

# California Jam: what a

by J. Paul Lagos

photos by Jose Murillo

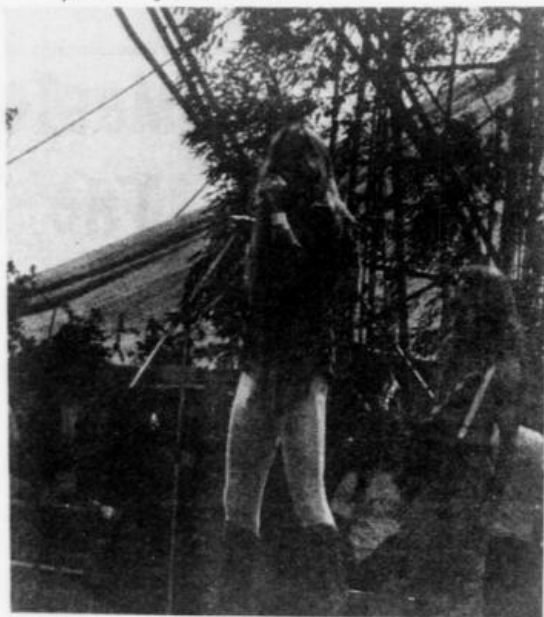


Bernie Leadon led the Eagles, switching off from guitar to banjo while holding down lead vocals on several numbers.

Ontario Motor Speedway is a far cry from the natural surroundings Woodstock provided a few years ago. But for 12 hours one Saturday in April the formula-driven racing cars weren't howling at record times around the five-mile course. Instead, the sounds of Deep Purple and Emerson, Lake, and Palmer filled the warm, San Bernardino air.

The big block party began the night before. Provisions set by the producers of the marathon stated no camping would be allowed at or near the scene of the crime. But by midnight that Friday, 25,000 people made it clear they didn't know of such provisions. One hour later, the gates opened, six hours ahead of schedule, and the first California Jammers rushed as near to the stage as they could.

In the following hours, the rest of the crowd would be caught in some of the worst traffic snarls ever. The San Bernardino and Pomona Freeways, backed-up 13 miles at times, became parking lots as frustrated jammers abandoned their cars on ramps and



Jim Dandy, lead singer for Black Oak Arkansas, is well-known for his raspy vocals and unusual stage mannerisms.

## SALES & SERVICE DIRECTORY

<p>● <b>CHEVROLET</b> ● NEW &amp; USED CARS &amp; TRUCKS FACTORY SALES &amp; SERVICE-LEASING one of the low dealers in the world that owns the own finance, leasing &amp; insurance. DISCOUNT WITH THIS AD 3330 S. FIGUEROA GIANT FELIX 748-6141 AT JEFFERSON</p>	<p>● <b>MG-TRIUMPH</b> ● Campus Headquarters for <b>TRIUMPH</b> Sales * Service * Parts Large Used Sports Car Division Boyd A. Peterson, Inc., Imports 5401 CRENSHAW BL. L.A. 299-3740</p>	<p>● <b>AUTO PARTS</b> ● <b>C.E. ENCELL'S</b> is student headquarter for Auto Parts &amp; Supplies <b>24 HR. SERVICE</b> for all cars &amp; trucks 24 hr. calls 627-0204 Drive in parking—733 S. Central (between 7th &amp; 8th St., Los Angeles)</p>
<p>● <b>MERCEDES BENZ</b> ● NEW &amp; USED SALES DEPT LEASING ALL MAKES &amp; MODELS OF CARS &amp; BUSES DISCOUNT WITH THIS AD <b>DOWNTOWN L.A. MTRS.</b> 1525 S. Figueroa 748-8951</p>	<p>● <b>DELI-LIQUOR MARKET</b> ● <b>THE SORBONNE MARKET</b> Check Cashed—Student I.D. Delicious Sandwiches—Meat— Produce Dairy—Beauty Aids <b>BULK DISCOUNT</b> 3607 So. Vermont Open 9-10 p.m. Daily (Across from Post Office)</p>	<p>CAMPUS HEADQUARTERS for XEROXING and offset printing <b>PENNIES PER COPY</b> Ask about our graphic &amp; publishing ser- <b>AMERICAN DUPLICATOR</b> 746-5621 907 W. Jefferson 1 blk from USC</p>
<p>● <b>VOLKSWAGEN</b> ● NEW &amp; USED CARS AND TRUCKS EXPERT BODY REPAIR RENTAL-LEASING-PARTS-SERVICE DISCOUNT WITH THIS AD <b>VOLKSWAGEN OF DOWNTOWN L.A.</b> 1905 SO. FIGUEROA 748-7231</p>	<p>● <b>BARTENDING</b> ● "TAUGHT THE ACCEPTED WAY" Turning on top Bartenders Men &amp; Women New classes start every day *Short thorough course Day &amp; Evening Classes Free brochures call: 628-4293 <b>MAJOR SCHOOL OF BARTENDING</b> 257 So. Spring St., L.A.</p>	<p>● <b>COURT REPORTING</b> ● Want A Profession? <b>COURT REPORTING</b> Needs people with some college background High Salaries <b>Excellent Placement</b> <b>BRYAN COLLEGE</b> 2511 Beverly Blvd., L.A. DU8-2495</p>
<p>● <b>PORSCHE—AUDI</b> ● NEW &amp; USED SALES DEPT. PARTS—SERVICE—BODY SHOP —LEASING DISCOUNT WITH THIS AD <b>PORSCHE—AUDI OF DOWNTOWN L.A.</b> 631 W. WASHINGTON BL. 748-6261</p> <p>● <b>DATSUN</b> ● —SALES &amp; SERVICE ● NEW &amp; USED CARS &amp; TRUCKS —LEASING—RENTAL—PARTS—BODYSHOP DISCOUNT WITH THIS AD <b>DOWNTOWN L.A. MOTORS</b> (AT VENICE) 1525 S. Figueroa</p>		

*Mitchell Brothers*  
**THEATRES**



**Marilyn Chambers**

Back-to-back in two Mitchell Bros. films

**BEHIND the GREEN DOOR**

and

**RESURRECTION OF EVE**

IN COLOR  
ADULTS ONLY

*The Mitchell Brothers*  
**FOUR STAR**  
5112 Wilshire 936-8211  
2 blocks east of La Brea

*The Mitchell Brothers*  
**INGLEWOOD**  
142 Market 678-8977  
Manchester exit off San Diego Freeway

**SEE THEATRE GUIDE FOR SHOWTIMES**

# rush

side shoulders. When they came back later that day, they would find their cars towed away or ticketed.

More than 700 security men, clad in their red California Jam t-shirts, were hired to control the ensuing crowds and guard the steel-picketed fence that bordered 50 feet in front of the mammoth 200-foot-wide stage.

By 9:45 that morning, most of the crowd found a place for their bodies to lie on and Rare Earth began 15 minutes ahead of the planned 10 a.m. start.

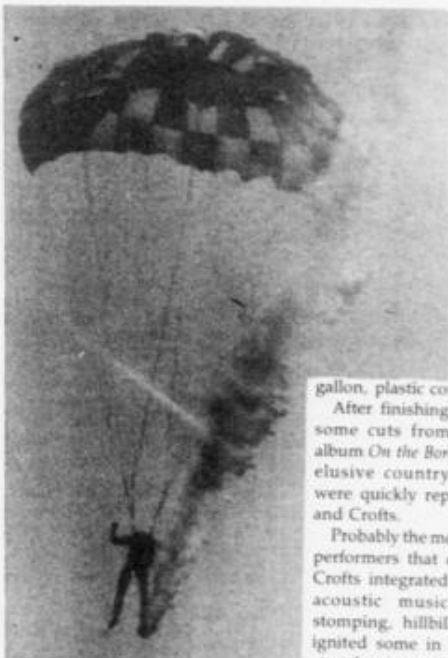
Known for its hard-driving but rhythmic beat, Rare Earth woke up the early morning blues with past successes "I Just Wanna Celebrate," "Get Ready," and others.

Overhead, the red passenger helicopter could be heard bringing in the performers from the Holiday Inn two miles away.

Because of the good organization (and television purposes), the first five groups performed in 45-minute sets. In all probability, these are the two reasons why there were mixed emotions afterwards on whether it was enjoyable or not.

Earth, Wind, and Fire began the second act on a very, soulful yet mellow note. Their ability to soothe wall-to-wall people, most of whom were already in the clouds, was undeniable.

It wasn't until high noon that some restless persons began to crash the fence around the stage. At this point, recognizing the



danger which could stem from this, the master of ceremonies came forward and held-up the Jam.

"We can't go any further until you step back from the fences. Don't fuck up the show, now. Everything has been going smoothly up to now," he pleaded. And the crowd complied, especially when the Eagles walked on to the stage.

Accompanied by Jackson Browne, those fans who were once hot from an 85-degree sun, cooled-off to "Take It Easy" and some of the water and beer that was being passed out to them in

gallon, plastic containers.

After finishing their set with some cuts from their newest album *On the Border*, the Eagles' elusive country rock sounds were quickly replaced by Seals and Crofts.

Probably the most entertaining performers that day, Seals and Crofts integrated some of their acoustic music with foot-stomping, hillbilly polka. This ignited some in the masses to start dancing and going berserk.

Black Oak Arkansas continued where Seals and Crofts left off, only in a harder fashion. With sun visors being dropped from helicopters above and streakers streaking below, their lead singer set off some females in the crowd with his sexual gyrations.

After two encores and cries for "more" after that, the English invasion began. Black Sabbath lent a darker atmosphere to the late afternoon with its dull exhibition of their lead guitarist. Playing some of their earlier songs, Black Sabbath only revitalized the pushing and shoving that went on earlier.

The \$400,000 acts, Deep Purple and Emerson, Lake, and Palmer only added theatrics instead of music. Conscious of the ABC cameras, Deep Purple excited the crowd by smashing their guitars against the television lenses and blowing up their amplifiers. But the violence was a meager addition to the act, as was David Coverdale who has replaced Ian Gillan on vocals.

Emerson, Lake and Palmer proved they're better indoors than outdoors. Probably the most sophisticated rock group in the world and slowly becoming the most successful, Keith Emerson's synthesizer and California Jam's fireworks' display climaxed the long day.

Two hundred thousand rock 'n' roll, boogie woogie fanatics had made it the largest money grossing single-day concert in music history. ●

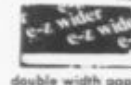


**If you're rolling cigarettes like you've got 5 thumbs, we'll give you a hand.**



No more feeling like a rude clumsy oaf. No more sticking together 2 papers and heaping that while you're rolling they don't split open again. With e-z wider you can roll a fine smoke every single time.

**e-z wider**  
We're the original high quality, slow burning paper of double width. Try e-z wider papers. They're big enough so you only lick once.



© 1974 RAYTHEON E.S.D. INC. 157 and 158a St. San Jose, CA 95128

## Raytheon

Electromagnetic Systems Div.  
Santa Barbara

**IS SEEKING  
QUALIFIED JUNE GRADS  
AT THE B.S. AND M.S. LEVELS  
IN ELECTRONICS**

We have an extensive Engineering Department with well equipped laboratories and facilities — including an Antenna facility with both indoor and outdoor ranges, an RF test facility, microwave integrated circuit laboratory, complete model shop facility, calibration laboratory, and a fully equipped Manufacturing Department.

Our work is performed for government prime contractors and includes Electronic Countermeasures Systems, Reconnaissance Systems, Penetration Aid Systems, and Re-entry Systems. These systems are very complex, composed of the following functional elements: Antennas, receivers, signal processors, general and special purpose computers, complex signal generators, low and high power RF components, passive and active RF devices, and high power supplies and modulators. The equipment designs often involve advanced techniques.

Raytheon E.S.D., with an Engineering group of approximately 300 (total division population approximately 1100), is located in Goleta, California, a suburb of Santa Barbara, where there are no traffic, commuting, or parking problems, and smog is non-existent. Fringe benefits include two weeks vacation per year, ten paid holidays, and an excellent company paid group insurance program. The University of California at Santa Barbara offers graduate degree programs in many fields, and the company has a tuition reimbursement program which provides a maximum of \$675 per school year.

If you would like to investigate joining this select group in this excellent location, and you are a U.S. citizen — contact your PLACEMENT OFFICE to arrange an interview with Lyle Langston, Employment Manager, who will be on campus April 23.

If you are unable to schedule an on-campus interview, send a copy of your resume to: Lyle Langston, Employment Manager, Raytheon, 6380 Hollister Ave., Goleta, California 93017.

An equal opportunity employer m/f.