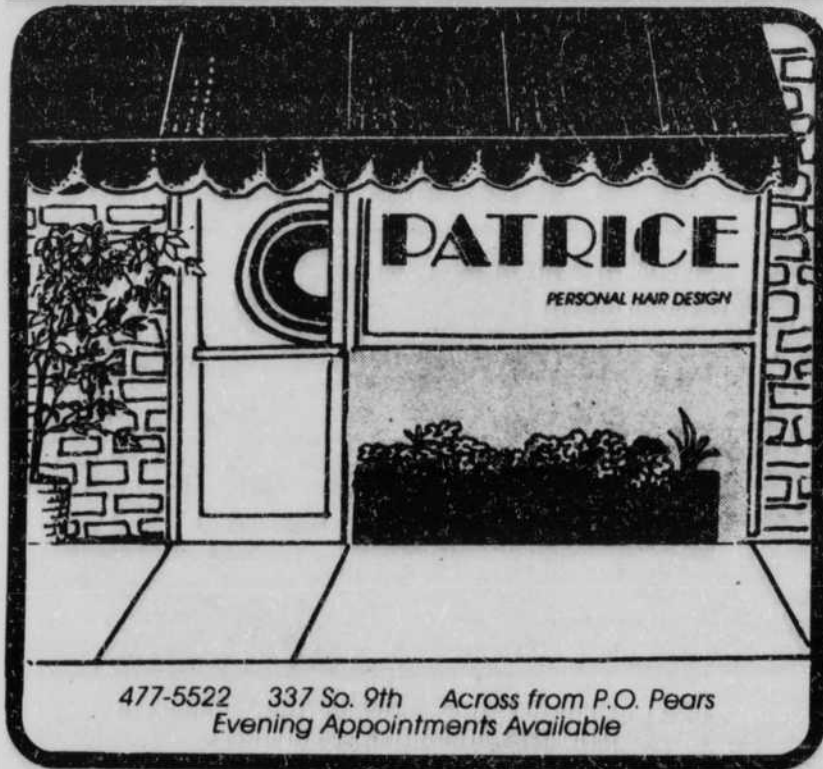


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Deb Haselhorst, owner of Euphoria, sells a variety of merchandise from tie-dyes to teas.

Euphoria unlocks key to 60s

By Mark Lage
 Staff Reporter

"Why have we been around for ten years, and suddenly discovered?" asks the sign above the entrance to Euphoria Herbs, a small shop at 27th and Randolph in Lincoln.

It may be just blind luck, but then again it may have something to do with the resurgence, among at least a small part of the community, of the ideas and music of the late 1960's movement, as well as some of its accessories, such as tie-dyed t-shirts, and incense.

And, as owner/manager Deb Haselhorst said, Euphoria has "a wide assortment of tie-dyes, rock and roll t-shirts, and incense." She admits that with large numbers of items like these, Euphoria's main target is young people, but some of their other items, like greeting cards, coffee and tea, have been attracting older customers, so that lately, she said, "we've been getting everybody. We're doing well," she said.

Euphoria's first incarnation was approximately ten years ago, under the name Lady Lavender's Herb Store, at 16th and O streets. That name lasted about a year and a half, after the number of patrons wandering in from nearby Harry's Wonder Bar demanding to see Lady Lavender became too large. "I didn't like that," Haselhorst said. So a contest was held to pick a new name, and Euphoria was the winner. A year later, the store moved to

its present location.

In addition to the items previously mentioned, Euphoria carries a large supply of rock-n-roll posters, a number of different types of jewelry and trinkets, and a large variety of pipes and other smoking accessories (intended strictly for legal use, of course). They also sell Shakti Shoes, a line which features a number of Birkenstock-like sandals, as well as regular shoes.

As may be expected, the large poster section is dominated by pre-1970's bands. In fact, there were only two 1980's artists I can remember seeing — U2 and Metallica. Amidst the atmosphere of the shop, the somewhat dim lighting, hip little trinkets in every corner, tie-dyes and incense everywhere, the poster section almost becomes a sort of temple to the memory of the glorious rock and roll dead — the friendly faces of Lennon, Morrison, Hendrix, Joplin, etc., appearing over and over again, with much less undressed female interruption than the average record store.

Perhaps even better is the treatment of the glorious rock and roll stars we almost wish were dead — the poster selection contains very little post-1970 Bob Dylan or Grateful Dead, and absolutely no Paul McCartney after 1975. I've never found a better place to imagine that the Wings never were.

Another frequent customer I talked to also liked the poster section. Scott, a junior English major at UNL, said that his favorite Euphoria

purchase was a poster showing John Lennon standing in front of the Statue of Liberty, flashing a peace sign. Then again, he said, it may be the Bob Marley sticker a friend gave him for the back window of his van. "They also have some real nice pipes," Scott added.

Other customers have different reasons for frequenting the shop. Tammy, a sophomore Art History major, likes the incense and oils she finds there. She said that she likes Euphoria because its one of the few places in Lincoln where you can find incense. This doesn't surprise manager Haselhorst — "A lot of people tell me that we're the only place around that carries incense."

Jeff, a sophomore English major, said that even though he "likes the rugs" they have there, has never actually bought anything at Euphoria. He says he enjoys browsing in the shop simply because "it has a lot of character."

And there are still more attractions at Euphoria, far too many to mention here. Jars and jars of coffees, teas, and herbs, waiting to be ground up at your command, Harley Davidson patches, greeting cards that you wear on your face, Indian rugs, etc., etc., etc.

This kind of variety is probably another reason for the increasing popularity of Euphoria. But whatever the reason, its nice to see that a store like this one is not only not being driven into the ground by the late 80's, but actually seems to be thriving in their midst.

Open Harvest: no preservatives, no additives

By Mick Dyer
 Senior Reporter

When you look at the list of ingredients in most of the products you buy at the grocery store, chances are you'll find you're buying more than just the food you want.

You get a variety of chemicals and preservatives, too. Open Harvest, 2637 Randolph, is a store that promotes a health and environment conscious attitude by specializing in selling naturally produced foods.

Cynthia Taylor, manager, said Open Harvest strives to provide Lincoln with high quality, natural food.

"That is one of our main philosophies," she said.

The foods sold at Open Harvest are good for you. Taylor said foods available in the store are minimally processed, without artificial flavors or chemicals.

"We sell cheeses that don't have artificial dyes," she said. "A lot of people don't know that most cheese isn't yellow."

Taylor said they buy as much organically grown food as possible. Organically grown food is grown by applying only organic materials to the soil that keeps the soil healthy for the future instead of artificial chemicals that deplete the soil of its nutrients. This is called sustainable agriculture and it's better for the

earth than most commercial farming techniques.


"We try to support sustainable agriculture," she said. "I think that's a concept that is gaining popularity."

Open Harvest also sells as much locally grown food as possible, Taylor said.


The store has a selection of 125 bulk products that are grown and produced with sustainable agriculture and minimal chemical processing in mind. Bulk foods include nuts, grains, yeasts, beans and pastas. They also have close to 300 bulk herbs and teas.

The in-house bakery is also

See OPEN HARVEST on 14



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