

**COME SEE WHAT DOWNTOWN
HAS TO OFFER!**



Downtown
SANTA BARBARA



NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE
 NOTICEABLE

NOTICEABLE!

EVERYONE
 ASKED US
 HOW WE COULD
 MAKE THE
 STATEMENT
 "PICCADILLY
 IS
 FASHION"


SO...
 WE DECIDED
 TO GIVE THEM
 SEVENTEEN
 17 GOOD
 REASONS:

- BALLOON-O-
- GRAMS
- BIRKENSTOCKS
- CHANGES
- CUTS, ETC.
- KHANS
- NAKED SCENT
- ORIENT
- IMPORTS
- PICCADILLY
- GOLD
- RUMOURS
- SHADES OF
- SANTA BARBARA
- SHOOZE
- STUDIO 2
- SWEPT AWAY
- TINY
- TINKERER
- THE UPSTAIRS
- WINNING
- WOMAN
- YOLANDAS

SO, AT THE
 RISK OF
 REPEATING
 OURSELVES
 WE MUST
 AGAIN INSIST

PICCADILLY
IS
 FASHION!

 **PICCADILLY SQUARE**



Whatever
The
Season
Or
Occasion,
Rumours
Has The
Look
You
Love

"For Absolute Angels Only!"

RUMOURS

In The Heart Of Piccadilly Square

WHITE HOUSE
OF SANTA BARBARA

Students
(With UCSB I.D. Cards)

**ALL
LEVI'S**

Levi's

**20%
OFF!**

Saturday Only!
April 16, 1983



WHITE HOUSE
OF SANTA BARBARA

717-719 State Street 966-3149
Parking Behind Store



**Sure, Ace's of Goleta is discount...
but check out Ace's Downtown for the
largest selection of California Wine in town!**

**plus: a fine selection of imported and domestic
beers! a full line of spirits, cordials, apertifs, and
liquors! imported and domestic champagnes!**



Ace's
1104 Chapala St. 965-5527

Open 7 days a week
Mon-Sat 7-Midnight
Sundays 9-11pm

1/2 PRICE ON STRINGS!

with this coupon
Expires May 1, 1983

Rockman Amps
—In Stock—

Ovation Guitars
—35% Off—

Takamine Guitars
—40% Off—

J.B.L. Equipment
—In Stock—**CHEAP!**

Peavey Amps
—In Stock—

Gibson Guitars
—**CHEAP!**—

**All Pedals, Roland, MXR,
Ibanel, Castro Keyboards**
—In Stock and Up To—
—35% OFF!—

Fancy Music

744 State St. Santa Barbara
963-3505

Outfooters



Athletic Footwear & Active Sportswear

1227 STATE, Downtown S.B., 963-1008, Mon-Sat 10-6, Sun 12-5

THE DAILY NEXUS OF DOSE

Outfooters

\$500 OFF ALL **ATHLETIC SHOES**

REG. PRICE ONLY

Good All Day Sat. April 16, 1983

ONE COUPON

THE DAILY NEXUS OF DOSE

Outfooters

15% OFF ALL SHORTS, & SWEATS

REG. PRICE

Good All Day Sat. April 16, 1983

ONE COUPON

PRE-MOVING SALE

RUSS' CAMERA

1118 State St.
963-9558

Across from J.C. Penney

Downtown
SANTA BARBARA



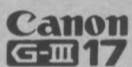
SAVINGS THROUGHOUT THE STORE



Programmed Automation Plus Shutter-Priority Sophistication. System Integration.



Includes Canon U.S.A., Inc. one-year limited warranty/registration card
NOW ONLY \$229⁹⁵



The professional's fun camera.

- Fully automatic exposure control via electronic eye
- Completely automatic flash operation when used with optional Canonlite D
- Built-in self timer
- Manual override of auto exposure system possible
- Exclusive Canon QL quick-loading mechanism



\$119⁹⁵



\$129⁹⁵

- Automatic Focus & Exposure for sharp, bright pictures in any light
- Built-in Pop-Up Flash for indoor shooting
- Automatic Winding & Motorized Rewinding
- New SUPER SURE SHOT features Automatic Loading, too!
- New SUPER SURE SHOT features a fast, f1.9 Canon lens



PROGRAMMED AUTOMATION AUTOMATIC FILM TRANSPORT

\$199⁹⁵



- Programmed automation, nothing to set!
- Automatic film loading and built-in power winder
- Optional Canon Speedlite 244T automatically sets best of three different apertures depending on flash-to-subject distance
- Uses more than 50 Canon FD wide-angle, telephoto and zoom lenses
- Includes Canon U.S.A., Inc. one-year limited warranty/registration card

MINOLTA XGA



GREAT VALUE

W-50-F2
\$149⁹⁵

**Easy To Use
Easy To Afford**

The XG-A is the ultimate point-focus-shoot 35mm SLR.

THE GREAT MINOLTA REBATE!



MINOLTA SLR LENS	REBATE FOR LENS	REBATE FOR LENS PLUS NEW MINOLTA SLR CAMERA BODY
28mm f 2.8*	\$10.00	\$20.00
135mm f 2.8*	\$10.00	\$20.00
28-85mm f 3.5-4.5 MD Zoom with Macro	\$30.00	\$50.00
35-105mm f 3.5-4.5 MD Zoom with Macro	\$30.00	\$50.00
75-200mm f 4.5 MD Zoom with Macro	\$30.00	\$50.00
100-300mm f 5.6 MD Zoom with Macro	\$30.00	\$50.00

MINOLTA DISC-5



GREAT VALUE

DISC O'TECH!

The new Minolta Disc 5 offers:

- Better picture quality
- Minolta USA 5-year limited warranty included

Minolta Disc 5 \$69⁹⁵

Minolta Disc 7 \$89⁹⁵

Minolta USA Limited Warranty included with all Minolta products.

April 15-21
"Best Foreign Film"
1981 nominee




MUDDY RIVER

Nightly 7:15 & 9:15—Sun. Mat. at 5:15

Victoria Street Theater
33 W. Victoria St. 965-1886

Coming... April 22-26

"Brilliant... it's terrific!" —Roger Ebert
Chicago Sun-Times




Diva


Showing with
Montenegro

50¢ Off 1 Ticket
With This Ad
Sat. April 16 only

Simply Stunning
A most beautiful engagement set.



\$695.00

 **Harwin Jewelers**
Professionals since 1944
907 State Street, Santa Barbara 962-8050

20% OFF
with student I.D.
SATURDAY ONLY!

**sidestreet
boutique**

1100 state st.
santa barbara, ca

82-1545



**Santa Barbara
Beauty Supply**

Bee Bop Says:
"Get Crazy for Spring"

with
Crazy Colors

Vibrant Colors for your Hair!
(at Santa Barbara store only)

SANTA BARBARA BEAUTY SUPPLY
9 West Anapamu • 967-5717





50% OFF!

FINAL SKI CLEARANCE SALE

LOWEST PRICES OF THE YEAR!

Up to 50% off all ski gear remaining in stock, including Rossignol, Elan, Fischer, Kastle, Atomic and Lacroix skis; all Nordica, Lange, Garmont, Trappeur and Dolomite boots; all ski bindings; all after ski boots and all parkas, pants suits, sweaters and other ski accessories. Stock replenished from All-American's other two stores. But hurry, sale lasts only 10 days.

 **Town Center Mall,**
Santa Maria, 922-0331

 **ALL-AMERICAN**
SPORTING GOODS
1025 Chapala St., Santa Barbara, 965-0021

 **Buenaventura Center,**
Ventura, 642-3202



Direct yourself to Andromeda Bookshop for **25% Off** all Movie Posters

965-2400
741 De la Guerra Plaza

The *Paper Star*

122 STATE STREET

SUNDAY 12-5

CARDS
SOAP • GIFTS
STATIONERY
T-SHIRTS • JEWELRY • WRAP
SUNGLASSES • HATS • PENS • PENCILS

SEAFOOD



FRESH FRESH FRESH!

Delicious Dinner Specials ...

Including

Fishes and Dishes!

- Live Maine Lobster
- Local Halibut
- Red Snapper
- Sole
- Ling Cod
- Sea Bass
- Eastern Scallops
- Boston Shrod
- Thresher Shark

Closed Tuesday Evenings

617 STATE ST., S.B. 965-4821



AZTECA RESTAURANT

AUTHENTIC MEXICAN FOOD AT REASONABLE PRICES

BREAKFAST • LUNCH • DINNER

Open 7 Days a Week, 8 am to 11 pm

623 1/2 State Street



changes

911 1/2 STATE STREET



changes

PICCADILLY SQUARE



FOR ALL THE DIFFERENT YOUS

WHAT ARE "FUNFLOWERS"?



They're flowers just for fun. By the colorful bunch for you to arrange and enjoy. Put a little fun in your life. Pick up a bunch of "FUNFLOWERS" today or any day this week at a special price that adds to your fun, too!

Funflowers Start At Just \$2.95 A Bunch!

Gleave's Santa Barbara *Florist* PICCADILLY SQUARE

MANDARIN GARDEN MONGOLIAN BAR-B-Q

Buy 1 Dinner For \$6.95 & Get The Second For Only \$1.00

ALL YOU CAN EAT!!

Dinner includes: soup, bisquits egg rolls, rice, tea, vegetables & choice of meat

GOOD WITH COUPON ONLY Expires April 21, 1983

966-6466
1325 State St. S.B.
(Next Door to Arlington Theatre)

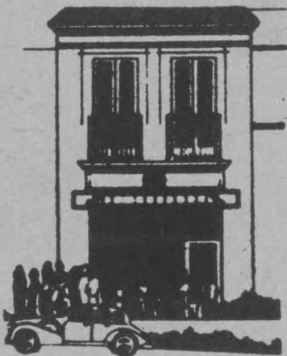
Sun-Fri 5-9:30, Sat 4:30-10
Closed Mondays



THE CHASE RESTAURANT

VISITING? TRY!

Santa Barbara's choice For Italian cuisine



SERVING:

- ★ Fresh oysters, clams
- ★ Home made Minestrone
- ★ Caesar Salad (no extra charge)
- ★ Home made cheese-filled Ravioli
- ★ Fettucini Alfredo
- ★ Shrimp, veal, chicken Piccata
- ★ Home made cheesecake, cannolis
- ★ Espresso

1012 STATE
965-4351

RESERVATIONS REQUESTED

LUNCH 11:30 - 2:30
DINNER 5 - 10 p.m.
CLOSED SUNDAY

CHASE MEANS THE BEST!

MR. SIPPI'S

For Breakfast, Lunch or Dinner while visiting Santa Barbara

- ★ Outdoor Patio Dining
- ★ Great Daily Specials Every Day of the Week
- ★ Affordable Prices
- ★ Delicious Food

—located in the heart of Downtown—
1018 State St., Santa Barbara 965-2232

BANKS

STATIONERY STORE

PAPER BY THE POUND
13 Colors - Note, Social, Monarch, Executive & sheets plus selected others
25% Off

Typewriter Ribbons
10% Off

Flex-Arm Lamps - Reg. \$30
Asst. colors #L5-109
Only \$15.00

Alvin Retrograph Technical Pen #00 Point
Reg. \$10.50
Only \$2.50
with the trade in on your old Tech-pen

• Curved Glass Picture Frames reg. 34.50, **SALE \$24.99**

• I ♥ Santa Barbara selection of mugs, bumper stickers, and writing pads

• Designer Portfolios by Freelance - reg. 2.50 **SALE \$1.99**

• Photo Albums Complete selection of sizes and styles

• Crane and Eaton Social Stationery & Envelopes

MOTHER'S DAY IS MAY 8th
We have cards & gifts to show you care!

CALCULATORS, TYPEWRITERS, GRAPHIC ARTS & SCHOOL SUPPLIES

929 State Street 966-4177

FREE parking in rear of store and across the street at Lobero garage

Dexter®

Shoemakers to America

Put your feet in our hands. Handsewn casuals in the unerring Dexter style. Crafted from the very finest leathers. Dexter handsewn casuals for your best foot forward.

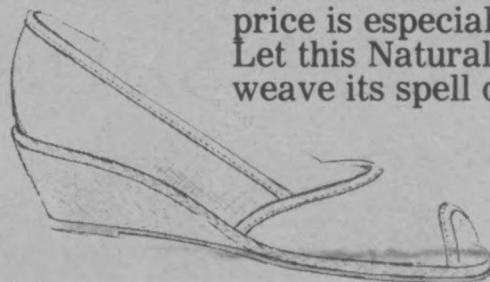


\$47
Burgundy & Black

NATURALIZER®

COMFORT BY DESIGN

Naturalizer Mesh... A Natural For Spring
We're keeping it cool to keep you comfortable. Light and flexible wedgework carries you through your day with ease. And the easy buying price is especially nice. Let this Naturalizer casual weave its spell on you!



\$30
Natural, Red or Navy


Gales Shoe Stores, Inc.

1013 State Street


Santa Barbara

HAVE A FREE RIDE ON US!

FREE FREE FREE FREE FREE FREE FREE FREE FREE


 **Downtown**
SANTA BARBARA

Good for
1 or 2 persons
TO Downtown
Saturday
April 16
Only


VALIDATION 

FREE FREE FREE FREE FREE FREE FREE FREE FREE

FREE FREE FREE FREE FREE FREE FREE FREE FREE

 **Downtown**
SANTA BARBARA

Good for
1 or 2 persons
FROM Downtown
Saturday
April 16
Only

VALIDATION 

FREE FREE FREE FREE FREE FREE FREE FREE FREE

USE THESE FREE RIDE COUPONS

These coupons good for UCSB Downtown Day. Free rides on **MTD Buses** to and from Downtown Santa Barbara on Saturday, April 16th. Just have return coupon **validated** by any Downtown merchant with an ad in this section. No purchase necessary.

SPECIAL STUDENT OFFERS, FREE BUS RIDES,
QUALITY SHOPS AND FRIENDLY PEOPLE



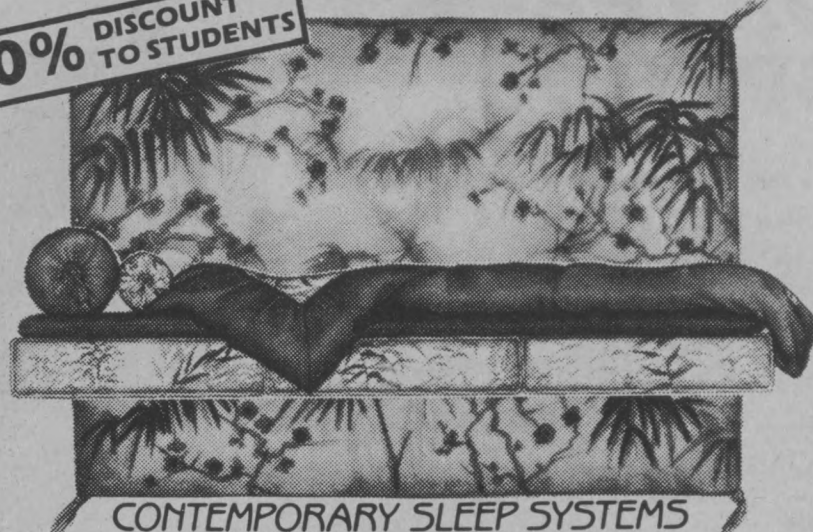


SIDEWALK SALE THIS SATURDAY!!

- Godbers • Indian Jewelry and Western Gifts
- Fitness Fashions — Girl's Club Discount Leotard Store
- The Wardrobe • Imported European Men's Clothing for the Fashion-Minded Man
- Hair Team • Total hair design, make-up artistry & nail fashions
- Civic Video • Where everyone is a professional
- Haagen Dazs • Ice Cream Shoppe

Eastern Winds

10% DISCOUNT TO STUDENTS



CONTEMPORARY SLEEP SYSTEMS of CLASSICAL JAPANESE DESIGNS
21 West Victoria St. Santa Barbara 962-6909

KOURY'S TENNIS SHOP

is offering **20% discount** on all tennis clothing

this **Sat., April 16th**

warm-ups, shorts, shirts, skirts, and dresses

1106A State St.
962-4108



NEW SEOUL AUTHENTIC KOREAN BARBECUE GRAND OPENING



If you've never tried KOREAN Cuisine you're in for a Real Treat!

Each Table is equipped with it's own Barbeque; it'll be fun and delicious!!

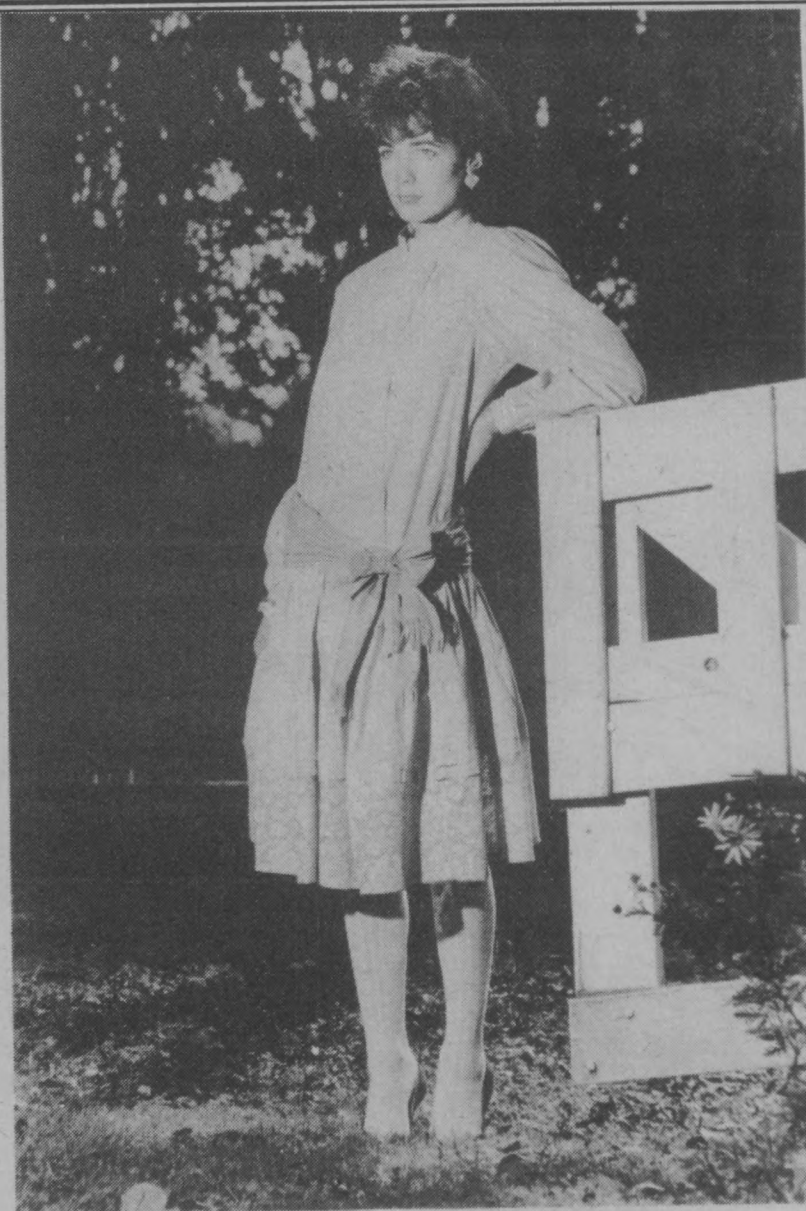
1022 State St. S.B. 966-1828

MICHAEL ANTHONY'S NEW YORK STYLE PIZZERIA

- PATIO DINING ON STATE ST
- DAILY LUNCHEON SPECIALS
- TAKE OUT & DELIVERY SERVICE
- CALZONE & PIZZA PUFFS
- SALADS
- HOMEMADE MEATBALL & SAUSAGE SANDWICHES
- BEER & WINE

966-3928

1020 STATE ST. SANTA BARBARA
900 N. MILPAS ST.



Feminine with Flair

Soft Cotton Batiste dress with Antique Lace Trim

SALE GOING ON NOW!!

Available at

1125 State St.

Vie

965-6918

MOUNTAIN AIR'S DAYPACK SPECIAL

The Northface Poquito looks little, but it's got 1100 cubic inches of space. Perfect for a day's outing or a quarter's worth of books, and it's shaped to hug your back for comfort.



Reg. 18.50

Only \$13.50

while supply lasts. Available in rust only.



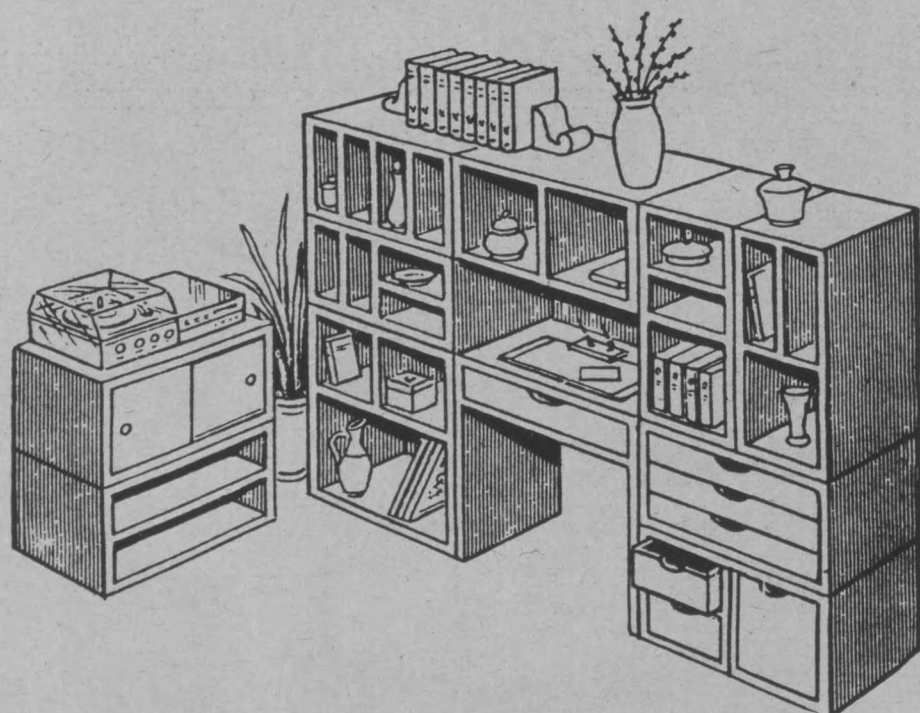
Don't miss this spectacular offer! While you're in the store you can also check out our backpacking shop featuring Northface, Wilderness Experience, Kelty, Caribou Mountaineering, SierraWest, Vasque, Danner, Inter, and more!



731 State at De la Guerra

962-0049

STACKING STORAGE UNITS



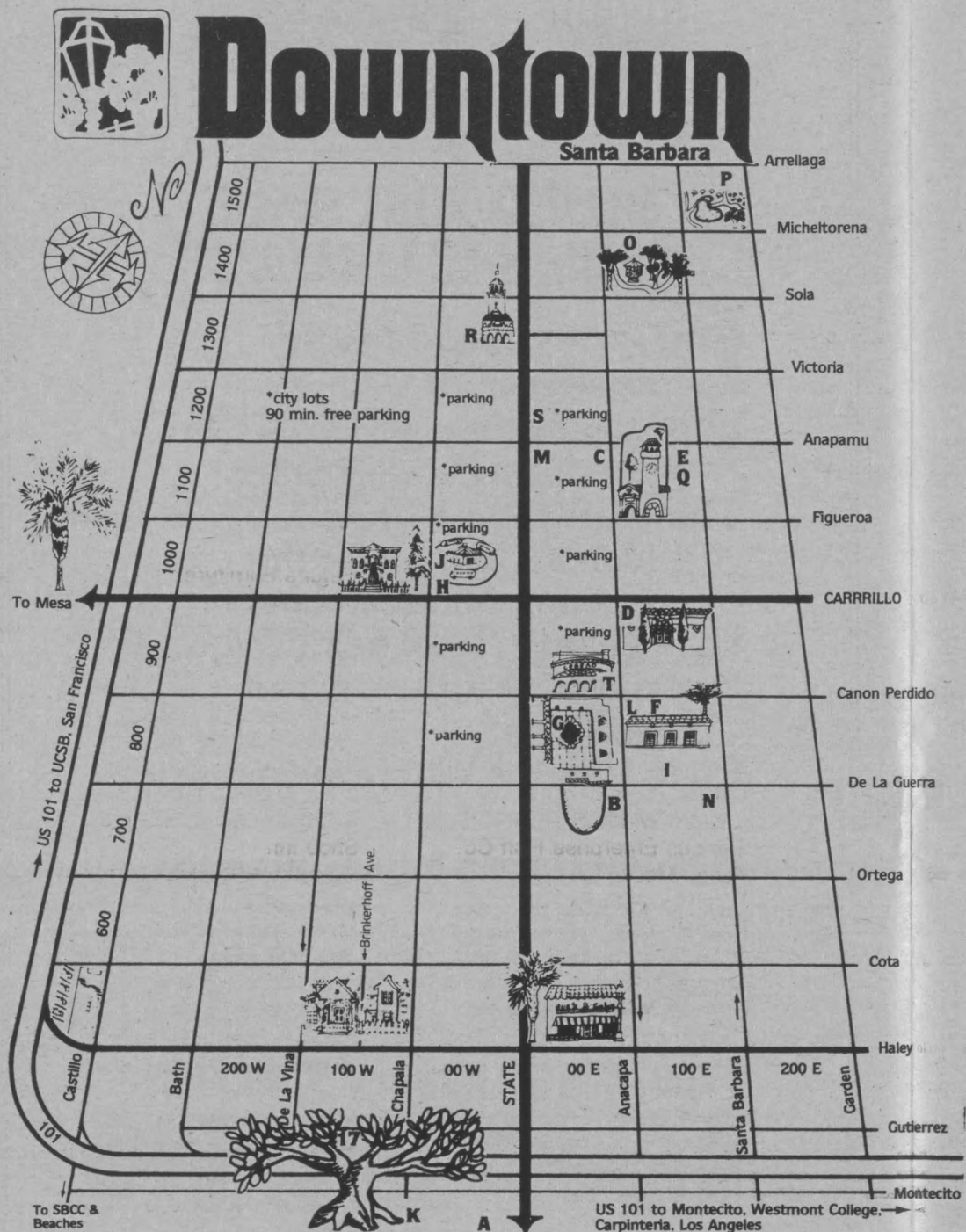
10% OFF for UCSB Students with this ad on Saturday, April 16th only at Bill's World Of Wood

- A wide selection of tables, chairs, stools, desks, wardrobes, bookcases, stereo cabinets, baby furniture, and much, much more.
- A wide variety of woods: oak, alder, beech, mahogany, pine and others.

25 W. Anapamu

965-1058

VISIT DOWNTOWN SANTA BARBARA



Fashion with Quality

LEVERAGE

menswear

designer suits and sportswear for men

across from the arlington theatre
1324 state street
963-8942

OWN BARBARA THIS SATURDAY!

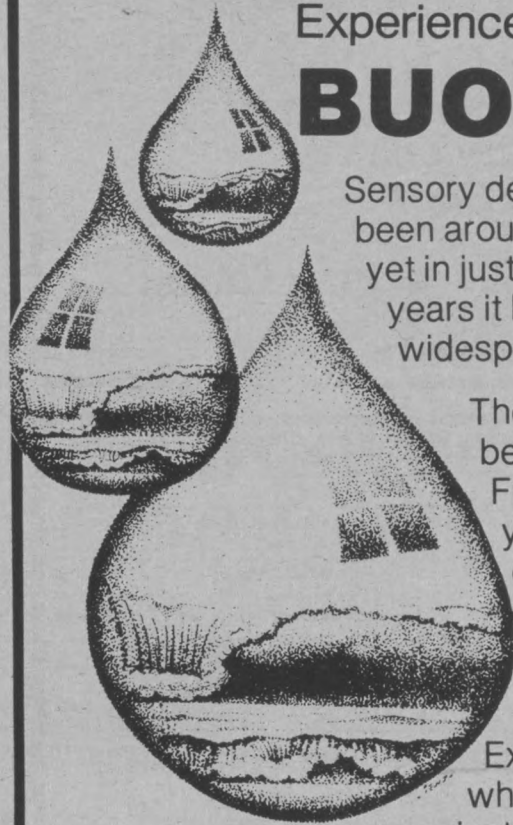
MERCHANTS OF SANTA BARBARA

- | | |
|-----------------------------|------------------------------|
| Ace's Liquor | La Plazuela |
| All-American Sporting Goods | Leverage |
| Azteca Restaurant | Lou Rose Annex |
| Andrew's Famous Brands | Me 'n You |
| Andromeda Books | Metro Cafe |
| Audio World | Michael Anthony's Pizzeria |
| Balloon-O-Grams | Mongolian BBQ |
| Bangers Cafe | Mountain Air Sports |
| Banks' Stationery | New Seoul Korean Restaurant |
| Benson's | New York Bagel Factory |
| Bill's World of Wood | Nicky's |
| Bodyfirm | Open Door Cafe |
| Book Den | Outfooters |
| Buoyancy | Paper Star |
| California Bikini Co. | Pappagallo |
| Changes | Peter's Furniture |
| The Chase | Piccadilly Square |
| China Castle | RG's Giant Burgers |
| Coastal Classics | Rumours |
| Copeland's Sports | Russ' Camera |
| Crispin Leather | Sal Moreno Clothiers |
| Croissant Continental | S.B. Beauty Supply |
| Cuts, Etc. | Santa Barbara Nutrition |
| Earthling Bookshop | Santa Barbara Travel Bureau |
| Eastern Winds | Shades of Santa Barbara |
| Famous Enterprise Fish Co. | Shoe Inn |
| Fancy Music | Sidestreet Boutique |
| Folk Mote Music | Mr. Sippi's |
| Fromex | Something's Fishy |
| Gales Shoes | Sports Shoe |
| Gleaves Florist | State & A Bar & Grill |
| Green & Yellow Basket | State Street Cafe |
| Harwin Jewelers | Tropical Sun Fashions |
| House of Holland | Victoria Street Theatre |
| JC Penney's | Vie |
| Joe's Cafe | Village Fair |
| Korb's Trading Post | White House of Santa Barbara |
| Koury's Tennis Shop | Winning Woman |

THIS SATURDAY ONLY 1/2 price special

Float this Saturday or purchase passes for future use at these special rates!

Experience BUOYANCY



Sensory deprivation has been around since the 60s, yet in just the last few years it has gained widespread popularity.

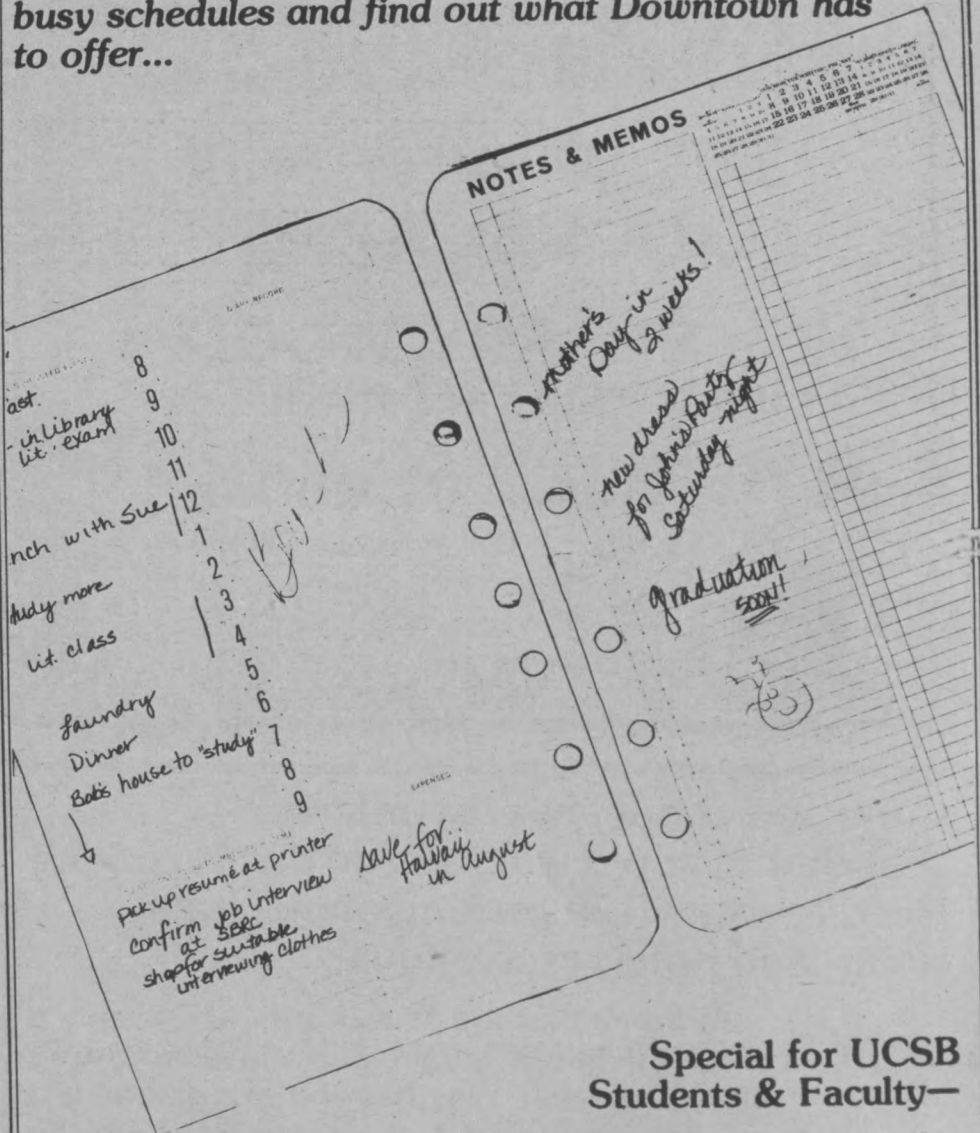
The only float center between L.A. and San Francisco, Buoyancy offers you the opportunity to virtually eliminate all gravity and external stimuli in our specially designed isolation tanks.

Experience for yourself what others are just discovering.

966-3482
727 State Street
in back of Wendys, Ott's Old Town Mall
Tue-Sat 12-10 pm
Sun 1-9 pm

SENSORY DEPRIVATION
The Experience of the 80's

Benson's invites you to take time out from your busy schedules and find out what Downtown has to offer...



Special for UCSB Students & Faculty—

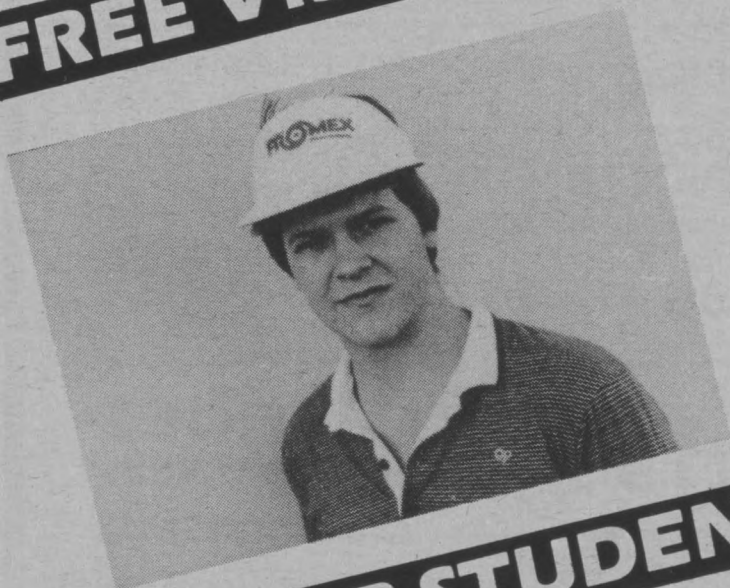
20% Off Entire Selection of Sweaters by Braemar
10% Off On Any Items in Our Store
(Sale Items Too!)

BENSON'S
of
Santa Barbara

Please present UCSB Reg. Card
Before Purchase
Saturday, April 16, 1983 only

Traditionally Beautiful Clothes
1017 State Street 966-6567
Mon-Sat 9:45-5:30

FREE VISOR



FOR UCSB STUDENTS

from film to photos in one hour

UCSB Students, bring your I.D. card for a free fromex sun visor with color print film developing and printing. This Sat., April 16 only!

1229 State St.
Victoria Court
966-2269



BANGERS

We're a Sausage Cafe

GIVE A BANGER TO SOMEONE YOU LOVE!

We Serve a Selection Of Gourmet Sausages and Sandwiches Try One Soon!

★ Guinness on Tap! ★ Play Darts!

8 E. Cota St., Santa Barbara 963-1007

GOOD DEALS DOWNTOWN

SPECIALS



BREAKFAST 69¢
2 eggs & a bagel

BUY A DOZEN BAGELS
Get A Free Ice Cream Cone

10% OFF ANY PURCHASE
With Student I.D.
(Excludes specials in this ad)

Coupons Good Until April 24 **STATE ST. ONLY!!**

NEW YORK BAGEL FACTORY
1103 State Street

OPEN 'TIL 11 EVERY NIGHT

Santa Barbara, CA

VALUABLE COUPON

\$5.00 OFF ANY PAIR CLOGS or SHOES

20% OFF ANY WOOLEN SWEATER, JACKET, CAP or SCARF, etc.




House Of Holland

Studio 17-19 El Paseo 962-3511

OFFER EXPIRES APRIL 16-17, 1983

Confused about low cost airfares?
Wondering about where to go this vacation?
Need assistance in making plane, train, car, and hotel reservations?

At Santa Barbara Travel Bureau assistance to travellers has been our business for more than 35 years. Whether you are planning a trip abroad or just a short visit to within the U.S., we can help you with good advice about the lowest airfares and the best rates for all your travel needs.



Call us or stop by our office.
Hours: Mon. thru Fri. 8 am to 5 pm
Saturdays 10 am to 1 pm

Santa Barbara Travel Bureau
1028 State Street
Telephone 966-3116

State

BAR AND GRILL

serving food everyday 'til midnight

DELICIOUS BURGERS
GREAT SANDWICHES
SALAD BAR
SCRUMPTIOUS DESSERTS
FULL BAR
2 FOR 1 COCKTAILS
MON. thru FRI. 4pm-6pm
ICE CREAM

present this ad and get \$1.00 off on any entree!

OFFER GOOD 'TIL MAY 30

STATE AT ANAPAMU

WELCOME UCSB GAUCHOS!

SPERRY TOPSIDERS



39⁸⁵

<p style="text-align: center;">Canterbury AUTHENTIC RUGBY PANTS</p> <p style="text-align: center;"><small>Slightly blemished; Sizes 28, 30 & 36.</small></p> <p style="text-align: center;">13⁸⁵</p>	<p style="text-align: center;">ALL REMAINING 1982 QUICK SILVER SWIM TRUNKS</p> <p style="text-align: center;">40% OFF</p> <p style="text-align: center;"><small>1982 PRICES</small></p>
<p style="text-align: center;">OP SHORTS</p> <p style="text-align: center;">40% OFF</p> <p style="text-align: center;"><small>1982 PRICES</small></p>	<p style="text-align: center;">VUARNET SUNGLASSES</p> <p style="text-align: center;">ALL CATEYE STYLES 39⁹⁹</p> <p style="text-align: center;">ALL OTHER STYLES 49⁹⁹</p>

PRICES GOOD NOW THROUGH SUNDAY!!

Quantities and sizes limited to stock on hand. We reserve the right to refuse sales to dealers.

Prices Good Thru 4/17/83

THE SPORT SHOE

1107 State St.

Open 9:30-6
Mon-Sat
Closed Sundays

Grand Opening Sale April 14th-16th

\$200 RACK

Womens T-Shirts
Reg. \$10.00
Blouses Reg. \$11.00

\$500 RACK

Bikinis Reg. \$15-28
Hawaiian Print Blouses
Reg. \$24-28
Terry Rompers
Reg. \$22
Sleeveless Blouses
Reg. \$11.00

\$1000 RACK

1pc. Swimwear
Reg. \$30.00
Blouses Reg. \$24-30

\$1500 RACK

Sundresses
Reg. \$30-35
Cover-Ups
Reg. \$20-32
Jumpsuits
Reg. \$32.00

Many Other Items at Comparable Savings
Above Sale Items at Downtown Location Only
Bring Student I.D. Card & Receive and

Additional **10% OFF** on Sale Items for
This Sale Only!

TROPICAL
SUN FASHIONS

El Paseo
808 State St.
962-3111

La Cumbre Plaza
3825 State St.
687-4010



CHINA CASTLE RESTAURANT

AUTHENTIC MANDARIN SZECHUAN HUNAN CUISINE

DINNER COMBINATIONS
\$6.55 & up

LUNCH COMBINATIONS
\$3.25 & up

LUNCH SPECIAL
\$2.95
DAILY 11:30 to 4:00

Free Hors D'Oeuvres and Well Drinks for Only \$1.00!

HAPPY HOUR
3:00 to 6:00 pm Daily

OPEN 7 DAYS 11:30 to 10:00

1202 Chapala St.

(At the corner of Anapamu)

962-6602 & 965-9219

SAUCE ON OUR FISH? NEVER!

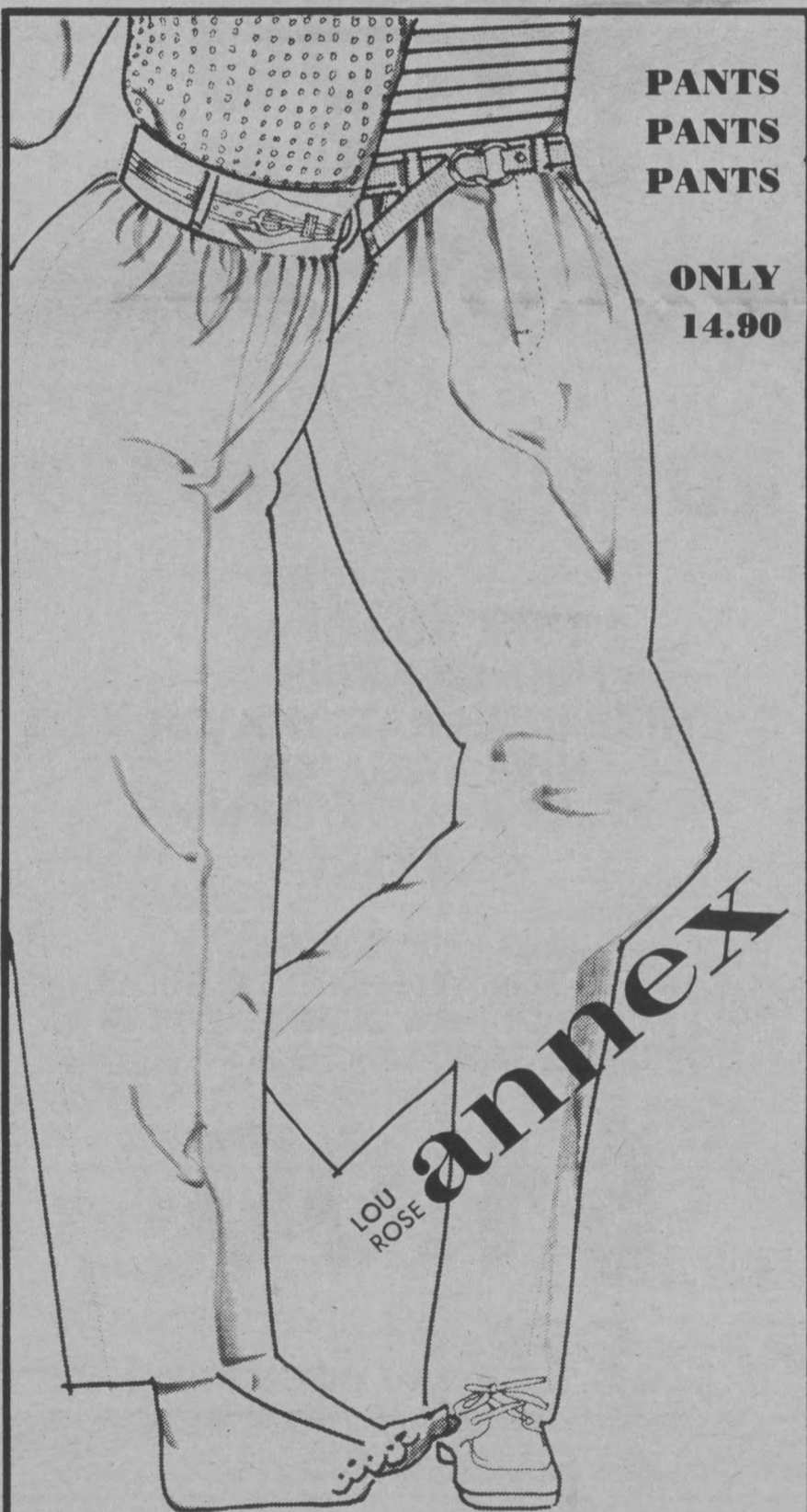


And four good reasons.

- 1. Taste.** We always charcoal broil our fish over Famous Mesquite wood charcoal.
- 2. Freshness.** Sauces can also hide the taste of a fresh fish...as well as the taste of an unfresh fish.
- 3. Cost.** Sauces can be expensive and add to the cost of your meal.
- 4. Health.** Ingredients used in making sauces can be fattening and add unwanted pounds.

Don't miss the radio show
"SANTA BARBARA SHORELINE"
Monday-Friday around 8:45 am on
KTMS 1250 AM

The Famous
ENTERPRISE
Fish Co.
225 STATE STREET SANTA BARBARA
LUNCH AND DINNER



**PANTS
PANTS
PANTS**

**ONLY
14.90**

annex
LOU ROSE

GREAT PANTS . . . REGULARLY 28.00 NOW 14.90
Choose from two styles in khaki, grey, navy, black and white. Polyester and cotton for sizes 5-13. Sensational!

the lou rose annex . . . 1309 state street . . . downtown S.B.
965-6565 • hours 9:45-5:30 monday through saturday

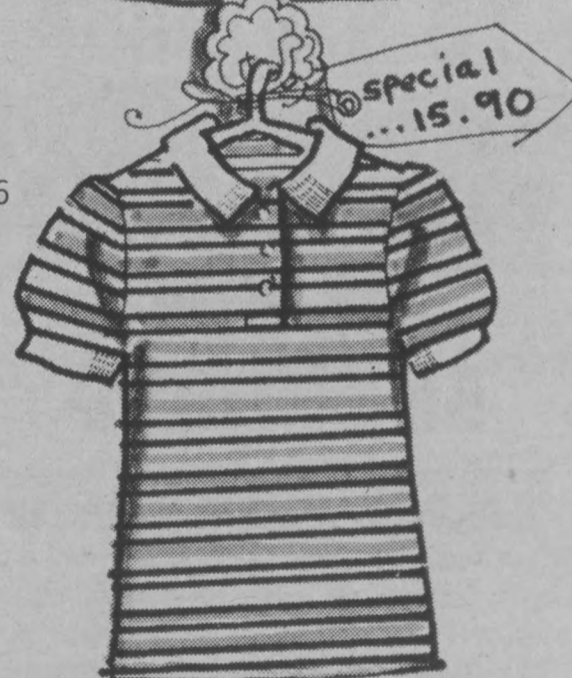
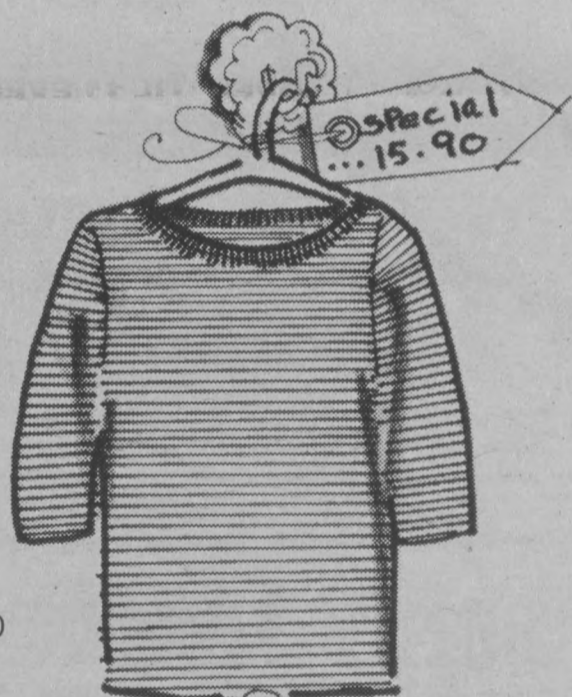
the lou rose VILLAGE FAIR

WE'RE
HAVING
A
SPECIAL
ON
COTTON
T-SHIRTS

CHOOSE
FROM
TWO
STYLES
IN
ASSORTED
STRIPES
FROM
CRAZY
HORSE

REG.
\$24 & \$26
NOW
15.90

COME
AND
SEE!



the lou rose
VILLAGE FAIR


1321 State Street . . . downtown Santa Barbara • 963-8641 Hours 9:45 to 5:30 Monday through Saturday

metro cafe



fine food & wine bar

734 STATE STREET, SANTA BARBARA, 965-5942



EARTHLING BOOKSHOP

Books New & Used

1236 State Street
Santa Barbara, CA 93101
(805) 965-0926

*Santa Barbara's
Downtown Corner Bookshop*

A
SANTA BARBARA
TRADITION

Joe's

The place to go for the best cocktails and good food in town in a relaxed old-time Santa Barbara tradition.

IN OLD TOWN

512 State 966-4638

Copeland's Sports

**FANTASTIC
\$1.00
SALE**

**ON A SPECIAL GROUP OF
1982 MODEL
RUNNING SHOES**

FEATURING SUCH GREAT STYLES AS:

**NIKE AURORA
NIKE COLUMBIA
NIKE INTERNATIONALIST
NIKE EQUATOR
REEBOK HURRICANE
& OTHERS**

HERE'S HOW IT WORKS:
BUY TWO PAIR. YOU PAY THE REGULAR 1982 PRICE FOR THE MOST EXPENSIVE PAIR. GET THE SECOND PAIR FOR ONLY . . .

\$1.00

SOME STYLES IN
MEN'S SIZES FROM 3 THROUGH 15
LADIES' SIZES FROM 4 THROUGH 12
Some models in broken size runs.

**DON'T FORGET
TO USE YOUR
FREE BUS COUPONS
OR TAKE ADVANTAGE
OF OUR
90 MINUTE
FREE PARKING
ALL OVER
DOWNTOWN
SANTA BARBARA!**



Downtown
SANTA BARBARA

Quantities and sizes limited to stock on hand. We reserve the right to refuse sales to dealers.

Prices Good Thru 4/17/83

Copeland's Sports

1230 State St
Mon, Tues & Sat 9:30-6:00
Wed-Fri 9:30-9:00
Sunday Noon-5:00

WORK OUT



Come See Us This Saturday!

2 for 1!!
Any non-member may bring in this ad to receive 2 classes for the price of 1. Good thru April 30, 1983.
Aerobic Classes Mon. thru Sat.
Call for more information



Bodyfirm
1021 Anacapa St. • Suite B • 966-3314

LOTS OF BOOKS CHEAP!

THE BOOK DEN
15 EAST ANAPAMU STREET
Santa Barbara's oldest & largest used book store
MON.-SAT. 9:30-5:30
FRI. 'til 9:00, SUN. 12-5

Folk Mote Music



Specializing in handcrafted folk instruments & traditional music from around the world.

Celtic harps by Caswell & Witcher
fretted and hammered dulcimers
ethnic percussion and flutes
guitars • mandolins • autoharps
banjos • recorders • accessories
albums • books • lessons • repairs

If you've always dreamed of playing a musical instrument, come & visit us. We love to talk about & demonstrate our beautifully hand-crafted instruments.

Our expert teaching staff offers all levels of instruction on Celtic Harp, Guitar, Mandolin & Hammered Dulcimer.
—individual lessons & workshops—

M-F 10:30-5:30, Sat 10:00-6:00
962-0830
31 W. Canon Perdido



custom...

California Bikini Co.

in Victoria Court
963-1034

One Piece Suits \$26
Bikinis \$24

Open Saturdays
8am to 5 pm

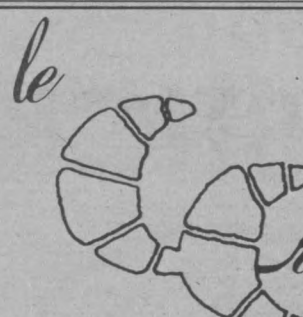
We've got your bag, UCSB!



The GREEN & YELLOW Basket

Since 1950

911 State Street 965-7722




le croissant continental

Stop by and try a delicate French pastry on one of the many crispy croissants and enjoy them with a delicious Cappuccino or Espresso.

Open 7 days a week 8am-6pm
621 State Street, Santa Barbara

IT'S SPRING AND WE'RE READY FOR YOU

Sal Moreno Clothiers invites you to inspect their new spring collection of clothing, and fine sports wear.



COUPON

Present this coupon and receive 15% savings on your next purchase!

Offer good thru April 30.

COUPON

SAL MORENO CLOTHIERS

916 STATE ST., SANTA BARBARA, CA 93101 963-6563 MON.-SAT. 9:30-5:30


RG's GIANT HAMBURGERS
Downtown S.B.

Giant Hamburgers, Fresh Pies Baked Daily, Fresh Sandwiches, Beer and Wine. Orders to go.

"PERFECT FOR A BURGER BEFORE OR AFTER THE MOVIE"

DAILY 9am-10pm 922 State St.
SUNDAYS 10am-10pm (Next to Fiesta Four) 963-1654

A TRADITIONAL FASHION



CRISPIN LEATHER
 15 West Anapamu St.
 966-1965
 Belts • Handbags • Sandals • Clogs • Shoes

**20% Off All Merchandise
 with Student I.D. Sat., April 16 Only**

25% OFF
 with this ad & student I.D.



At Nicky's we believe in Feeling Good about yourself and looking it. That's why we call our salon Nicky's Good Feelings in Hair Design. We know that there are very real psychological and social benefits resulting from a good appearance, so we're offering **25% off** on Haircuts, Perms, Haircoloring, Facials or Nail Services, if you call or drop by on Saturday April 16th to make your appointment. Be sure to bring this ad and your student I.D. at the time of your visit to receive this Special Student Rate. A Stylish Cut, Fluffy Perm or Lustrous Hair Color that suits your personality as well as your lifestyle can make all the difference. Feel and look as beautiful as you are! See you on Saturday April 16th or call us at

966-4232

nicky's

Remember
 Mother's Day
 May 8th
 Gift Certificates
 Available

44 arlington avenue • santa barbara • california •

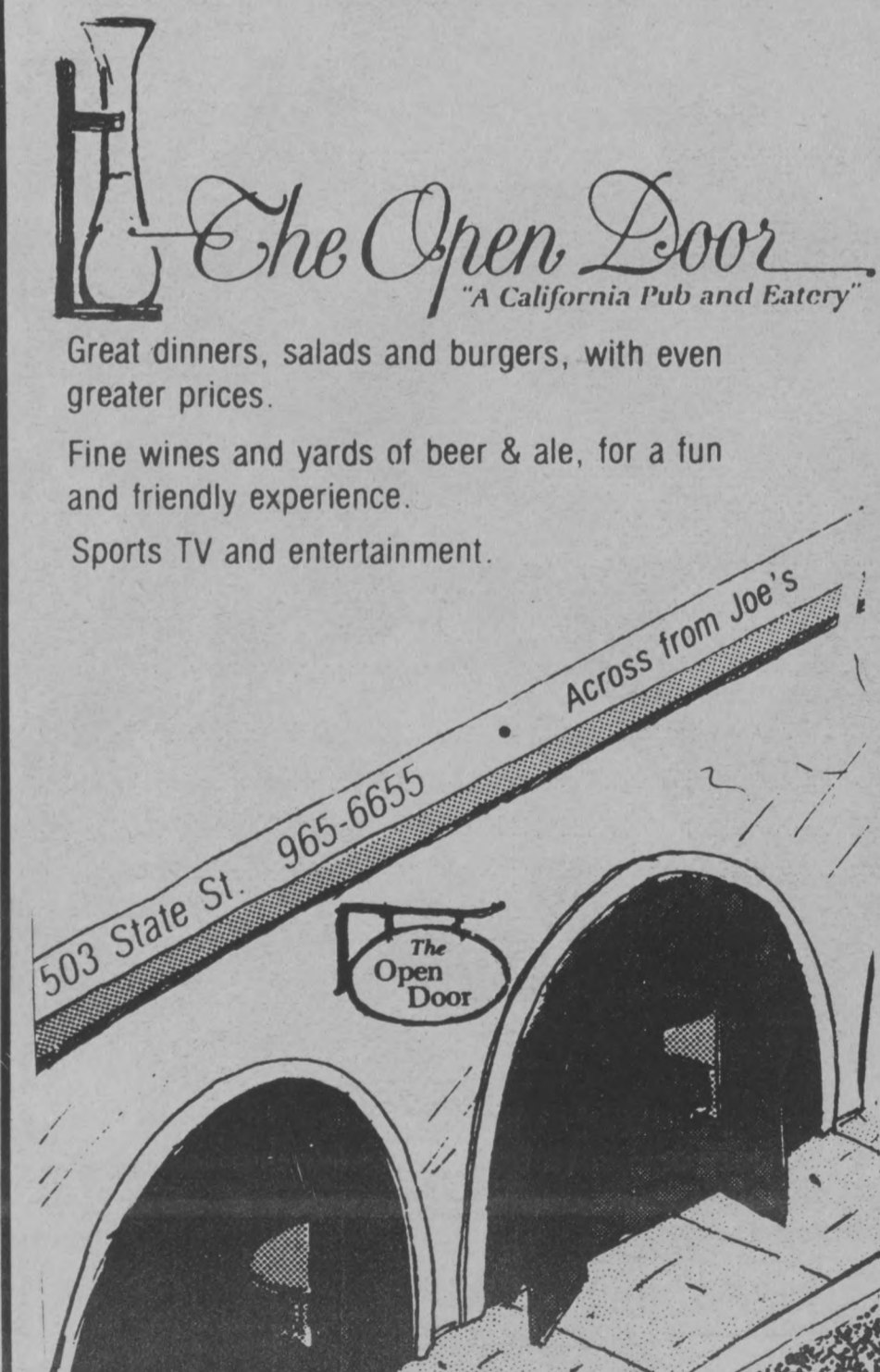
The Open Door
 "A California Pub and Eatery"

Great dinners, salads and burgers, with even greater prices.
 Fine wines and yards of beer & ale, for a fun and friendly experience.
 Sports TV and entertainment.

503 State St. 965-6655

Across from Joe's

The Open Door



PICK UP STICKS



Pick them up, grasping firmly. Check to see if anyone's looking . . . now, go for the great taste of that California Roll, or that fresh maguro (tuna), or Futomaki Roll. Yes . . . you're doing fine . . . you can almost taste it now. Mmmm-oops. You dropped. That's OK. Try again. That's it! Good for you! Something's Fishy is always deli-sushi-ous!

Something's Fishy
 JAPANESE STEAK & SUSHI BAR

Woodland Hills • 21812 Ventura Blvd • (213) 884-3880 Malibu • 18753 Pacific Coast Hwy • (213) 459-3129
 (between Topanga Canyon and Canoga) Santa Barbara • 720 Chapala St • (805) 963-7771

CUTS, ETC.

presents
"THE PACKAGE"

Shampoo
Conditioner **\$11.77**
Haircut and up
Blow Dry

Piccadilly Square
965-1177



ABSOLUTELY
ESSENTIAL
DANCEWEAR
FOR THE '80s

BARELY LEGAL
CATHY GEORGE
ALLEGRO
START ME UP
MARIKA

MUCH MUCH
MORE!



PICCADILLY SQUARE

962-6106

maxell

UD
XL II



2 pack
\$7.55
+ 1 Free LN
C-60 if you
bring in this ad!

Audio World

People
and
Brands you
can trust

935 State Street

at the corner of State & Carrillo next to See's
BankAmericard Financing Available Master Charge

SAVE NOW SPRING SALE 20% to 75%

Every Item In Store
Nothing Held Back

- Dresses
- Skirts
- Shorts
- Pants
- Jewelry
- Tops
- India Cottons
- Blouses
- Shoes
- Accessories

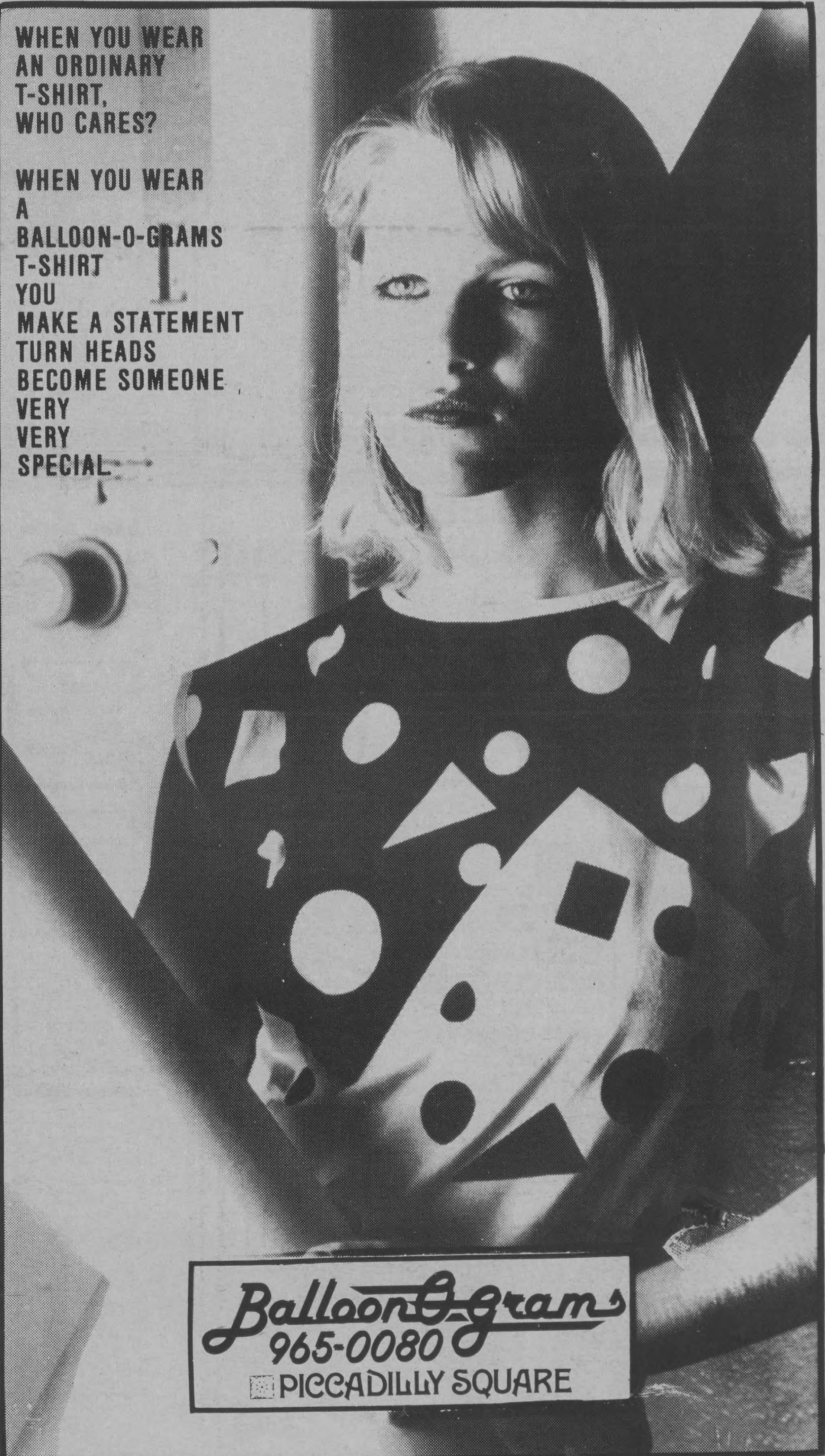
me "n" you

1011 State St.
Downtown, Santa Barbara



WHEN YOU WEAR
AN ORDINARY
T-SHIRT,
WHO CARES?

WHEN YOU WEAR
A
BALLOON-O-GRAMS
T-SHIRT
YOU
MAKE A STATEMENT
TURN HEADS
BECOME SOMEONE
VERY
VERY
SPECIAL



Balloon-O-Grams
965-0080
PICCADILLY SQUARE

SANTA BARBARA
NUTRITION
CENTER

*Sale Going On Now
Through April 29
40 Majors Items Discounted*

15 E. Figueroa St. 962-3766

**20% DISCOUNT WITH THIS AD
ON SATURDAY APRIL 16**
Excluding hosiery and sale items



\$36



\$26



\$38

The
Shoe Inn

Victoria Court • 962-2904

shooze

Piccadilly Sq. • 965-7597

COMPARE THE PRICE Hours:
MON-SAT 10am-6pm
SUN 12-5 COMPARE THE
QUALITY

SATURDAY & SUNDAY SPECIALS

**TWO DAYS ONLY
April 16 & 17**

BRING YOUR TRUCK!

NO DELIVERY AT THESE PRICES, SORRY!

For Example:

	3 ft. Wood Plant Stand	9.95	<small>Reg. 25.00</small>
	5 Drawer Chest	44.00	<small>Reg. 81.00</small>
	Student Desk	49.50	<small>Reg. 85.00</small>
	Hat Rack	19.50	<small>Reg. 39.00</small>
	5 pcs Dinette Set Unassembled	88.00	<small>Reg. 195.00</small>
	Loveseat	86.00	
	Lamps from	14.95	

Plus Dozens of Floor Samples Etc.
Too Numerous to Mention
HURRY! THESE WILL NOT LAST!
Please No Layaways Today

BEDS	BEDS	BEDS	BEDS
TWIN SET	FULL SET	QUEEN SET	KING SET
59.00	67.00	135.00	149.00

PETER'S FURNITURE
2nd Floor 813 State Street Piccadilly Square

CELEBRATE KORB'S 38th ANNIVERSARY

FREE!
FASHION BANDANAS
TO OUR FIRST
150 CUSTOMERS!

SALE

KORB'S *TRADING POST*
SINCE 1946
THIS SALE MUST END
APRIL 20th

ALL SALES FINAL — RETAIL CUSTOMERS ONLY!

<small>BRITANIA</small> FLAG SHIRTS	<small>REGULAR \$16.99</small>	\$12.88
Levi's LADIES BENDOVERS <small>(EVERY GREAT COLOR!)</small>	<small>REGULAR \$24.95</small>	\$14.87
FAMOUS MAKER FLANNEL SHIRTS	<small>REGULAR \$12.00</small>	\$5.91
<small>BRITANIA</small> CLEAN FRONT DENIM JEANS <small>(FOR WOMEN)</small>	<small>REGULAR \$27.00</small>	\$19.93
Levi's WHITE 501's <small>WITH THE BUTTON FLY</small>		\$18.81
Levi's DENIM BELLS <small>WHILE THEY LAST!</small>		\$12.91

FAD PULL-ON BEACH PANTS <small>W/CARGO POCKETS REG. \$20.99</small>	SALE \$9.97
COUNTRY SCRUFF PUFF-SLEEVE BLOUSES <small>REG. \$18.99</small>	SALE \$9.49
MUSCLE T SHIRTS <small>REG. \$11.99</small>	SALE \$6.77
Levi's STUDENT CORDS <small>REG. \$16.95</small>	SALE \$11.55
FLOWERS CAMP SHIRTS <small>SOLIDS - STRIPES REG. \$14.99</small>	SALE \$9.91
FAMOUS MAKER WESTERN SHIRTS <small>REG. \$15.00</small>	SALE \$6.91
GENERRA 6-POCKET WIDE-WAIVE CORDS <small>REG. \$21.50 (BROKEN SIZES)</small>	SALE \$14.99
Levi's BOYS CORDS <small>REG. \$14.95</small>	SALE \$9.55
Levi's BOYS DENIMS <small>REG. \$14.95</small>	SALE \$9.55
Levi's STUDENT DENIMS <small>REG. \$16.95</small>	SALE \$11.55
DEE CEE SHORT-SLEEVE POLY-COTTON KNIT SHIRTS <small>REG. \$16.00</small>	SALE \$8.31
FAD FRENCH CANVASS TROUSERS <small>REG. \$22.99</small>	SALE \$11.92
Levi's BOYS DENIMS <small>REG. \$14.95</small>	SALE \$9.55
Levi's STUDENT DENIMS <small>REG. \$16.95</small>	SALE \$11.55
6-POCKET STONWASHED DENIM JEANS <small>REG. \$32.88</small>	SALE \$19.88
Levi's BOYS DENIMS <small>REG. \$14.95</small>	SALE \$9.55
Levi's STUDENT DENIMS <small>REG. \$16.95</small>	SALE \$11.55
6-POCKET STONWASHED DENIM JEANS <small>REG. \$32.88</small>	SALE \$19.88
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Levi's BOYS DENIMS <small></small>	

**Unique Handcrafts From California
And Around The World On Sale
For A Limited Time Only!**



Handblown Glass Candles, Ceramic Candles, And Burlwood Are Beautiful Additions To Any Room—Now 20% Off!

Also On Sale—Rolling Animal Back Massagers, Burl Flower Vases, Handwoven African Bags—20% Off!



813 STATE ST. • SANTA BARBARA, CA 93101



**QUICK!
WHAT ARE THE MOST
IMPORTANT THINGS IN LIFE?**

**SUN
SAND
SURF**

**RAISIN CO.
SEXY SWIMWEAR!**

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WHO'S GOT THE BEST
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PICCADILLY SQUARE
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Reg. 10% Off
THIS SATURDAY ONLY

15% everything in
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excluding sale priced items

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Piccadilly Square
and in El Paseo Court



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JCPenney

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- A. Large linen bermuda bag cover. \$10
Large wood bermuda bag frame. \$18
- B. Nappa leather fold-over frame clutch. \$25
- C. "Terri" ...the ultimate canvas collectible in an incredible kaleidoscope of colors. \$29
- D. 1" marshmallow belt strip. \$6 Gold and silver tone belt buckle in shell design. \$14
- E. "Allegro" strippy leather sandal. \$64

the shop for
Pappagallo

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