

“Peggy Caserta is a wild child of her time.”

— DAVID DALTON

ROLLING STONE MAGAZINE, a founding editor



**INCLUDES HISTORIC PHOTOS:**

- Author on stage at Woodstock
- Janis and her dog, George
- Grateful Dead in front of Mnasidika
- Grateful Dead inside Mnasidika



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Peggy Caserta and Maggie Falcon

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Peggy Caserta, founder of the famous Haight-Ashbury hippie boutique Mnasidika, and lover and girlfriend of Janis Joplin, was a Louisiana homecoming queen turned airsick stewardess who eventually landed in 1960s San Francisco and set up shop. Her store was a hang-out for The Grateful Dead and Big Brother and the Holding Company; it was where Wes Wilson's posters hung and Bill Graham sold concert tickets and Owsley's LSD was enjoyed.

Caserta's world of psychedelic peace, love, LSD, and rock kaleidoscoped into bereavement, heroin addiction, prison, and desperation. She was hated, betrayed, and self-exiled, and after 44 years has recovered, after returning home to the Bayou to care for her mother with dementia.

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