta is held every Sunday at the Twin Drive-in. Early risers can usually get the better bargains in the morning. Most of the vendors start to pack up early in the afternoon.

Buying food, whether to supplement the offerings of the dining commons or for your apartment refrigerator, is also a matter of comparison shopping. The Country Store, Isla Vista Market, Pruitt's and Fed Mart vary widely in their prices. Because of its size, Fed Mart is able to offer the best buys of the group, but I.V. Fud Coop costs even less.

What it comes down to is using common sense and having patience enough to look around for the best buys. It is worth the effort involved. Your money will go farther and your parents will instead be asking, "Why haven't you been calling?"

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Santa Barbara's Balloon-O-Grams Offers Extraordinary Delivery Services

tionery, complimenting a store employee on the selection.

One is continually aware of the high degree of pandemonium and noise throughout the store. The ringing cash register, the clatter of store merchandise being picked up, examined and replaced or purchased, as well as conversations between employees and customers, create an atmosphere of fast-paced commotion.

In addition to the obvious popularity of the actual store, there exists yet another reason for the business's outstanding success. Balloon-O-Grams offers a singularly different delivery service which provides a card, a bouquet of balloons and a short serenade.

There is one variation which distinguishes Balloon-O-Grams from similar companies: a person in a gorilla costume can conduct the delivery. A variety of ape outfits are available to suit whatever the occasion—Dolly Parton Gorilla, Fairy God Gorilla, Playboy Bunny Gorilla, Surfer Gorilla, Tazan Gorilla or Tuxedo Gorilla, complete with harmonica and kazoo serenade.

In addition to the Gorilla, Balloon-O-Grams can also furnish Bellygrams (a six to eight minute dance done by one of the company's two female dancers), Operagrams (a six to eight minute performance done by Binder, dressed as one of the characters from a Wagner Opera), and a Male Exotic Dancer, dressed in black satin pants and vest, with a gold sash.

Balloon-O-Grams also coordinates with a local costume store so that they are able to facilitate any character a customer may request.

"Whatever the character, we should have a costume to match it," explains Noel Walsh, the Balloon-O-Grams employee who performs as the Gorilla and any other character required by customers.

"The Gorillas have been our staple, but we also get a lot of calls for the belly dancer. And Bryan (the Male Exotic Dancer) has become very popular," states Binder.

"For the students at UCSB we recommend the Surfer Gorilla," counsels Binder. "He wears a tank top, Hawaiian shorts and carries a Belly Board. He sings Beach Boys songs which have been adapted...Let's go catch some waves!" she mimicks in the stereotypical Californian drawl and snapping fingers.

"For UCSB students, we recommend the Surfer Gorilla."

"The reason why our programs are the length that they are is that the gleam of being embarrassed starts to wear off after six to eight minutes... a "Ta-Ta!" then, "Who was that masked man?"...Leave them with their breath half taken away," grins Binder.

Collins once again takes up her position in front of the store as a young boy in striped overalls sits entranced with her every action.

"Wanna wind him up for me? He spits a lot of fire, doesn't he? Wow!" Collins exclaims as she places a plastic wind-up Godzilla at the boy's feet. He momentarily shys away, but is soon keenly watching every movement of the marching beast.

"What we have here is basically stocking stuffers, all for under \$2.50," gestures Collins while keeping an eye on the youngster. "For Christmas I'll be having an entire line of toys, the old-fashioned kind, all for under \$5.00"

She demonstrates a few of the items to nearby spectators before returning to the cash register. Once behind the counter, she dons a head ornament which gives the appearance of an arrow sticking through her skull, much to the amusement of the shop's customers. She then grabs three balloons from behind the counter, and quickly winds them around the arm of a T-shirted teddy bear situated in the middle of the shop.

Almost simultaneously Collins unties a slightly deflated mylar fish-shaped balloon from one of the shirt racks and swiftly restores the balloon to its former buoyancy with a jet of helium. This done, she scurries to the store entrance, where she rearranges half a dozen heart-shaped mylar balloons, red and silver, blue and silver, green and silver, rainbow and silver, and purple with red lips and silver.

Binder looks around her and chuckles, "With a complete delivery service, a balloon shop, joke shop and T-shirt shop all under one roof, it tends to get chaotic. If you get ulcers very easily, you shouldn't be here."

Prices for Balloon-O-Grams delivery service range from \$25 to \$35. A T-shirt delivery (when the staff member does not wear any formal costume) includes a dozen balloons a card and a song. Supplements such as champagne, croissants, and candy can augment each delivery. The Gorillagrams,

Operagrams, Bellygrams and Male Exotic dancers range in cost from \$30 to \$35. A customer may also hire a professional clown through Balloon-O-Grams at a slightly higher price.

Bryan Schumuacher, Balloon-O-ras Male Exotic Dancer who performs a "Disco-type of dance," according to Binder, has two variations of his act. "You can have him for \$35 with it (his costume) all on, or for \$75 with it all off," when Schumuacher strips down to a Speedo swimming suit.

Balloon-O-Grams usually requires 24 hours prior notice in order to coordinate their deliveries, but, as Binder explains, "We do get

panicked people calling only three or four hours in advance...Sometimes even long distance calls from Washington D.C. and Indiana. We can't guarantee anything but we try."

"We're somebody's gift to someone else, so we have to be special. If anything goes wrong, we give them (the clientele) their money back," continues Binder.

"We've been known to do a lot of crazy things around here," Collins muses as she gestures towards the store entrance. "People will see one of our staff members doing something or walking around with a dozen mylar balloons and say, 'That must be Balloon-O-Grams!'"



The Balloon-O-Grams staff dons a variety of costumes for their personal delivery service.

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The Joy of A Banking Gourmet Guide to Saving Money

By SANDRA THOMAS

If you want a bank you don't have to think about, the solution is very simple: become rich. With a substantial sum of money to your name, any bank will be eager to perform dozens of useful services for you. After all, it takes your money for the banks to make theirs.

If on the other hand, you do not have a great deal of money, you will most likely end up paying for the privilege of being poor no matter which bank you dicker with.

When it comes down to making a decision about where to invest your meager savings, it might seem like all banks are alike. They all have the slick, undecipherable logos of their initials, the same legal restrictions on interest rates, and they all cluster together along the same shopping thoroughfares.

In the end, it boils down to questions of convenience, service and personality — both yours and the banks'. In case you're wondering if you made the right decision when you chose your bank, here is a brief look at just a few of the local moneychangers.

Bank of America (935 Embarcadero Del Norte): The Isla Vista branch of the Bank of America has had a historic allure ever since the student attack on the bank put Isla Vista into the national limelight over a decade ago. Long-time I.V. residents often describe time in terms of B.B. (Before Burning) and A.B. (After Burning). The fortress-like structure that rose out of the ashes is popular among UCSB students for two reasons:

First, it is the only bank in Isla Vista and thus tops all other banks in convenience.

Second, Bank of America attempts to accommodate students by offering relatively low charges or its checking and savings plans. With a B. of A. checking account you pay \$2 a month if your minimum daily balance is less than \$200, \$1 for a balance between \$200 and \$399, and two bits for a balance between \$400 and \$499.

After that, you're charge free except for the 15 cents it takes to cash a check. You can opt to pay 35 cents for each check and avoid any maintenance charge, or if you're the kind of person who writes a bookful of checks each month, you can pay a flat monthly fee of \$4 regardless of how many checks you write or the balance in your account.

B. of A. particularly recognizes the student tendency to overdraw, charging only \$1.15 per bounced check while other banks charge from \$5 to \$8.

The bank also offers a clever service called Instant Cash Overdraft Protection, with two methods of saving your fat from the fire when you bounce a check. With the possession of a B. of A. Visa or Mastercard account, everytime you bounce a check the bank will transfer money from your other account to cover it. This sounds pretty neat, but you still end up paying for the check eventually and B. of A. tacks on a charge for their rescue efforts.

If you have a checking account with B. of A. they will establish a slow leak from your savings account to your checking account to cover overdrafts and maintain a higher minimum balance — and there's a 75 cent fee for every transfer).

As for the personality of Bank of America, the long lines and colorful reputation of the bank have led some students to suggest that the attractive round tiles on the side of the building are also functional as gun mounts.

Santa Barbara Savings (270 Storke and 5887 Hollister): The Storke branch has a spacious, earth-toned decor with free coffee and occasionally some sort of munchies available. S.B. Savings is just a short hop down from Union Bank, and both are an easy bike ride from Isla Vista and close to Fed Mart.

Santa Barbara Savings' passbook accounts provide unlimited deposits and withdrawals free of penalty. Four checking plans are available based on \$100, \$500 and \$1000 minimum balances, and service charges range from \$2.50 to \$5. Check cashing costs 20 cents for checks under \$100.

"Without a great deal of money, you may end up paying for the privilege of being poor."

The Union Bank (290-A Storke Road) is an unimposing, modest bank with space age drive-through tellers where you send your transactions underground in little canisters. Union Bank has a \$300 minimum daily balance for maintenance-free checking (otherwise the charge is \$4) and minimum daily balance of \$1,500 for interest on checking accounts.

Barclay's Bank of California (5827 Hollister Ave.) is close to the bus transfer station and a bit more challenging of a bike ride. Personal checking accounts are assessed a 75 cent monthly maintenance charge plus an additional 11 cents for each check. The fee is waived only if the checking account balance remains above \$300 or if you own a Gold Passbook Account of \$1,000 or more.

Barclay's stresses consolidating your accounts to keep minimum balances up more than most other banks, allowing you to use 6-month money market certificates and 2.5 year investment certificates to qualify for minimum balance requirements.

The most unique service at Barclays' is their Touch Signature Endorsement System, whereby you endorse your checks with your finger print. Using a quick and clean one-touch system, you supply a form of identification that no one can copy.

Moving to a bank over the freeway and into the heart of Goleta restricts the convenience of those students without motorized transportation, but the variety of sizes and styles of the banks greatly increases here.

Far West (5902 Calle Real) is about as far west as you would want to go. In the lobby stand life-sized cardboard cut-outs of Dale Evans and Roy Rogers urging you to bank with this institution.

The bank and the Goleta Chamber of Commerce are in the same building, and



sometimes it's hard to tell when you're in one and out of the other from the barrage of cheery "May we help you?" smiles and free gift offers for various banking plans. Far West offers charge-free checking with a minimum balance of \$1,000 but below that it's a stiff \$5 charge. Their passbook savings account does offer unlimited withdrawals, however.

What Far West begins with its western motif, Mission Federal Savings (197 Fairview) completes; recently tellers and bank officials were dressed in western garb in the spirit of Frontier Days.

There are real flowers on the tables, a trophy case promoting the 4-H Club, a best sellers lending library and free coffee. Mission Federal has Saturday hours and a number of free services such as travelers' checks with no minimum balance required. Again, it's not exactly a student's bank, but if your tastes run towards the cute and homey, the place has personality.

Across the parking lot from Far West, Crocker Bank (195 Fairview) has the lowest service charges of the local banks. Fees include a low 13 cent charge per check, a \$1.25 charge for accounts that fall below \$100, and progressively cheaper charges for larger minimum balances. Crocker stands as a middle-of-the-road bank without the hype of some and yet with nice fringe benefits like an automated teller.

Security Pacific (5892 Calle Real) and Santa Barbara Bank and Trust (299 N. Fairview) offer checking services which are very fair, but not designed for the college student. Their checking plans are fraught with minimum balances and steep penalty charges. S.B. Bank and Trust charges \$5 a month for their checking plan if your minimum balance is less than \$300. Security Pacific charges a \$1.50 maintenance charge for an account that is less than \$300.

For the client who enjoys withdrawing money from his savings account, Security Pacific has a discouraging withdrawal restriction limiting the saver to only two withdrawals per month before a penalty is tacked on. These banks have efficient service and reasonable checking plans, but they are not always suitable for the fluctuating financial status of a student.

Ranging even farther afield, First Interstate (5820 Calle Real) recognizes that people love to gamble and play games, so they're offering a sweepstakes to promote their new Day and Night Automated Teller. Every time you make a transaction on the automated teller, your name goes into the sweepstakes drawing. The grand prize: a trip for two to London and all the cash you can withdraw from the Day and Night Teller in five minutes.

To do any banking there without penalty you need a minimum monthly balance of \$600 for a checking account; otherwise the charge is \$2 per month. First Interstate has a 20 cent charge for check cashing, but they do offer separate checking accounts for college students with a monthly \$2 charge for each month the account remains open.

The further into suburbia one ventures, the more banks gear toward older age brackets than transient students. A great place to visit is the Bank of Montecito (5658 Calle Real). The name alone should give you an idea of the clientele, and the atmosphere might encourage you to complete your business major.

The Bank of Montecito definitely has the most sophisticated of all local bank interiors, with its heavy polished furniture and perfectly placed potted palms. The somber decor reflects the conservative tastes of Santa Barbara's elite and exudes the peace of posh dens and personal libraries. On the counter are free editions of Senior World newspapers. There are no tacky slogans or free coffee in sight. They don't need to charm you; you're there because you have tracked the scent of dignified wealth.

You need a \$600 minimum balance to escape charges in the checking account, and with under \$400 you end up paying a \$7 charge. The bank also has an impressive automated teller that makes instant withdrawals seem like programming Wilbur.

These are just a few banks and the closest branches. For more specific information individual banks should be contacted. Looking them all over, I still wonder whether the family tradition of hiding money in a coffee can or under the mattress isn't the simplest and in the end most economical means of deposit and withdrawal.



Long lines and slow service have become associated with many banks.

How Banks "Create" Money by Multiplying Your Investments

By MARTIN COTHRAN

Ever wonder what happens to your money after it's put in the bank? If you're an econ major you might, but many people don't have the slightest idea what happens to money once it's handed over to the teller. Is it all stored in the vault in the back of the bank? No. Does the bank spend it? Not quite.

When you deposit money into your checking account, the bank keeps a certain percentage of those deposits (usually 7 to 22 percent) on hand in "required reserves." These "demand deposits" are the reserves which the Federal Reserve (the Fed) says must be kept ready so that money is available for people who wish to withdraw their funds.

Banks don't keep all deposited money on hand because not everyone is going to come in and demand their money at the same time. Instead, some will want to deposit and some will want to withdraw.

Another reason banks don't keep all deposited money on hand is because it would just sit there and not do the bank any good. Instead, the bank takes the excess reserves (everything but the required reserves) and does one or both of the following: lend the money to businesses or customers, or buy government securities. In either case, the bank makes money on its excess reserves.

Let's say the bank decides to lend the money; then what happens to it? To take an example, say you deposit \$5,000 into your checking account. If we assume that the bank is subject to a required reserve rate of 20 percent, then the bank must keep \$1,000 (20 percent of \$5,000) on hand, and the other \$4,000 can be lent out.

Then say Customer A happens to want to borrow \$4,000. The \$4,000 is transferred out of your demand deposit (although officially your balance remains the same) into Customer A's demand deposit. In effect, the bank has created money.

Since the money supply is measured by the sum of all coins, currency and demand deposits in the economy, the \$4,000 loaned to Customer A was "created" by the \$5,000 you deposited. There are now \$9,000 in demand deposits as a result of your original deposit.

Now let us assume that customer A buys something with the \$4,000 from Customer B, and pays for his purchase with a check. Customer B deposits his check in his own bank, Bank B. Bank B "cashes" the check with the Federal Reserve, which acts as the bank's bank, and the Fed transfers \$4,000 in funds from its account to that of Bank B. Then the Fed demands payment from your bank, which transfers \$4,000 out of customer A's account to pay the Fed.

What then does Bank B do with the \$4,000 deposited by Customer B?

Well, since we said that the required reserve rate was 20 percent, Bank B must keep 20 percent of the \$4,000 (\$800) on hand to meet its other customers' withdrawal demands. The remaining \$3,200 can be used to make further loans, so Bank B can "create" another \$3,200 to circulate throughout the economy.

This process, called the "multiplier effect," continues until there is no money left to be loaned out. The money you deposit is "multiplied" throughout the economy; in our example, the original \$5,000 you deposited would eventually mean that \$25,000 was injected into the economy. The multiplier in this case, since the required reserve ratio was 20 percent, was 5 (25,000/5,000 = 5).

The same thing would oc-

cur if instead of lending the money, your bank bought government securities. In this case the bank would take the \$4,000 left over after taking out the reserve requirements and buy, say a bond, from Corporation A. Corporation A would deposit your bank's check in its bank, Bank C, which would collect from the Fed. The Fed then collects from your bank.

So Bank C has \$4,000, \$800 of which must be kept on hand, with \$3,200 left to loan out or buy securities. \$4,000 has again been "created" and the process continues just the same as when the bank loaned the money. Your \$5,000 will again, somewhere down the line, turn into \$25,000 for the economy.

If the Fed lowered the required reserve rate, the amount of money that your original deposit is allowed to create would be raised; conversely if the Fed raised the amount the bank must keep on hand, it would be lowered. This is because each bank would be allowed to keep less and loan more, or buy more securities.

If the Fed wants to keep the supply of money from growing to slow inflation, it may raise the amount banks must keep on hand. But if the Fed feels it should ease up on its tight monetary policies and let the money supply expand, it can lower the required reserve rate.



Local banks provide a variety of services

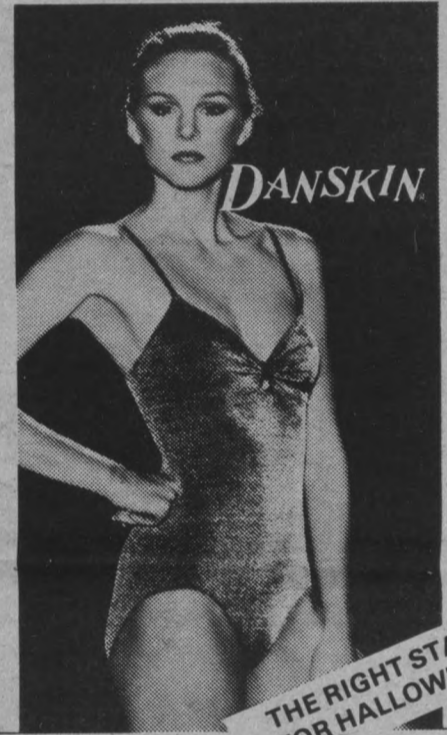
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EVERY NIGHT'S A FRIDAY NIGHT AT THE BEACH HOUSE!

One Last Word: Rolling Stones Rock Coliseum

By KATY PARKS
Friday night, Oct. 9, 1981, at the L.A. Coliseum was a patriotic celebration of the fusion of black and white, Old World and New World which has landed rock and roll permanently in American culture.

The magic of the Rolling Stones, probably the number one rock band today, complimented by the J. Geils Band, George Thorogood and the Destroyers and Prince led a spectacle which commemorated the crystallization of this musical trend. It also proved that rock and roll bands can ride with the contemporary tide and progress musically, even after nineteen years.

The concert, a phantasmagoria of lights, colors, peoples and excellent sound began the night before, when dedicated fans began to line up outside the Coliseum in order to obtain choice seats in the festival arena. At 10 a.m. Friday, the gates opened and the excited 88,000 ticketholders were allowed to enter into the whimsical kingdom of rock and roll.

The stage set up at the far end boasted fluorescent pop

symbols of the age—a yellow radio, a neon American flag, a car with hypnotically-bright wheels—and was backed by dancing banners and flags. The stars' entrance was covered with a white and yellow awning alluding to a circus tent. One felt that one had entered into a Disney-esque ether-world and was not sure when one would get back to reality.

In return for the wonderful trip out of the mediocrity of everyday L.A., the crowd behaved themselves relatively well. Aside from the usual over-excited fans outside the gates throwing bottles and inside jettisoning t-shirts, the flock maintained their respectability.

This probably had a lot to do with the fact that the concert directors kept the crowd from getting drunk. This enforced restraint only served to intensify the explosion of energy that came about during Hendrix' rendition of the national anthem, full-speaker, at the end. And it was the kind of ecstatic pleasure that did not leave one with a hangover.

Mick Jagger, the Stones' lead singer, mastered the

ceremonies from their initiation, hours before his physical entrance. The mystical energy his name charged was enough to raise the event to the level of iconoltrix ritual. When he finally appeared at approximately 6 p.m., "starting up" with "Under My Thumb," the crowds bowed down as if to a god. Although he performed to their expectations, prancing and posing with his revolutionary style, his aura seemed to have been somewhat transformed.

Gone were the grotesque maneuvers, shocking gestures, bawdy garb and basically rude, barbaric character of the '60s-mid-'70s. These had been compiled with the intent to blast the audience into subservient respect. Here Mick had adorned the familiar and well-loved outfit of another species of American icon, the football star, and warmed up to his fans through their hearts, like mom with her apple pie.

Although the group did not choose to play the song Friday, its atmosphere seemed to allude to the old fav,



Photo by Greg Hazard

"Respectable." "...Now that we're pillars of society," it said, "we don't worry about the things we used to be." In whimsical canary and white, Jagger bounced around the stage like a child in fairyland, joyous and uncontrollable in his good fortune and generous in his love. He was "Waiting on (his) Friends(s)."

The Stones' show, lasting two hours and four minutes,

was a retrospective of their music of the past 4-5 years, sprinkled here and there with an old mainstay such as "Let it Bleed," "Star-fucker," "All Down the Line," and the encore, "Streetfighting Kid." When "Just Around Midnight" burst out about halfway through the show, a friend leaned over to me and said, "That's the first time I've heard a band do that

song right." "She's so Cold" from *Emotional Rescue*, "Miss You," "Shattered," and "Beast of Burden" were included along with "Neighbors," "Hang Fire," and of course, "Start Me Up" from *Tattoo You*, the Stones' latest album. Keith Richards, rhythm guitarist, sang his traditional solo (this time "Miss T-A" from *Tat-* (Please turn to p.8A, col.1)

TICKETS ON SALE MON. OCT. 26

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Wondering What to do With Extra Money Under Your Mattress?

By TIFFANY CAVALIER

When everyone grows up, there always comes the inevitable question, "What would you want if you had three wishes?" I struggled with that question for many years, and after deciding that the first wish would be for health, and the second wish for happiness, I came to the brilliant conclusion that the last wish would be for three more wishes.

Everyone I told my three wishes to informed me that the last wish just could not be. Well, who did they think they were anyway, the genie in the bottle? I was finally convinced, however, that I should come up with a conclusive final wish.

Of course health and happiness are very arbitrary in everyone's mind, but money is not. And once someone has health and happiness, can't money buy everything else? You bet it can!

Now I wasn't talking about a couple thousand dollars, or even a hundred thousand. My idea of money was one billion (that's with nine zeroes) tax-free dollars. Any whole fraction of that figure would have been fine with me, but as long as I was wishing, I figured "Why not?"

After tiring of the idea of having three wishes, I set my mind to work trying to figure out what I would do with all my money. The usual things came to mind; the mansion in Pacific Grove, and the one in Connecticut with its very own lake, the one in Malibu and the assorted condos and summer cottages in Palm Springs, Telluride, Cape Hatteras, Santa Barbara, and ??????

Pacific Grove had always been one of my favorites, so I imagined buying all kinds of accessories to go with my mansion. A complete entertainment room, including a great stereo system, a video tape recorder and camera, a video disk player, a large

screen t.v. and additional 24" monitors to see what else happened to be on. Fine furnishings, including all hardwood furniture and magnificent artwork hanging on the walls.

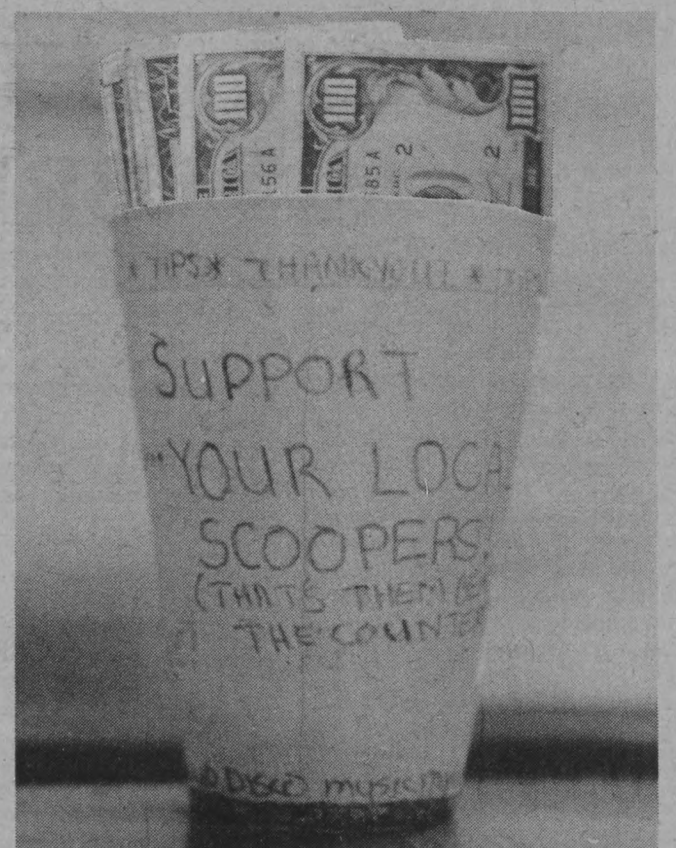
Of course with so many fine residences, I would also need a nice car. Lamborghini's are all right, but I tend to be a bit more conventional when it comes to my autos. I'd prefer a Mercedes 300DS for long cruises, and a 55' T-bird for local jaunts into Carmel. The cars might get me to Malibu, or skiing in Tahoe or Mammoth, but I could get really high in a Lear jet; nothing fancy, just something that has a three thousand mile cruising range for those trips across the country when my congressmen need my expert advice.

Once you start these little dreams it seems as if they always become blown out of

proportion. The little things like pools and jacuzzis, ski boats and sloops, cameras and watches, diamonds and gold, all seem to be so incidental. It always appears as if everywhere you go, everyone has them. So, why not be original, or at least semi-original?

I'm not really one who enjoys seclusion, but a nice vacation on my own private island in the Micronesian chain would be quite nice. I like backpacking, so something with a rather large, extinct volcano might be appropriate.

Since everything costs money, more money is always a nice thing to have. I've always heard that you have to have money to make money. With very general estimates, my real estate acquisitions should make rather nice investments. (Please turn to p.8A, col.1)



Many students share the dream of turning their petty cash into big bucks.

The Student Epicure: Something's Fishy in S.B.

By STEVE BARTH

A new restaurant has opened up in Ott's Old Town Mall with the unlikely name of Something's Fishy Here. And something is definitely fishy.

Stepping into the dark disco decor, a bunch of oriental men waving knives yell at you while beckoning you to come closer. Others in blue sailor suits are banging salt and pepper shakers and setting fires right in the middle of people's tables. And all the time, the Stones are blasting at you from hidden speakers while people eat, actually eat, raw fish! What is this?

Those connoisseurs of far eastern fare accustomed to the more traditional serving styles of restaurants such as Suishin or Kyoto will find something definitely *outré* about Something Fishy. But the last thing that this means is that this new wave eating is anything but good.

With a predominantly young crowd, rock music, lots of sake, and the Benihana-style Teppan shows, Something Fishy is probably the rowdiest Japanese restaurant in California.

First there is the sushi bar. Sushi, as it has been prepared for at least 400 years, is various types of fish and shellfish served raw with a special rice, mustard and seaweed. When the fish is fresh and prepared properly, as it is at Something Fishy, it is very good. Sushi is best when made right in front of you while you sit at a sushi bar.

In the past ten years, the popularity of sushi in California has grown steadily. Santa Barbara has several other sushi bars, but none of this size (about 20 feet long). In addition, each of the five *sushi-itamae* has had at least three years' experience. Our *itamae*, Bobby Nakahira, came from Japan last April via St. Louis in an old VW Bug. He said that while sushi is an art form in Japan, the variety of fish available in America makes

for much better eating.

Teppan, on the other hand, is not traditional Japanese fare. Using a mixture of Japanese and western styles, teppan is meats, fish and vegetables stir-fried on the super-hot grill which is built in to each table at Something Fishy. But while the result is delicious, the taste is only part of the teppan experience.

Like sushi, part of the thrill is watching its preparation. The teppan chefs dazzle you with lightning knife work, fireworks, and juggling in a display that looks almost like ritual except for the fact that everyone is laughing hysterically.

Every dinner at the teppan tables comes with soup and a small western style salad. Sushi is also available at the

tables, including a gigantic assortment called the "Love Boat," but if the sushi bar is busy you may have to wait awhile before your ship comes in.

Manager Jeff Taiji said the aim of Something Fishy was to blend two cultures. "Sushi to me represents the old culture, while teppan is more European. We want to have everything up front, so you know what your getting," he said.

A far cry from the traditional Japanese restaurants trying to create an authentic atmosphere with *tatami* mats and *kimono* dresses, Something Fishy is probably closer to many of the restaurants you would actually find in Japan today. Nakahira said that many sushi bars in Japan would correspond to singles bars



Cooks at Something's Fishy provide mealtime entertainment. NEXUS/Steve Barth

here. This is a good place to put in two words of warning.

Something Fishy is wonderful fun if you're in the mood for wonderful fun. But it's probably not the best spot in town for a quiet,

romantic evening with a first date, especially if you don't know whether or not they'll faint at the sight of raw fish.

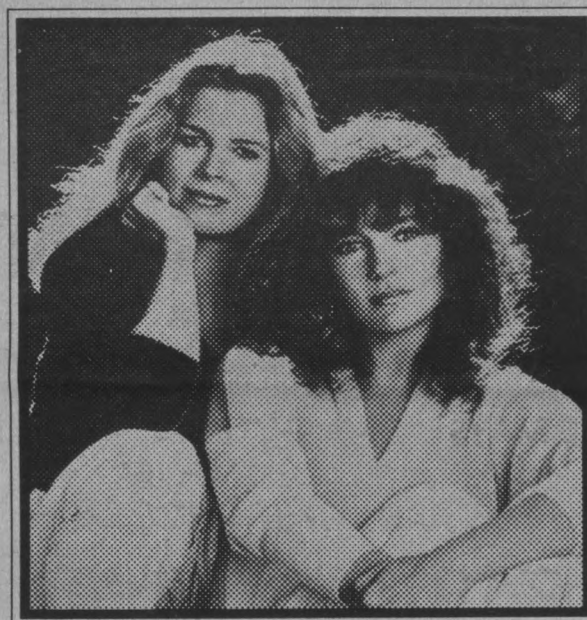
Also, Something Fishy is not overpriced, but it is also not cheap. Don't go unless

you're willing to pay between \$15 to \$20 per person.

Something Fishy is open for both lunch and dinner seven days a week. Reservations would be a good idea.

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ELEGANTLY
RAUNCHY, UN-
EXPECTEDLY
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—Sheila Benson, LOS ANGELES TIMES



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—Liz Smith,
NEW YORK DAILY NEWS

*What's
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Nexus
Worth?*

Have you ever wondered what a single issue of the Daily Nexus costs to print? If so, then today is your lucky day, because what follows is a breakdown of the expenses and revenue for today's 12-page Daily Nexus and this 8-page Portal Magazine.

EXPENSES*

Professional Personal	\$852.00
Printing	693.00
Writers	165.00
Ad Salespersons	150.00
Editors	103.00
Production Personnel	60.00
Syndicates	36.50
Photographers	31.50
Misc. Expenses	483.00
Total	2573.50

REVENUE

Advertising	
Display	\$2428.62
Classifieds	150.00
Total	2578.62

PROFIT

\$ 5.12

* Most figures are reasonable approximations.

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NOW PLAYING AT A THEATRE NEAR YOU

Rolling Stones Rock

(Continued from page 6A) too) with more punch and animation than usual, perhaps a reflection of his rumored "kicking of the habit." Ron Wood on lead guitar, Bill Wyman on bass, and Charlie Watts on drums performed brilliantly as usual, to the delight of all.

But we must not get carried away with the bubblegum sparkle of the circus atmosphere of Friday night. The Stones were not letting us forget where they had come from, who they were, and what they represented. The soul and beast was there amidst the cotton-candy balloons. From the beginning, the concert served to both shred and perpetuate the good ol' American myths, including the delusions that all are created equal and dreams can come true if you wish upon a star.

With Prince we were shown that the black man has been accepted as a part of our society. Not only is his face familiar in nearly every level of society, profession and cultural niche, such as he is in no other country in the world, but his movements, his lingo, his

Money

(Continued from page 6A) though they do tend to restrict one's cash flow.

Owning large amounts of stock in a few companies would be great. The market hasn't been too lucrative these days, so commodities are something else to watch. Notice I said "watch!" My money only goes into strategic metals. You just wait; anyone who can dream up so many ways to spend a billion dollars must know something about money!

A few last things that I wanted to do with my money are donate enough money to Cedar-Sinai Hospital for them to build a new cancer treatment wing and name it after me.

I mentioned wanting famous paintings to hang on my walls, but I'm not one to keep everyone from enjoying art. My collection would not rank with the Norton Simon, Getty, or Huntington collections, so I suppose I would like to see my collection hanging in a nice gallery like the Los Angeles County Art Museum, or the Metropolitan Museum of Art.

Hearst Castle is really a nice place to visit, but I wouldn't want to live there, nor would I want my children to live there. I always wonder what kind life my children would have growing up with so much wealth. Money can be enjoyed when one grows up in a middle-class suburb and learns the value of a dollar.

Going to a private boarding school with a lot of other rich kids would probably breed a couple of little snobs who look forward to their fat little allowance checks and their skiing vacations.

Anyway, with all of these terrific dreams of riches, I would still be happy and healthy without the money (my first and second wishes take care of that), so why not give most of it to charities that can really use the money, and just set up a trust fund for me and my wife and my two kids and live happily ever after on our Malibu estate with three hundred thousand dollars a year. That would be nice.

So would a pound of cocaine.

beat, his sound have infiltrated every part of the white man's world to such a degree that we no longer think of them as "black rhythms." After all, was it not Mick Jagger who let white boys know it was O.K. to move like that?

George Thorogood, following Prince in a logical progression, climaxed the assimilation of what used to be reserved for the black world into the white one. With "It Wasn't Me" and a p a r a - B e r r y "Reelin'N'Rockin'" complete with duckwalk,

Thorogood showed 90,000 Americans what rock and roll is.

And Peter Wolf, Geils' lead singer had the moves down so well that Jagger could possibly look feeble in comparison. Wolf has taken what the Stones began and pressed it to further limits. His leaps and contortions likened him to an acrobat.

"Whammer-Jammer" and "Love Stinks" highlighted their performance with "Where Did Our Love Go?" as encore. At the same time, with the necessity of differentiation between "black" and "white" rhythms in description of the bands' songs, we

understood that true homogenization has not occurred.

During this six hour concert, we were also reminded of our heritage—the Old World of England. We can not forget, the performers seemed to be saying, that without a mother country to spew us forth into the world, we could not have grown into what we are today, the New World, the U.S. of A. And neither could American sound.

The Stones, like the Beatles, are immigrants, but everyone knows that. They have been here so long that most people forget they are British. But Prince, a band

that is more nearly just off the boat, brings us closer to our roots once again. Mick waved around flags of the two countries in the final set, bringing to the audience this more subtle theme.

It was the magical figure of the Rolling Stones, however, that made the concert what it was—a ritual devoted to the worship of our apple pie gods. As Richards said "She's my little rock 'n' roll..." he pronounced the general adoration he, Jagger, Woods, Watts, Wyman, Geils, Wolf, Thorogood, plus all the paying crowd, and all listening America feels about their music.

Rock and roll is no longer just a trend, it is a world, a fantasyland with kings and queens and princes, heroes and anti-heroes. It is a means of escape from the often mundane American life, as well as a means of getting in touch with reality. Jagger is as cynical as he is a believer. The fantastical journey rock and roll can take us on is perhaps a transcendence. It may be "Just Imagination," but what is so wrong with that? Isn't America also, in a way? And what is wrong with that?

Nothing, as Friday night at the Coliseum proved.

the movies



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RYAN O'NEAL JACK WARDEN
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