EL RODEO

53

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California State Polytechnic College, San Luis Obispo, California

Editor, Gordon Beach
Near the front of most books there are the words, "In memory of . . ." This book is no different.

With a still-fresh sense of loss, we remember the friends who left us this year. First, death took Olga Martinson, the beloved "Golden Voice of Poly." Before we could walk past her station at the information desk without thinking "just the other day . . . ", we lost Wilbur "Ted" Howes, the cheerful and friendly head of the ornamental horticulture department.

In one short academic year, the loss of two such great friends was a bitter blow to Poly. But each would have said, "Build on! Build an ever-greater Poly!" So we went on, and we will continue to go on, finishing their uncompleted work as best we can; still remembering Olga's cheerful "Good morning, California Polytechnic!" and the bright beauty of shrubs and flowers that "Ted" Howes taught us to create.
Wilbur B. Howes
All Hail, Green and Gold!
May your praises e'er be told...
Of Friendship and of Courage . . .
New dorms overlooking the campus

And stalwart sons of old . . .
All Hail, Green and Gold!
In your name we shall prevail...
So to California Polytechnic, Hail! Hail! Hail!
CONTENTS

Chapter 1 - Administration
Chapter 2 - Academic
Chapter 3 - Social
Chapter 4 - Sports
Chapter 5 - Classes
Chapter 6 - Calendar
Chapter 1 – Administration

About the people who are our government

In modern society there must be laws and rules of procedure. At Poly we have two governing bodies that work hand-in-hand to establish and maintain the order so necessary to an organized community. And Poly is just that—a community having education for its major industry.

There are also the people who keep the records we make and perform hundreds of other services that are required in any community.

To all of these, the college administration, the student body government, and the many service units we dedicate the following pages of your “Book of the Year”.
Dean Chandler, President McPhee, Bob McKellar, and Bob Smith look over the orientation schedule for new students.

Leona Boerman, Secretary to the President, Eugene Rittenhouse, Administrative Assistant, and Dorothy Spessard, stenographer—the president's office staff.

President of the College and President of the Student Body—the top brass.
Julian A. McPhee, President
California State Polytechnic College
J. Cordner Gibson, Dean of the Southern Campus

Donald S. Nelson
Business Manager

Eugene E. Brendlin,
Foundation Manager

Robert E. Kennedy, Public Relations Director
ADMINISTRATIVE

PLACEMENT OFFICE: Placement Officer
Johnny Jones, Constance Cowen,
Irene Gardner.

LIBRARY—FRONT ROW, LEFT TO RIGHT: George Hunter,
Dorothy Coleman, Pearl Turner, Helen Blair, Margaret
Lane, Patricia Riley, Elaine Machado, Kathryn Parkins.
BACK ROW: Margaret Johnson, Head Librarian Francis
Allen, Marcus Gold, Dorothy Wright, Beryl Guerrero, Fred
Genthner.

HEALTH CENTER—FRONT ROW, LEFT TO RIGHT: Cath-
yrn Rogallo, Health Officer Dr. E. D. Lovett, Imogene
Gow.
BACK ROW: Charles Griffin, Robert Olds, George
Murphy.

GUIDANCE CENTER—FRONT ROW, LEFT TO RIGHT:
Director of Guidance Oberlin Nereson, Barbara Coll-
lins, Shirley Wintz, James McGrath, BACK ROW:
Charles Lang, Norman Gould, Emmett Bloom.
ACTIVITIES OFFICE—Student Activities Officer John Lawson and Jane Wilson.


STANDING, LEFT TO RIGHT: A. G. Rinn, Robert Pederson, George Couper.


ADMISSION OFFICE—LEFT TO RIGHT: Kathryn Rowland, Admissions Officer Paul Winner, Esther Wright, Registrar Leo Philbin, Grace Johnson.
POST OFFICE—Postmaster Phil McMillan and Margaret Hoyt.


MIMEOGRAPH ROOM: Joyce Wilson and Esther Davidson.

Ralph W. Miller, Superintendent of Buildings and Grounds


2ND ROW: Simas, Miller, Wilson, Whitaker, Sheffer, Hill, Macagni, Hesse, White, Heyd, Terrill Wynne, Pratt.

EL CORRAL

EL CORRAL OFFICE—LEFT TO RIGHT: Marion Phipps, Mary Lee Green, Joyce Howe, Elsie Forshee, Vada Millar, Phyllis Bjorsness, Graduate Manager Harry Wineroth.

BOOK STORE—LEFT TO RIGHT: Martha Mazza, Juanita White, Enid Staats, Lucile Fraser.

FOUNTAIN—

FRONT ROW, LEFT TO RIGHT: Faye Lowery, Anita Blackwood, Marilyn Dorfman, Pearl Atchesen.

BACK ROW: Barbara Coughlin, Ruth Weist.
STUDENT GOVERNMENT

Bob Smith, Associated Student Body President

Joe Cretin, Student Body Secretary, and Ben Arnold, Student Body Vice-President.
John "Danny" Lawson, Student Activities Officer.

Assistant Student Activities Officer
Jane Wilson.

ADVISORY COMMISSION

LEFT TO RIGHT: Claud Ferguson, William Conlon, Bob Smith, President McPhee, William Troutner, Harald Davidson.
MEMBERS OF THE BOARD

SEATED LEFT TO RIGHT: Howard Coburn, Robert Johnson (advisor), Bob Scofield, Woody Lane.
STANDING LEFT TO RIGHT: Jim Hanan, Ira Schab, Bruce Ramsey, Randy Bradley, Phil Johanknecht.
Jim Hanan, Glee Club President

Howard Coburn, Glee Club Manager

BELOW, FRONT ROW, LEFT TO RIGHT: Gene Mehlschau, Larry West, Bruce Ramsey, Phil Johanknecht, Bill Stewart. SECOND ROW, Bert Gilmore, Ron Ching, Woody Lane, Bob Bogdanovich, Ray Bright. BACK ROW: Jack Hill, Randy Bradley, Bob Scofield, Gary Rader.
MAJORS & MINORS

FRONT ROW, LEFT TO RIGHT: Bob Verdugo, James Webster, David Schubert, Larry Glandon, James Hanan, Robin Baldwin.
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LEFT TO RIGHT: John Healey, Will Thomas, John Mette, George Hunter, Bob McKellar, Frank Tours.
LEFT TO RIGHT: Glenn Rich, John Christensen, Miller Keplinger, Craig White, Advisor Carl "Gus" Beck.

HERD BOOK

Ken Kitch    Warren Jewett
POLY ROYAL BOARD

General Superintendent Chuck Jacobson
Advisor Carl "Gus" Beck
POLY ROYAL QUEEN

CECILIA FAVA

THE ROYAL COURT—LEFT TO RIGHT: Princess Jane Weaver, Princess Joan Patterson, 1952 Queen Gerry Cox, Queen Cecilia, Princess Althea Irwin, Princess Carol Rosenthal.
QUEEN'S ARRIVAL

Cecilia's first Poly Royal view of Poly

Here she comes, boys—Isn't she cute?

Missed what he said, but it must have been funny.

Enter the royal court
The Queen is crowned

Packed, wasn't it?

Yak, yak, yak—dance, that's what the music's for

Somebody always watches the camera man
The Queen dances with Chuck . . .

And with Mel Venter

And with Bud Collett

The Majors & Minors at the Mel Venter show
EXHIBITS

FF&TC's attractive and graphic exhibit

Makin' POWER

So blood mixes—so?

Aero engineering, but what does it do?
Nelson Crow speaks to budding journalists

Bull sessions, another use of language ...

Chickens?

At the Flower Show, lovely flowers

Nelson Crow speaks to budding journalists
CARNIVAL

Fix Cas up with a gooey mess

Wish I had one of those

On the "B", number nine . . .

Rally Committee at work helping folks out

Make it say "Wins Loving Cup for Loving"
Barbecue

Only at Poly Royal do we get pretty SINGLE girls

That chow looks good

Baby, don't eat so fast

Good?

BAND CONCERT

Make 'em play real pretty, Ike
CONTESTS

JUDGING

Grooming a champion lamb

The honoring of J. I. Thompson

I want some ice cream

Lady Carpenters

Mommy's milkin' a Moo-Cow
Hurry, get goin', get goin'

MOTORCYCLE CIRCUS

Rodeo

This Guy's got to go

He's headin' for a fall

A real high kicker
BOARP OF ATHLETIC CONTROL
CHEER and SONG LEADERS—STANDING: "J. J." Peterson, Don Morris, Sally Eckrote. KNEELING: Bob Peterson, June Davis, Claude Anderson. Chairman Dick Bobda

RALLY COMMITTEE

RIGHT WING: Hall, Isakson, Halbeck, Fagerskog, McNab.
BACK ROW: Mulch, McKeller, Cage, Advisor Eisen, Martin, Bobba, Mullett, Thompson, Garfield, Lloyd.
ASSEMBLY COMMITTEE

DANCE COMMITTEE

LEFT TO RIGHT: Bob Bayley, Rex Stone, Chairman Ben Arnold, Bill Conlon, Lee Gilbert.

LEFT TO RIGHT: Bruce Ramsey, Ike Scheb, Chairman Ben Arnold, Assistant Student Activities Officer Jane Wilson, Randy Bradley, Claud Ferguson.
INTER CLASS COUNCIL

Budget Committee

LEFT TO RIGHT: Blaine Meininger, Derill Graham, Bob McKellar, John Kersey, Chairman Duane Noyes, Graduate Manager Harry Winroth, Jerry Dillian, Business Manager Donald Nelson.
LEFT TO RIGHT: David Kleine, Don Clark, Joe Crelin, Ron Pine,
Al Dorain.

ACTIVITY KEY COMMITTEE

INTER-CLUB COUNCIL


BACK ROW: Don Bagby, Jerry Dillion, Ernest Eaton, Albert De Anda.
Chapter 2—Schools

About the instructional side of Poly Life

Someplace in any book there should be mention of the forces that combine to mold the character of the principal characters. Here at Poly there are many forces at work shaping our futures. Perhaps the most positive of these forces are our instructors—we spend so many hours in their class rooms and offices—yes, and we even call on their help before and after class time.

Somehow, we can’t help but feel that maybe in some way we, the students, shape their lives too. The many classes of Poly students that flow through the old “brain factory” must leave some impression. If they did, it was a good one.

Poly seems to excell in getting the job done. Much of the credit must go to grads who bring in praises of our “learn by doing” college. But before them, after them, and while they were here, the people who make possible our unique and effective way of educating deserve a lion’s share of the credit.

To the instructors, in every division and department, thanks. To you we dedicate the following pages of your “Book of the Year.”
AGRICULTURE

Vard Shepard, Dean of Agriculture

LEFT TO RIGHT: George Drumm, Richard Leach, James Merson, Howard Brown, Dean Shepard, Warren Smith, Logan Carter, Dr. White, Stanlon Gray, Lyman Bennion.
LEFT TO RIGHT: Russell Nelson, Department Head George Drumm, Kenneth Boyle.
Agricultural Engineering &
Agricultural Mechanics

Department Head James Merson

LEFT TO RIGHT: Henry Clay, Vern Meecham, Ralph Billie, Ralph Hoover, Harmon Toone, Leo Senkoff.
LEFT TO RIGHT: E. D. Gerald, Clive Remund, Erle Campbell, Robert Matheny, Department Head Merson.
Animal Husbandry

Department Head Lyman Bennion

LEFT TO RIGHT: George McNeely, John Algeo, Bob Miller, Spellman Collins, Department Head Bennion.
Field, Fruit & Truck Crops

Harmon Toone, Max Kipf, Stanton Gray, Ralph Vorhies, William Troutner, John Talbott, Rey Lonborg.
Ornamental Horticulture

A sprout today, a plant tomorrow.

RIGHT: Acting Department Head Howard Brown and Edward Mattson.

Veterinary Science

Saw, Bossy! We’ll fix you up like new.

LEFT—Dr. John Allen and Dr. Ray White.
Aeronautical Engineering

Future Designers learning by doing.

LEFT TO RIGHT—Ray Metz, Alden Turner, Richard Hall, George Matteson, Department Head Lester Gustafson.

Department Head Lester Gustafson.
Air Conditioning

The people who put a price on air.

LEFT TO RIGHT—L. G. Van Nest, Ted Graves, Donald Lawrence, James McGrath, Department Head Norman Sharpe.
Architectural Engineering

Department Head George Hasslein

Nice model—is that for sun bathing?

LEFT TO RIGHT—R. D. Graves, Department Head George Hasslein, Kenneth Schwartz, Hans Mager, Rudolf Polley.
Electronics and Radio Engineering

LEFT TO RIGHT—Harry Wolf, Fred Steuck, Gerald Peterson, Department Head Clarence Radius, Ellis Roney, Harold Hendricks.
Mechanical Engineering

The finishing touches on an assembly job.

SEATED—LEFT TO RIGHT: Hugh Haroldson, R. H. Reese, Robert Johnston.
STANDING: Clifford Anderson, George Green, Thomas Hardgrave, Gerald Ellis, Department Head Thomas Zilka, J. O. Richardson.

Department Head Thomas Zilka.
to the dynamometer and there . . .

LEFT TO RIGHT—Edward Hall, Department Head
Fred Bowden, Warren Anderson, Jan Van Esperen.

Machine Shop

Learning machine tool processes.

LEFT TO RIGHT—C. C. Richards, Ellard Betz, Department Head
Francis Whiting.
Printing

"... and out comes the printed page!"

LEFT TO RIGHT—Guy Culbertson, C. H. Gregory, Department Head A. M. Fellows.

Welding

The most modern equipment—the newest method of education.

LEFT TO RIGHT—Department Head Richard Wiley, Enrico Bongio, Charlie Meinhart.
LIBERAL ARTS

SEATED—LEFT TO RIGHT: Woodford Bowls, Glenn Noble, Dean C. O. McCorkle, Robert Maurer, Norman Cruikshanks, David Grant.
"How many cultures to identify?"

LEFT TO RIGHT—David Thomson, Richard Pimintel, Department Head Glenn Noble, Robert Houghsten, Frederick Essig, Robert Hoover, Robert Samuels, John Applegarth, William Thurmond.
Agricultural Journalism

LEFT TO RIGHT—Department Head Ken Kitch, Robert Kennedy, John Healey, Cas Szukalski.

Listening to a guest speaker from the profession.

Music

Department Head Harold Davidson

Nifty-Nine pep band—Dixieland style.
English & Public Speaking

Round table discussion—everyone gets his say.

LEFT TO RIGHT—Morrice Garter, James Smith, Era Marston, Charles Lang, John Riebel, Department Head David Grant, William Schuyler, Michael O'Leary, Kenneth Lowery.
He flies thru' the air to see how it's done—this learning by doing is often great fun!
Math

Department Head Milo Whitson

After class, extra help on that hard one.

SEATED—LEFT TO RIGHT: Valmar Folsom, Arthur Wirshup, Department Head Milo Whitson, Clyde Fisher.
STANDING—Ralph Weston, William McIntosh, Chester Scott, John Woodworth, Charles Elston.
Physical Science

STANDING—Department Head Woodford Bowls, Bruce Kennelly, Robert Holmqvist, Torlief Rickardsrud, Vance Lewis.
Round table talk on "production?"
Lt. Col. James Cochran, PMS&T

"Be sure to clean here!"

It takes hours of practice like this . . .

To reach perfection like this . . .

and like this. Poly's ROTC drill team in action.
"Just sign right here ..."

"Inspect - shun ... HARRS!"

Golden Blade Society, Honor military group.
Chapter 3—Clubs

About the foundation of our social life

Poly's many departmental and social clubs are the center of social life on the campus. The "major's" clubs continue career interests beyond the classroom and the social clubs fill the hours set aside for recreation and relaxation. It is through these organizations that we get our first glimpse of society in action.

Here, too, are the opportunities to show leadership and to experience the pleasures of knowing that we have done someone a service. At last the many-sided Poly life takes shape—each part in some club activity an experience in service, leadership, education, entertainment, government, and just plain living.

To the clubs, both social and departmental, we dedicate the following pages of your "Book of the Year."
One of the youngest clubs on campus is the Ad Libbers, Cal Poly's own Little Theatre group. Their purpose is to create, develop, and further student interest in acting and play production.

They chalked up two successful productions this year: "See Here, Jock Dalton" and "Dead End." The group showed its versatility by contributing the voices for Pearl Turner's Puppet Show.

Jack Schlatter  President
Frank Kroeger  Secretary-Treasurer

FRONT ROW—LEFT TO RIGHT: Walt Ingle, Wilbur Hanley, Rhodie Long, Damon Foster, Norman Gould
BACK ROW: Dan Long, Charlotte Churn, Frank Kroger, Sharon Jay.
The Cal Poly Aeronautical Club seeks to perpetuate the interests of aviation and aeronautics education and to provide an adequate social program for its members.

Besides entering teams in intramural sports, they completed a number of department projects.
During the year the Society of Agricultural Engineers' activities included field trips, a barbecue, the annual Poly Royal display and banquet, and sponsoring the "blood bus"—transportation for blood donors during Cal Poly's annual blood drive.

The Society offers students a perfect means of making friends within their department and of meeting men from many allied industries.
Air Conditioning Engineering Club was organized to increase student understanding of air conditioning field problems and opportunities, to bring speakers to the school, to promote greater fellowship among students through extra-curricular and technical activities and to provide aid in locating positions for the graduating students.

Bernard Beckius ....... President
Alvin Dokter ............ Vice-President
Charles Reas ............ Secretary
Laverne Jensen .......... Treasurer

Air Conditioning Engineering Club was organized to increase student understanding of air conditioning field problems and opportunities, to bring speakers to the school, to promote greater fellowship among students through extra-curricular and technical activities and to provide aid in locating positions for the graduating students.
With service as its keynote, Alpha Phi Omega was founded at Cal Poly in 1948. Since that time, Zeta Omicron chapter of the National Service Fraternity has carried out service projects to the college and to the community. Some of these are: Yester-year Film Series; Ugly Man Contest; Fish and Game lectures; and judging Scouting events.
Alpha Phi Sigma's primary objective this year was general Civic promotion on campus. Members were given special training in public speaking and parliamentary procedure, were encouraged to participate in movements for student welfare. Emphasis was also placed on fostering school pride in scholastic achievement. Wherever influence for good campus citizenship was needed, there Alpha Phi Sigma was ready for action.
Fred Brown ........................................ President
Dale Mueller ........................................ Vice-President
Dave McClendon .................................... Secretary-Treasurer

Amateur Radio Club is one of the active hobby groups on campus. The club concerns itself with operation and maintenance of radio station W6BHZ, "The Voice of Cal Poly." Informational use of leisure time captures the interest of its members who contact other amateurs throughout the world.
American Institute Of Architecture

Architectural Engineering majors combined interests and activities in one package to fill out the classroom—free-time program typical at Poly.

Activities included prominent architectural speakers, field trips, group discussions, beach parties, dances, picnics, and intramural sports.

Jack Knighton ............... President
Emmett Sutcliffe ............ Vice-President
Ronald Davis ............... Secretary
George Dinsmore ......... Treasurer


Back Row: Jack Alexander, William Ross, George Dinsmore, Robert Davis, George Hironaka, Lee Alton, Robert Williams, Tural Gahremanli, Ray Knowles, Lita Okazaki, James McGinley, James Guerrero, Charles Bella,
Beta Beta Beta, National Biological Fraternity, is an honorary society with the purpose of stimulating good scholarship, promoting dissemination of scientific truth, and encouraging investigation in the Life Sciences. In promoting both lay and scholarly understanding of the Life Sciences, Epsilon Pi chapter occupies a unique position—Cal Poly is the only California college whose location offers an overlap of northern and southern regions of marine and land life.
Joe Mueller President
Bobby Neal Vice-President
Clive Remund Treasurer
Jim Elam Secretary

While comprised of inter-collegiate athletes, one of Block “P”'s principal objectives is the stimulation of intramural competition. It also works to promote and enlarge Poly's general sports program, has instituted a physical education scholarship program, and lends active support to the athletic coaches and their colleagues in promoting sports events.


BACK ROW: Graf Shintaku, John Rubcic, Jerry Fredericks, Owen Servatius, Roy Metz, Woodford Bowl, Dick Hall.
Guided by their keynote, "Serving I Live," Blue Key men at Poly and 95 other colleges work together serving their fellow students, colleges, and communities. Members are selected because of campus leadership and scholastic activities, character, and personality. Each man pictured here, active in his own right, also serves through Blue Key National Honor fraternity.

FRONT ROW—LEFT TO RIGHT: Everett M. Chandler, Carlton Crystal, Don Shearer, Jim Elam, Gordon Ray, Todd Crawford.


Dick Jagels ................................... President
Jim Whittaker ................................ Vice-President
Duane Noyes ................................ Secretary-Treasurer
Dick Hillis .................................. Reporter

Representing one of the West's largest college
animal husbandry departments, Boots and Spurs mem­
bers strive to excel in the livestock field. Every year
Boots and Spurs sponsors the Poly Royal Barbecue and
stock show. In the spring they stage the All-College
Judging Contest, open to all Poly students.

FRONT ROW—LEFT TO RIGHT: Melvin Hillis, Donald Jensen, Jerry Biggs, Phil Scott, John Perry, Rodger Blue, William
Bowlen, Bob Chapman, Wayne Woolsey, Jim Johnson, Larry Kyte
SECOND ROW: Dick Crabill, Bill Walker, Norman Geiger, Ed Wineman, Floyd Harlan, Charles Jacobson, Robert Bostron,
THIRD ROW: Russell Skillen, Richard Birkett, B. Thomas, James Whittaker, Tom Meacham, Robert Shaw, Lynn Jenkins,
FOURTH ROW: Bob Schants, Hank Stone, Frank Louda, Hank Gaspar, Glen Bowlsbey, James D. Carter, Don Morrison, Jack
O'Connell, Earl Shrade, Gordon Powers, Gus Picollo, Phil Walker, Dick Walsworth, Elmer Edmiaston, William Daron, Lee
FIFTH ROW: Thomas Bedell, Ernie Eaton, Jim MacTaggart, Rex Johnson, Cliff Glidden, Tom Patton, Jim Bailey, Allen
Collins, Jim Jackson, Jerry Riddle, Marv Lary, Jack McCann, Bob Commer, Tommy Morrow, Norman Paige, Wally King.
SIXTH ROW: Jack Williams, Bill Conlon, Bev Blackmer, Dick Jagels, Dick Patterson, Craig White, Bob Ross, Lawrence
Hagen, Lyman Bennion, Richard Johnson, Spelman Collins, Wally King.
BACK ROW: Robert L. Smith, Emmett Bloom, Walter Hunsaker, Milton Haws, Tom Brierly, Dick Harrison, Ronald Rodri­
guez, Dan Berry, George Russel, David Buchanan, Ray Lyon, Verdis Upton, Bud Collet.
Again this year, members of the Cal Poly Bowling Club are getting their exercise every Monday night at the downtown El Camino Bowl. This ABC-sanctioned league consists of 80 of Cal Poly's top-notch bowlers comprising 16 teams. The club, organized at the beginning of the Fall quarter, is open to all Cal Poly students interested in the sport. At season's end, individual trophies are presented to each member of the winning team.

FRONT ROW—LEFT TO RIGHT: Collins, Monroe, Taylor, Klein, Cooper, Ross, Johnston, White, Barunda, Alderete, Eason, Whitbeck, Hatcher, Loving, Kwan.


3RD ROW: Hall, Kunimato, Bryant, Mason, Barham, Hironaka, Fryk, Palmer, Montgomery, Yee, Steinberg.

4TH ROW: Christensen, Martin, Dale, Parsons, Padilla, Tom, Lowe, Koo, Taylor, Campbell, Cupp, Owens, Tomei, Healy.

BACK ROW: Olson, McNamee, Wong, Chan, Elledge, Gresham.
The California Student Teachers' Association provides a meeting place for all prospective teachers on campus. Informal meetings offer a variety of experiences designed to stimulate a better understanding of the teaching profession. Directly affiliated with the California Teachers' Association, the club receives all its benefits. Each year the club sponsors the campus Trailer Beautification Contest. Shown in the picture, examining prizes for the 1952 contest winners, are (l to r): Jack Wagnon, contest chairman; Dr. Butzbach, adviser; John Polder, secretary.
The Chase Hall Tophatters' activities started off with an autumn get-acquainted Bar-B-Q. Meetings are bi-monthly—with refreshments and movies whenever possible. Participation in extracurricular activities included entering the "Ugly Man Contest" and sponsorship of football, basketball, and softball intramural teams. The club ended the Fall quarter with a giant Christmas party, which included refreshments and an exchange of gifts. More social functions, an open house during Poly Royal, and the sponsoring of a dance in the spring load the list of coming events for the club.
Poly Chi, composed of students of Chinese descent, is one of the newest "organized clubs" on campus and promotes as its main objectives fellowship and a better understanding between its members and the student body. Poly Chi promotes active participation in student activities and intramural sports and was a leader in the Cal Poly Bowling League. Twelve members represented Poly Chi at the Chinese Student Inter-collegiate Conference held this year on the University of Southern California campus, January 30 through February 1.

FRONT ROW—LEFT TO RIGHT: Kenneth Gee, Frank Wong, Walter Fong, Khean Young, R. H. Reece, Jim Yee, Roy Chan, Wilfred Chu.

CHRISTIAN FELLOWSHIP

Jerry Dillon  President
Don Anderson  Vice-President
Doug Peters  Secretary
Ray Kitaguchi  Treasurer

Cal Poly's Christian Fellowship club was organized for the purpose of providing a center of encouragement for spiritual growth in the Christian belief as it is seen in the Bible, and for developing friendship with other Christians. This purpose is accomplished through weekly Bible studies, prayer meetings, and get togethers with similar groups from other colleges.

FRONT ROW—LEFT TO RIGHT: Earl Montross, Richard Wenrow.

The primary function of the collegiate chapter of the Future Farmers of America is to prepare members for service as advisors to high school F.F.A. chapters. The collegiate chapter is an amalgamating organization for prospective agriculture teachers. Members assist with many state-wide F.F.A. activities held on Paly's campus.
The Crops Club combines Field, Fruit, Truck, and Citrus crop majors into one of the largest departmental clubs on the campus. Activities for the year began with a drive which resulted in a nearly 100 per cent membership. The annual Christmas party, picnic, Homecoming float, and alumni dinners were feature events of the year. The club entered teams in the intramural program and sponsored a school dance.
Gamma Pi Delta, Cal Poly's honorary agricultural fraternity, is one of the oldest organizations on the San Luis Obispo campus. The Chapter at San Luis Obispo was established in 1934, while just last year, a new chapter was founded on the southern campus at San Dimas. The fraternity numbers among its accomplishments the publication of the Herd Book (Cal Poly's student directory), a semi-annual "community project" (part of the initiation ceremonies), and aid to new students during freshman orientation. Gamma Pi Delta, stressing Leadership, Scholarship, and Character, helps mold young men for their place in the adult community.
Peter Thomas ...................................................... Master
John Talbott ....................................................... Overseer
Louise Snider ....................................................... Secretary
Thornton Snider ..................................................... Treasurer
Jim Tanji .............................................................. Steward

Cal Poly Grange No. 773 holds the distinction of being one of the Nation's two college Granges—the other at Ohio State. Devoted to furthering the interests of agriculture, the Poly Grange has grown steadily in number since its charter approval in 1951. It is one of the few organizations at Poly with membership open to husband and wife, and both share equally in Grange activities.
This group is a student branch of the national organization. The basic function of the Institute is dissemination of knowledge and theory of the aeronautical sciences. It provides students a chance to become better acquainted with personnel and activities of the aircraft industry. The membership of this professional organization, at Cal Poly, is composed of majors in aeronautical engineering.
The Institute of Radio Engineers stresses not only the dissemination of knowledge of the theory and practice of electronics and other related fields of engineering and science, but develops professional attitudes through guest speakers from the field, planned tours to electronic corporations, and by taking an active part in the regional conventions of the national I. R. E.
INTERNATIONAL RELATIONS CLUB

Concerned with national and international political problems, dedicated to promoting world-wide understanding between men and their countries, International Relations Club welcomes all Poly students. During 1952, the club presented a stimulating United Nations Week program and was host to the International Students' tour of California. Participating in the annual Model United Nations Program, the club also presented speakers on many foreign countries, as well as holding several panel discussion meetings on current topics.

FRONT ROW—LEFT TO RIGHT: H. Uga, Beverly Blackmer, Macharam Tajib, Burnett Monroe, Ralph Dilts, Iraj Ebrahim, Amir Behram, Hermanto, Marcel Perez.

2ND ROW: Bisono, Beugai, M. Kusrim, J. Gusman-Garcia, Sidharto, Noegroho Semeroe, S. Hertota, F. X. Sidhartha, Nicholas Karpov, Lauwing Hong.

Long known as the dorm where residents have box seats at all football games, Jespersen houses 52 aggies, athletes, and engineers whose windows overlook the open end of the stadium. Fashioning their own club, the Jespersenians promote fellowship among their residents through promotion of social affairs and other extracurricular activities. Always the highlight of their social calendar is the annual Christmas party—never better than this year.
The Kane O'Hawaii Club was started at Cal Poly in 1950. Its purpose is to aid "Island" students coming or desiring to come to Cal Poly and to encourage association of students from Hawaii enrolled at Cal Poly. Any person who is an Associated Student Body card holder and who was born and/or reared in the Territory of Hawaii may become a member of the organization. Various functions of the club include a "Luau" (feast) in the spring, sponsorship of a student body dance, and escorting the F.F.A. delegates from Hawaii around the campus in the Fall.
Members of Kappa Rho, freshman honorary service fraternity, are chosen for their interest and desire to participate in student activities. This year Kappa Rho sponsored lighting of the "P" at all home football games, assisted the Rally Committee at athletic events and rallies, sponsored the "End Zone Club," small-fry rooting section, and aided in the annual blood drive.
Club Latino Americano (the Latin American Club) is a social group made up of North, Central, and South American students interested in Latin countries, cultures, peoples, and in each other. Meetings are held in the languages of Cervantes, father of the Spanish language. One of the main objectives is to give U.S. students an opportunity to learn more about and get better acquainted with their southern neighbors.
Bob Johnson .................................. President
Larry Migliazzo .............................. Vice-President
John March .................................. Secretary
Charles Taylor ................................. Secretary
Jack Pollack .................................. Reporter

Club purposes are fellowship, professional improvement, and service to the dairy industry. Club activities included sponsorship of three inter-collegiate judging teams, a homecoming float, picnics, ushering at athletic events and holding of an annual banquet. Dairy leaders E. E. Greenough and Frank Pellissier were given 1952 honorary memberships in the club. John March, Lawrence Migliazzo and Robert Peat were honored as outstanding students with the G. M. Drumm Perpetual Trophy. Virgil Ernest was awarded the Golden State Trophy for outstanding senior judge.
Mat-Pica-Pi, Society of Printing Engineers, was the name chosen by the Cal Poly printers to replace their former name of Printing Club. The big event of the year for the printers was sponsorship of the annual Homecoming dance, "A Dance in the Park." In intramural football, the printers were champions of their league. The club has been very active this year, thanks to a conscientious group of upper-classmen and high-spirited under-classmen.
The purpose of the Mechanical Engineering Society is to encourage a closer association between students and faculty and to stimulate interest in the various training aspects of the Mechanical Engineering Department. This year the Society participated actively in intramural sports, entered a Homecoming parade float, had student speakers, conducted a field trip to Los Angeles, staged a beach party and a smoker, and sponsored the very successful Christmas Formal.
MUSTANG FLYERS

With membership open to any student or faculty member, the Mustang Flying Association has airplanes for instruction or the building of hours. Headquartered on Cal Poly's own airport, its principal activity, quite naturally, is flying. A program of meetings through the year, however, presented frequent speakers and movies on subjects related to aircraft and its allied activities and industries. No one has a broader or brighter view of campus affairs than the flying Mustangs.
ORNAMENTAL HORTICULTURE

Hans Jacobsen ........................................ President
Rudy Esau ........................................ Vice-President
Wilbur Hanley ....................................... Secretary
Larry West ........................................... Treasurer

Living up to its reputation as being an alert organization, the Ornamental Horticulture Club encouraged campus competition in athletics and social activities. Members lent a hand in Poly's Rose Bowl float and sponsored the Fifth Annual Poly Royal Flower Show.

Hans Jacobsen ....................... President
Rudy Esau .......................... Vice-President
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FRONT ROW—LEFT TO RIGHT: Gary Garfield, Ralph Harvey, Robert Hillbun, Damen Foster, Jasper Ferrero, William Franklin, Wilbur Hanley, Rudolph Esau, Marvin Adams, Simon Miedema.
4TH ROW: Richard Allen, Russell Kwash, Robert Belcher, Dave Thomas, Hans Jacobsen, Jack Zahn, Ralph Barnes, Robert Cooper.
BACK ROW: Larry West, Joe Steinman, Floyd Patterson, Bruce Mann, John Vanderleo, Dave Pinizzotto, Carl France, Bill Long, Ed Mattson, Howard Brown, Wilbur B. Howes.
Wayne Myrick ............... President
Bill Michaud ............... Vice-President
Ernest Bailey ................ Secretary
Tom Walker ................... Treasurer
Bill Stone ................. Sergeant-at-Arms

Poly Penguin activities range from support of general campus events to competition in all forms of motorcycle contests. Escort and patrol duties, the annual "Penguin Prance," and the Poly Royal motorcycle circus rated high among the year's activities. Individual members have placed in several state and national championship motorcycle events. A Sunday run over hill-and-dale to some secluded spot for a barbecue is frequent fare.

FRONT ROW—LEFT TO RIGHT: Ernest Bailey, Bill Michaud, Wayne Myrick, Bob Lasher, Dave King, Tom Walker.
To promote friendship, teamwork and leadership among Electrical Engineering students, and to provide contact with prominent speakers of the Electrical Engineering industry are two of the main purposes of the Poly Phase Club. Poly Phase sponsored many other diversified activities this year. Among these was a float in the Homecoming Parade, a Bar-B-Que, and a smoker. This year’s carefully-planned Christmas party was one of the best ones in club history. Highlighting professional activities was a field trip to Bakersfield to visit Kern County Steam and Kern Hydro-Electric power generating plants.
The Cal Poly Poultry Club, in pursuance of its educational and social objectives, received much honorable mention during 1952-53 "for a job well done." Orienting newly-enrolled students in the department, bringing noted speakers to its rostrum at its bi-monthly meetings, arranging for an annual "Chicken-Fry Dinner," conducting a spring poultry tour, and participating in intramural sports—those were just a few of the Poultry Club's many activities. The year was highlighted by the club's winning of two first place trophies for its entry in the annual Homecoming Parade, and by acting as host to the many alumni and guests that attended the traditional 21st annual Turkey Banquet.
California State Polytechnic's Rifle, Pistol & Skeet Club was formed to encourage organized rifle and pistol shooting among the students. Better knowledge of safe handling and proper care of firearms, improved marksmanship, team play and good sportsmanship are some of the main goals of the club.
Cal Poly’s Roadster Club, organized in 1949, serves students who are interested in safe competitive events and want to help promote traffic safety. Last year, a reliability run was held with great success. “The Turtles” are charter members of the new C.C.T.A. [Central Coast Timing Association], which was formed in January to promote cooperation between clubs and to work toward the start of a drag strip in this area.
The Cal Poly Rodeo Club was organized to promote rodeo and equestrienne activities on campus. Formed in 1949, it is one of Poly's largest and most active clubs. A member of the National Intercollegiate Rodeo Association, it sponsors the Rodeo team, which ranks among the best in the nation and has probably brought more fame and honors to Cal Poly than any other organization. Highlight of the year's activities, and Poly Royal's foremost attraction, is the Annual National Intercollegiate Rodeo. Collegiate cowboys from all over the West are invited to participate. This annual affair, like the club, and the honors of the team, grows with the years.
The Cal Poly Ski Club was organized as a social club for men interested in skiing or learning to ski. As the snows started falling in the Sierras, members rode the tows to ski dawn the slopes at Sugar Bowl, Donner Pass, Badger Pass, and Sequoia. Several ski enthusiasts even journeyed to Aspen, Colorado, for Christmas vacation skiing.
The SAE is the technical society of those engaged in the development, design, production, operation, and maintenance of automotive equipment, aircraft, fuels and lubricants.

Chartered only a year ago, the SAE student branch at Cal Poly is one of the largest in the nation—draws members from ME, Aero, EE and Ag Eng departments. Programs stress new engineering techniques and practices, sparked frequently by speakers from the industry. Other activities include dinner meetings, an annual barbecue, and field trips.

Dave McKinley ............ Chairman
Steve Bell ................ Vice-chairman
Don Roberts ............... Secretary
Bob Aronstein ............ Treasurer

FRONT ROW—LEFT TO RIGHT: Ed Bagein, Clifford Anderson, Steve Bell, Dave McKinley, Bob Aronstein, Frank Cattern, Tom Hardgrove.
2ND ROW: Gail C. Ross, Edward H. Bacon, George Myers, Frank Zeier, G. L. Van DeVanter, Stanley D. Adkins, Duane Ernest, Ralph Cornwall, John Caines, Jim Schield, Claud Ferguson.
SOILS CLUB

Leo Buller ........................................ President
Virgil Horton .................................. Vice-president
Jess Glauser .................................... Secretary
Bobby Vandergriff ................................ Treasurer
James Connell .................................. Reporter

The Soils Club has four main purposes: (1) to bring together all Soil Science majors; (2) promote soils-use education by extra-curricular discussion in the field of Soil Science; (3) stimulate social activities; (4) participate in campus and other student activities.

The student chapter of the Soil Conservation Society of America provides a means by which students and recognized authorities in the field of Soil and Water Conservation may mutually exchange knowledge.

BACK ROW: William Martine, Virgil Horton, Stanley Swanson, Leo Buller, Lindell Perkins, Donald Krider, Reginald Merrill, Resham Bains, Charles Boone, William Atkinson, Donald Begby, Gene Novak, Guenther Stotzky, Tommy Ryan, Bobby Vandergriff, Floyd Stevens, George LeRoy, Dr. Logan S. Carter, Frank Buckley, Dr. B. A. Dickson, Dr. Arnold Dean, Mandel Teitelbaum.
Square and Compass Club was organized for all Master Masons who are connected with Cal Poly in any way. Social functions constitute nearly all of the club's activities.
The Cal Poly Chapter of Young Farmers is open to all students in the college. The members of this organization, sparked by their advisor Carl "Gus" Beck, have played an important part in school leadership. Cal Poly's president, vice-president, secretary, Mustang editor, and Poly Royal superintendent for the past year were all active members. This leadership was also extended to the regional and state offices of the organization and helped acquaint other schools with what Poly is doing.

Ben Arnold .................. President
Dick Crabill ................. Vice-president
Roger Beed .................. Secretary
Lynn Jenkins ................ Treasurer

BACK ROW: Bill Tabor, Bob Baymiller, Dick Keene, Don Tison, Tom Patton, Jerry Biggs, Dan Eberhard, Elvin Juhl, Carl Cowen, Joe Tschumperhin, Bob Smith.
Realizing that the calibre of our country is but a composite of the calibre and character of our citizenry, the Young Republicans of Cal Poly have banded together in organization under the principles of the National Republican Party, and are dedicated to the efforts of establishing and promoting those leadership qualities which are necessary to sustain Republican policies and philosophies.
C'mon, just one more bite?

Pop's helper—or should that name be saved for Mama?

Backyard view . . .

135
Poly View—Home for "Ringed" Polyites

Angel to guard their sleep

This is the way we do the wash
He can study like that?

A married man relaxes

"Then the Papa bear said . . . "

"Then the Papa bear said . . . "
Lovely day for a flat

But, Honey, you said Saturday...

Take that slack—Now!
POLY CREST

Future Poly scholar

Poly's first co-eds?
Fresh air flends

Spring cleaning

Bad view of frosh dorms
NEW DORMS

Mountaineers from the islands

He'll yell any minute

The Mountaineer dorms—brand new
"So I said to her..."

The homework some guys get!

You call that singing?
Getting the "Lab" off his boots

"Cut-throat" among friends

Old Faithful (?)
Chapter 4—Sports

About the athletes who compete for Poly glory

This has been a big year for the Mustangs. In football and boxing our honors have topped the lists, with a promise of more to come as late season sports field their teams.

But even those who didn't "chin the moon" fought well for Poly, giving the student body a great thrill and showing the world that little Poly does things in big ways. So it's hats off to the men who give their time and sacrifice their comfort to train and make each year's athletic program at Poly better.

To the athletes in the teams and to those who stand alone for honor and the fun of playing the game, we dedicate the following pages of your "Book of the Year."
LeRoy Hughes, Director of Athletics

LEFT TO RIGHT - LeRoy Hughes, Director of Athletics; Don Watts, Golf; Glenn Noble, Gymnastics; Ed Jorgenson, Basketball; John Healey, Athletic Publicity; George Prouse, Boxing; Jim Jensen, Track; Gene Smith, Tennis; Tom Lee, Baseball; Harry Wineroth, Graduate Manager; Dick Anderson, Swimming; Howie O'Danlels, Football.
Dave Ziemer, outstanding athlete of the year

Dave loops one into the hoop...

and slams one across the net.
FOOTBALL


2ND ROW: O'Daniels, Harden, Morse, Alcantar, Remund, Pinizzoto, Shiffrar, Chantel, Miller, Murrin, Sierks, Kennedy, Yater Jr., Undskos Jr., Huthees.


California State Polytechnic College
1952 Football Season Results
(Won 7, Lost 3)

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<tr>
<td>Missouri Valley College</td>
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<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>224</strong></td>
<td><strong>175</strong></td>
</tr>
</tbody>
</table>
MISSOURI VALLEY COLLEGE vs. POLY (San Luis Obispo)

In the season finale, it was tiny Missouri Valley coming all the way out here to receipt for a 26-14 pasting. The game was closer than the score indicates, however, and at one time in the contest, the Easterners held a 14-13 edge. Lawson proved a little too much for the invaders to handle as he bulled his 205-pound frame up and down the field with apparent ease. Bobby Neal’s sharp passing matched Bob Smith’s sharp catching to highlight the Mustang offense.
Redlands University hosted the Mustangs with a driving rainstorm, but it wasn't enough to keep Poly from scoring four times to take a 26-6 victory. Chuck Hurley had another good day while scoring two touchdowns as he proved to be a superior mudder! Ron Davey worked the quarterback spot again to mastermind a tough Poly ground attack.
Homecoming Queen Louise Yaeger

The Royal Court—Janice Ruth Mehl, Janet Shields, Queen Louise, Marty Bell, Gay Casey.
Hens in the Tower, Poultry Club's winning parade float.
San Diego State college opened the home football slate for the Mustangs and treated a packed house to a thrilling 20-18 battle. We say "treated," because Poly was on the long end of the score in their first conference tilt. Bobby Neal's tremendous pass to Alex Bravo opened the scoring in the first quarter, the pass and run being good for 76 yards. Thad Murrin dashed 60 yards for another Poly touchdown and Marijon Ancich bulled across for the final tally in the fourth period. The actual margin of victory came off the talented toe of Len Smith.

Santa Barbara vs. Poly (Santa Barbara)

A steamed-up band of Mustangs hit the road for a second CCAA game and came running back from Santa Barbara with a convincing 19-0 win over the Gauchos. "Boom Boom" Bravo, Newt Wakeman and Bob Smith tallied for the Mustangs, but it was the Poly defense that stole the show. Jim Yaeger, Stan Sheriff, Dick Mathias, and Vic Buccola performed yeoman duty for the "Silver Fox" and Cal Poly.
SUL ROSS VS. POLY (Alpine, Texas)

What was destined to be Cal Poly's finest football team in his­
tory took it on the chin the first time out, as a band of big Texans
from little Sul Ross State college turned back Coach Ray Hughes' 
Mustangs by a 28-7 count. The long air trip to Alpine, Texas,
coupled with a few 240-pound Sul Ross gridders, proved too much
for the locals to handle. Alex Bravo was the bright light in this de­
feat as he rambled 48 yards for the lone home tally.

BRADLEY vs. POLY (Peoria, Illinois)

Still no hint as to what was coming for Poly football fans—
Bradley's Braves proved to be another "rude" host as they belted
the Green and Gold by a 21-0 score. The Mustang attack faltered
on several promising drives in the final quarter, but aside from
that there was little to recommend the Hughesmen for a CCAA
grid title. Poly's Clive Remund attempted a 50-yard field goal that
missed by the proverbial "whisker." This game marked the only
day that Poly failed to cross an enemy goal line.

Vic Buccola G

Chuck Morse E

Jack Gesler G

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Vic Buccola G

Chuck Morse E

Jack Gesler G
WHITTIER vs. POLY (San Luis Obispo)
Homecoming!

It was standing room only in the Poly stadium for this tilt with Whittier—and what happened shouldn't have!! The final score was 42-20, and the Mustangs didn't win. It was a case of Poly doing nearly everything wrong, and Whittier vice versa. The offense looked good (Neal, Murrin, Lawson) but Poly's pass defense was mighty weak. Highlight of the otherwise exciting game was Neal's long teedee pass to Murrin.

LOS ANGELES STATE vs. POLY (San Luis Obispo)

It didn't take the Mustangs long to get back on the winning trail after the Whittier debacle, as Coach Hughes saw his boys go out and tramp LA State 32-7 on the Poly field. Defensive end Tom Enos broke a tight ball game wide open when he rambled 28 yards for a touchdown with a Diablo fumble. Ron Davey looked sharp in the quarterback spot as he filled in for Neal, while other boys showing well were Mel Hawkins, Jimmy Miller, Bob Smith, Sheriff and Yaeger.
SAN FRANCISCO STATE vs. POLY (San Luis Obispo)

Local grid fans are still talking about Poly's sensational 34-26 triumph over highly-rated San Francisco State—and well they should. The tremendous see-saw battle was highlighted by Bravo's 84-yard touchdown dash, fine passing by Bobby Neal and the "unveiling" of the superb power-running of big Bob Lawson. Add tremendous line play by Buccola, Yaeger, George Cockerton and Rod Harvey and you have just a hint of a fine team effort and a really sensational grid game.

PEPPERDINE vs. POLY (San Luis Obispo)

The CCAA football title edged close to Poly's grasp when the locals throttled Pepperdine on the home field by a 39-13 score. The Mustangs amassed a total of 556 yards running and passing against the Waves for an all-time record. Neal, Murrin, Lawson, Hurley, Bravo, Sheriff, Buccola, Yaeger and company all turned in creditable performances in this one.
BASKETBALL

Basketball Co-captains Joe Aguiar and Dave Ziemer

KNEELING—LEFT TO RIGHT: Joe Aguiar, Dave Ziemer, Ed Jorgensen.
STANDING: Tony Nunes, Ralph Gonzales, Jerry Frederick, Will Strange, Charles Baca, Gene Knott, Algin Sutton, Oscar Conejo.
California State Polytechnic Colle
1952-55 Basketball Results
(Won 21, Lost 6)

<table>
<thead>
<tr>
<th></th>
<th>Cal Poly</th>
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2037 1829

*California Collegiate Athletic Association games.
Poly's 1952-53 basketball squad rolled through a rugged 27-game schedule to post one of the finest records in Mustang cage history — 21 wins and only six losses. The rewards of so many victories were slim for Coach Ed Jorgensen's lads, however, as four of those six defeats came at the hands of CCAA quintets. The result left Poly in third place in the final conference standings, behind Pepperdine and San Diego State.

What the Mustangs lacked in height they made up in speed, with men like Dave Ziemer, Joe Aguiar, Jerry Frederick, Gene Knott, Tony Nunes, Al Sutton and Charlie Baca at the head of what was soon known as the "racehorse five." Highpoint of the season came when Poly edged San Jose State 69-67 to mark the first victory a Poly basketball team had ever scored over the Spartans.
Individual standouts abounded on the '53 Jayvee grid squad, but the season slate was marred by the Colts' inability to score. Coach George Prous's boys reached their peak in the season finale with John Muir college when they scored a 14-8 upset. Jerry Watson was a sensational runner all year long, and received additional help from his old Santa Maria high school side-kick, Dick Edie. Up front, the shining lights were Sheldon Williams, Bob Moore and John Forbes.

1952 JUNIOR VARSITY FOOTBALL RESULTS

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<tr>
<td>John Muir College</td>
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</table>

Season Record: Won 2, Lost 3, Tied 1

BASKETBALL JV

Season Record: Won 2, Lost 3, Tied 1
COACHES: Tom Lee, Earl Lunker.


BASEBALL
"Flawless Fielding—No Hits”; "Flat Fielding—Lots of Hits"!

That was the early season story of the Cal Poly baseball team in '53. Coach Tom Lee’s charges managed to beat the big ones, like UCLA, San Jose State and the powerful Fresno State Bulldogs, but they had definite trouble with lesser foes at the time “El Rodeo” was looking at them.

On a given day the local nine looked to be unbeatable, especially in the field where Al Nicora, Joe Mueller, Bob Smith and Dick Farber completed a hustling infield. Leading slugger on the club at midseason was catcher Mike Rubcic with an even .300 average. Right behind Mike came brother John Rubcic, a pitcher-outfielder, and big Jim Zanoli, the catcher turned outfielder.

Pitching chores were handled by Rubcic, Frank Romero, Ray Osella, Wick Kathan and Paul Patrick, while the outfielders were George Cockerton, Vince Rogers and Joe Roccoli.

DOUBLE PLAY COMBINATION: Mueller, Nicora.

INFIELDERS: Mueller, Nicora, Bob Smith, Keddie, M. Rubcic, Zanoli, Farber, Remund.
OUTFIELDERS: Rogers, Cockerton, Lidster, Rochioli, J. Rubcic
Left to right: Coach Prouse, Shintaku, Tours, Eckrote, Elam, Cummings, Trumpeter, Shaw, Buccola.

Mustang boxers pulled the year’s top West Coast collegiate mitt “surprise” by winning the Pacific Coast Intercollegiate team championship at Sacramento. The only Poly men competing, Jack Shaw, heavyweight champ, Frank Tours, 139-pound victor, and John Elder, 125-pound finalist, carved the honors for Cal Poly and Coach George Prouse. Shaw, at Moscow, Idaho, finished third in NCAA heavyweight boxing. In regular season matches, Poly won three, lost two and tied two.
Track Coach Jim Jensen reaped nothing this year but sorrow. When several stellar men quit for "personal reasons," sprinter Alex Bravo, weight-man Kelly Hylton, freshmen distance runners Al Collins and Chuck Scarborough remained as faint glimmers on the Mustang "tissue-thin" team. Going winless, it was Poly's worst track season in several years.

What with monetary difficulties, deficiencies in material and the like, Poly's cross-country team had little opportunity to show its wares. In all, it engaged in a lone contest—and won. The Mustangs traveled to the University of California at Santa Barbara and skidded over the Gaucio hurdlers, 28-27.
WRESTLING

FRONT ROW—LEFT TO RIGHT: Fulcher, Farnham, King, Lapham. BACK ROW: Manager Levy, Rantz, Kettering, Craig, Mathias, Studer, Driefuss, Coach Harden.
The Green and Gold water poloists, ravaged all season long by injuries, defeated San Francisco State and Santa Clara for their only wins, while soundly trampled by UCLA, Stanford, California and USC. Coached by Dick Anderson, the Mustangs competed in the first annual State College Water Polo tournament at San Jose. Dave High was the season's top scorer with 17 points.

FRONT ROW—LEFT TO RIGHT: Stolstek, Hansen, Neufeld, H'gh, Jones, Marick, Reeve.
The Mustang swimming team of Coach Dick Anderson faced the toughest schedule in the school's history in 1953, and though the squad's season record didn't read too well the season did show many top performances. Jerry Neufeld continued his amazing assault on Poly swimming records as he smashed every existing freestyle mark. Neufeld competed in the NCAA finals in Columbus, Ohio, to further attest to his championship ability. Team members included Dave High, Tom Rhorabaugh, Sam Sierks, Jack Stolshek, Dick Mark, Jerry Kapiko, Jerry Hansen, Les Walls and Glenn Zimmerman.
Only two golf matches had been played by the Poly linksmen at deadline time, but the results were enough to assure Coach Don Watts of a successful season. Pepperdine opened hostilities on the Morro Bay course, was turned back by a 40-14 count. In another collegiate match the golfers disposed of Long Beach State. The six men wearing the Poly colors were Tom Whitmore, Bill Wood, Tom Palmquist, George Hironaka, Jim Bryant and Oren Palmer.
Coach Gene Smith appeared on his way to another CCAA tennis championship when “El Rodeo” went to press as his Mustang racquet men were bowling all of 'em over with the exception of a tough Santa Barbara college squad who put in for a split. Leading the local netters was veteran singles man John Cowan, and back for his second year of competition was all-around athlete Dave Ziemer. Backing up these top two boys were George Hunter, LaVerne Hobson, Bill Barclay, Javier Asccarrunz, Pat Gaffney, Don Ziemer and Vaughan Wright.
Poly's Rodeo Team fights this year to hold second place nationally in the Intercollegiate Rodeo Association. Always their biggest show of the year is the Poly Royal Championship Rodeo. Another big annual show is the Intercollegiate Championship Rodeo held last year in Portland. The Poly cowboys placed second in that contest.

LEFT TO RIGHT: Dan Rogers, Manfred Sander, Jim Lyons, Bill Stroud, Tony Araujo.
Cal Poly's Gymnastics team enjoyed a short but successful season in '53, as Coach Glenn Noble's lads won three meets and lost two against first class competition. Top man on the Mustang acrobatic crew was trampoline artist Ted Dennis. The talented senior was never defeated in his specialty. Other standouts for Poly were Lloyd Birrer, Danny Rogers, Dick Moran, Kelly Hylton, Jack Dawson, Paul Hammack and Larry Migliazzo. The latter holds the school record for the 20-foot rope climb.
Don Shearer, chosen as the outstanding Intramural athlete for the 1952-53 year, deserves the honor more than any other student. During his years at Poly, Don has competed regularly and well in every intramural sporting event.

This year Don led the Printers’ club Football champions, played for Chase in the Dorm Volleyball Tournament, and with the Printers’ again in Basketball and Softball. He competed in the Tennis tourney, too.
PCI TOURNAMENT
BOXING
PCI TOURNAMENT

WRESTLING
Chapter 5 — Classes

About everyone who goes to Poly and how far he’s gone.

We've tried to do something different this year by selecting students from each class who seem to really represent a cross section of it. Naturally, we missed some people who are outstanding in many ways. To them we say "sorry".

To the students who caught our eye—the fellows we think are good representatives of the spirit and activities of their class—we say "keep up the good work." More than to these few who are set out as examples, we congratulate every student whose picture is found on the following pages. Congratulations for picking Poly and congratulations for maintaining that great Poly tradition, "Learn by Doing".

But it's to the graduates that we really dedicate this chapter. They have reached the goal—and lead the chapter, that they may look back and see the faces of students in each stage of the job they have just finished.

To our seniors, those Poly grads who consistently earn for us the respect of leaders in Engineering, Agriculture, and fields related to arts and sciences, we dedicate the following pages of your "Book of the Year."
Senior class President Bob McKellar • Ag Journalism & AH • Visalia
Chairman ICC • Budget Committee • El Mustang • News Bureau
• Press Club • Boots & Spurs • Publicity Director 1952 Poly Royal
• SAC representative Junior Year.

Joe Abe
Architecture
Reedley

Fred Al-Khudairy
Ag Engineering
Baghdad, Iraq

Anthony Acamara
Electronics & Radio
Van Nuys

Hideo Agena
Soil Science
Wahiawa, T.H.

Joseph Aguiar
Dairy Husbandry
Laten

Jack Alexander
Architecture
Banning

Leland Alton
Architecture
San Bernardino

Frank Ambler
Electronics & Radio
Fallon, Nevada

Stanley Anderes
Soil Science
Hemet

Charles Apadaca
Architecture
Los Angeles

Harry Ashworth
Animal Husbandry
Los Angeles

William Atkinson
Sail Science
San Luis Obispo

Walter Au
Dairy Husbandry
Hilo, T.H.

Herbert Baak
Mechanical Engineering
Oakland

Edward Bacon
Mechanical Engineering
San Luis Obispo

Donald Bagby
Sail Science
Hemet

John Askins
Electronics & Radio
Oakland

William Barclay
Physical Education
San Luis Obispo
Vice-President Don Shearer • Printing • Lakeport • Mat Pica Pi • ICC • Chase Hall Club • Toastmasters • Intramural Sports.
Leo Buller  
Sail Science  
San Luis Obispo

Daryl Bullinger  
Air Conditioning  
Kramer, North Dakota

Sterling Bendesen  
Poultry Husbandry  
Petaluma

Harlan Burhardt  
Dairy Husbandry  
Salinas

Bruce Burns  
Electronics & Radio  
Los Angeles

John Caines  
Mechanical Engineering  
La Habra

Treasurer Don Sedam  . . . Poultry  . . . Long Beach  . . . Poultry Club  . . . Gamma Phi Delta  . . . ICC.

Edwin Cambra  
Aeronautical Engineering  
Kahului, Hawaii

Howard Choy  
Poultry Husbandry  
Honolulu, Hawaii

Jose Caleon  
Crops  
Guatemala

Alfred Carlsten  
Animal Husbandry  
San Jose

John Christensen  
Ornamental Horticulture  
Belmont

Robert Commer  
Animal Husbandry  
San Francisco

Terry Carr  
Mechanical Engineering  
San Diego

Wilfred Cho  
Mechanical Engineering  
Canton, China

William Conlon  
Animal Husbandry—Social Science  
Pasadena

Frank Catterson  
Mechanical Engineering  
Riverside

Howard Caburn  
Animal Husbandry  
Paso Robles

Roger Corliss  
Dairy Manufacturing  
Alhambra

Ray Chan  
Architectural Engineering  
Los Angeles

Arthur Callot  
Animal Husbandry  
San Mateo

Ralph Cornell  
Mechanical Engineering  
San Luis Obispo

Russel Chandler  
Agricultural Engineering  
Vacaville

Horbert Collins  
Architectural Engineering  
Oakdale

John Cowan  
Mechanical Engineering  
Bakersfield
Blaine Menning  .. DH & AH  .. Redding  .. Dairy Club  .. Boots & Spurs  .. Collegiate FFA  .. Gamma Pi Delta  .. Blue Key  .. Track  .. Budget Committee.

Jack Hartley  Agricultural Engineering  San Luis Obispo
Dale Hester  Field Crops  Visalia
Robert He  Architectural Engineering  San Francisco

Ralph Harvey  Agricultural Education  Long Beach
Elgar Hill  Architectural Engineering  Clearlake Oaks
Hubert Holcomb  Electrical Engineering  San Luis Obispo

Robert Hardfield  Printing  San Luis Obispo
Gerald Hill  Truck Crops  San Luis Obispo
Robert Hooks  Animal Husbandry  San Francisco

William Hobard  Architectural Engineering  Clearlake Oaks
Homer Hills  Mechanical Engineering  Santa Monica
Anthony Hopper  Animal Husbandry  Fort Bragg

Calvin Hefte  Electronics and Radio  Big Sur
Richard Hilde  Animal Husbandry  Glenn
John Hopper  Printing  Long Beach

Paul Herschel  Field Crops  San Luis Obispo
George Hiranoaka  Architectural Engineering  Kapaa, Hawaii
Howard Horton  Biological Science  Burbank

John Hall  Air Conditioning  Port Orchard, Wash.
Robert Hall  Dairy Husbandry  Huntsville, Ohio
Francis Hamilton  Physical Education  San Diego

James Hanlon  Electrical Engineering  San Luis Obispo
Randall Harris  Social Science  Morro Bay
Harry Kathan
Agricultural Engineering
Angels Camp

Richard Kelsy
Animal Husbandry
Monrovia

William Renelpp
Air Conditioning
Monrovia

Miller Keplinger
Agricultural Engineering
Compton

Cameron Kirkpatrick
Animal Husbandry
El Cajon

Don Klein
Electrical Engineering
Hayward


James Rice
Mechanical Engineering
Glendale
Robert Rippee
Dairy Husbandry
Rosemead
Glenn Rich
Agricultural Engineering
Washington, Iowa
Bob Roberson
Animal Husbandry
Ontario
Herbert Richards
Animal Husbandry
Honolulu, T. H.
Donald Roberts
Mechanical Engineering
San Pedro

William Roberts
Agricultural Engineering
San Luis Obispo
Gail Ross
Mechanical Engineering
Los Angeles
Lester Sammann
Animal Husbandry
Moorepark

Clyde Robertson
Poultry Husbandry
Lakeside
William Ross
Architectural Engineering
Sacramento
Paul Schlund
Agricultural Engineering
Anaheim

Eldon Rodieck
Agricultural Engineering
Anaheim
William Ruddiman
Field Crops
Santa Ana
Fred Schmersahl
Aeronautical Engineering
Manuet, New York

Daniel Rogers
Animal Husbandry
Stillwater
John Rush
Printing
Bell
Ansel Schoonover
Animal Husbandry
Long Beach

Arthur Roark
Air Conditioning
Puenta
Leland Ruth
Animal Husbandry
Project City
Paul Schooth
Electrical Engineering
Porterville

Eric Rosenau
Mechanical Engineering
Orange
George Russel
Animal Husbandry
El Centro
Donald Schwall
Poultry Husbandry
Nicolaus
David Stout
Electronics and Radio
Santa Barbara

Emmott Sutcliffe
Architectural Engineering
Sacramento

Robert Stout
Electronics and Radio
Compton

Hilmer Swanson
Air Conditioning
Oakland

Harold Stowell
Dairy Husbandry
San Fernando

Stanley Swanson
Soil Science
Santa Barbara

John Thieman
Social Science
Ripon

Dan Tomlin
Animal Husbandry
Meridian, Idaho

Andrew Turkat
Electronics and Radio
Collingswood, N. J.

San Francisco

Deciduous Fruit Product Animal Husbandry

Soil Science

Electronics and Radio Dairy Husbandry

Santa Barbara

Compton

Air Conditioning

Oakland

Student supervisor PCI Wrestling tournament.

Cas Szukalski
Mechanical Engineering
San Francisco

Guy Thomas
Printing
Glendale

Robert Tomlinson
Physical Education
San Francisco

Louis Tam
Mechanical Engineering
Cocle, Panama

Robert Thomas
Animal Husbandry
Orosi

Frank Touras
Agricultural Journalism
Glen Cove, N. Y.

James Tanji
Poultry Husbandry
Agricultural Journalism
Cressey

Edwin Thompson
Electronics and Radio
Holyoke, Mass.

Alvin Trivelpiece
Electrical Engineering
Altaville

Charles Taylor
Field Crops
Merro Bay

Eric Thouless
Electrical Engineering
Bogota, N. J.

Joe Tsuboi
Deciduous Fruit Product
Lindsay

Jack Taylor
Electrical Engineering
Santa Maria

John Timm
Electronics and Radio
Multnomah

Richard Turk
Animal Husbandry
Santa Ana

Andrew Turkat
Electronics and Radio
Collingswood, N. J.
Graduated while completing work at San Dimas Campus
Junior Class President Bill McNab...Crops...Berkeley...Rally Committee
...Crops Club...Wrestling...Homecoming Committee.

3RD ROW: Suarez, Saaz, Naas, Rossi, Rodrigues, Pargee, Miller, Andersen, Garrett, Perez, Brauss, Evans, Burns, Cooper, Franz, Page, Burnett.
5TH ROW: Boatright, Todd, Martin, Ancich, Meier, Crawford, Collender, Hubert, Climore, Ching, Hort, Harrison, Milner, Ikenoyama, Kroeger, Mathias, Kester.
6TH ROW: Hull, Digger, Sabounchi, Mays, Bolan, Gray, Nave, Biggs, Thurshler, Buchanan, Mickelsen, Hammerschmidt, Babikian, Ascarrunz, Hatchkiss, Studer.
BACK ROW: Ferrel, Keene, Maldonado, Priebe, Harris, Hill, Stewart, Pine, Blum, Clark, Branson, DuShane, Cady, Wallner, Brown, Kent, Marton, Baca, Jenkins.

Secretary John Montgomery . . . AH . . . Simi . . . ICC . . . Delta Sigma Phi


Alex Bravo . . . PE . . . Santa Barbara . . . Block "P" . . . Little All-Coast Football . . . Track . . . PE Club.


2ND ROW: Weaver, Haulman, Newby, Tabor, Marzoccano, Bickel, Larson, Thomas, Stalshek, Long, Melvin, Greer, Schlatter, Jenkins, Keene, Kirkpatrick, McNab, Lindquist.

3RD ROW: Reas, Hotaling, Williams, Salaverria, Henley, Colom, Knowles, Ghahremani, Valney, Akita, Williams, Lyon, Scott, Kettering, Montgomery.

4TH ROW: Bromley (advisor), Davey, Piascki, Inaba, Mante, Meichle, Marquez, Crawell, Gee, Folzman, Svacha, Harlan, West, Barker, Kernek, King, Poch.

BACK ROW: Young, Noyes, Jacobson, Gilbert, Tomei, Brainard, Rhodes, Petterson, Pillow, Birrer, Chabot, Berg, Bruno, Stage.
Vice-President Derril Graham... Crops... Brawley... Budget Committee

SAC... Track... Crops Club... Interclass council.

Secretary Dick Johnson... DH... Oceano... Paly Royal... Rally Committee... Kappa Rho... Dairy Club... Collegiate FFA.
Treasurer Tom Golding... Crops... Hollywood... Kappa Rho... Crops Club... Poly Royal.

SAC Representative Ike Schab... Electronics... Whittier... Band President... Music Board... Collegians... Delta Sigma Phi... IRE... Mustang Flyers.

Jerry Biggs... AH... Carmichael... Boots & Spurs... Sheep Club... Young Farmers... Poly Royal Board... Kappa Rho Freshman Year.

George Martin... Crops... Castro Valley... Rally Committee... Crops Club.

George Ertle... Aero... Riverside... Rally Committee... SAE... IAS... Aero Club... Whitney Dorm Secretary.

Ralph Butterfield... AH... Claremont... Boots & Spurs... Alpha Phi Omega... Band... Kappa Rho Freshman year.


Freshman Class President Jim Saxe
Electronics & Radio
Santa Barbara

2ND ROW: Mehlschau, Langley, Burt, Bolinger, Burrows, Ross, Renfro, Creasy, Chapman, Gragg, Bastram, Ellery, Smith, Bancroft, Van Dyke, Breck, Mull.
3RD ROW: McDonald, Johnson, Dreyer, Krehbiel, Aitken, Heath, Horning, Griffin, Mann, Previte, James, Maddex, Danielson, Taylor.
4TH ROW: Johnson, Johnson, Roberts, Rodenmayer, Rapp, Carling, Erikson, Bris, Warnagiris, Sanderson, Gralla, Yee, Lehnhoff.
BACK ROW: Bonson, Werner, McLaughlin, Hulse, Cooper, Barnes, Piccolo, Nielsen, Long, Padilla, Schummer, Ashton.
Vice President Al Costa
Physical Education
Honolulu, T.H.

Secretary Dick Nelson
Animal Husbandry
Duarte

Treasurer Bob Berry
Animal Husbandry
Burlingame

SAC Representative Hallis Griffin
Fruit Production
Westmoreland
Dick Peterson  
Dairy Husbandry  
Lancaster

Dick Previte  
Architecture  
Fresno

Lonnie Hood  
Biological Science  
La Canada

Bob Bostrom  
Animal Husbandry  
Pasadena

Dick Abernathy  
Animal Husbandry  
Oxnard

FRONT ROW—LEFT TO RIGHT: Bunch, Lloyd, Allen, Oxley, Bellis, Fryk, Martinez, Knott, Kuhn, Peters, Rogers, Haenig, Ropes, Kuhn, Smith, Woolsey, Sonka, Bovin, Keenan, Bergen.


3RD ROW: Boston, Scarborough, Collins, Keenan, Ferrari, Scroggs, Schoepf, Van Brackle, Ott, Filbert, Macpherson, Evans, Adams, Clark, Harperau, Chabot, Harrison.
Chapter 6 — Calendar

About our advertisers and the informal side of Poly life

Often this year the "eyes" of our 1953 diary caught us when we weren't looking—or weren't supposed to be. In the shape of a camera, these photographic eyes recorded the fun we had, the guests we entertained, and the everyday work we did—without thinking.

In the same way, our "eyes" recorded the merchants and business men who served us through the year, every day in some way, without our giving them much thought, either—except when something was needed. Then we called on them to produce from some magic "horn of plenty" the exact object of our desire. And they did!

To these faithful providers, and to the American way of life that gave them birth, we dedicate these last pages of your "Book of the Year."
YOUR COLLEGE STORE

Smokeshop • Bookstore • Supply Shop

The Place To Go For Your Everyday Needs

• Fountain •
We paid our fees...

gathered our belongings...

moved into our dorms...

and settled down to studies(?).
Mort's Cigar Store

Mustang Headquarters for Smokers' Articles

998 Higuera

Phone 853

Congratulations Grads!

Forden's Hardware

857 Monterey, San Luis Obispo

Free Delivery  Free Gift Wrapping

Looking into the FIRESIDE ROOM at the

Sunbeam Motel

1656 Monterey

San Luis Obispo's most distinctive motel

APPROVED

SANITONE

SERVICE

STRONG'S CLEANING WORKS

659 Higuera

Phone 236
The Association extends an invitation to those students interested in the processing of dairy products to visit their modern plant where such equipment as this Canco Filling Machine is in constant use.
Billie's Toy & Baby Shop

Complete line of children's wear, maternity clothing, nursery items and accessories.

766 Higuera Phone 2628

Corsages designed for every occasion at

Wilson's Flower Shop

1110 Garden Phone 622

"Behind the Bank of America"

STANDARD MOTORS & EQUIPMENT COMPANY

Cadillac — Oldsmobile — International Trucks

1701 Monterey Phone 3144
We had some visitors, 4-H boys...

and the "Ugly Man."

Horsing around helped relax ragged nerves...

but the married folks preferred square dancing.
Two Blocks from Poly

California Park Laundromat

Shirts and Pants Finished

OUR PRICES ARE RIGHT

399 Hathaway

WEAVER MOTOR CO.

"Best Values in New and Used Automobiles"

1166 Higuera

Glenn Weaver

Phone 536

Tex Mullican

THE TYPEWRITER SHOP

Sunstrand Adding Machines

Underwood Typewriters

986 Monterey

Phone 127
Here the Firestone brake specialist prepares to “burnish” a “Bonded Brake Shoe.” This process guarantees a perfect fit for every brake drum, thus eliminating grabbing and spongy brakes. This is a service available at the Firestone Store.
Borjack Motor Co.

The Kaiser, a triumph of advanced engineering, puts you years ahead in Luxury, Performance, and Economy; and still it puts your safety first.

1330 Monterey Phone 1469

ANDERSON HOTEL

"Your San Luis Obispo Headquarters for out-of-town guests"

"Just 54 steps from the traffic light"
along Chorro toward Marsh

Lee Riders  Levis
Holeproof Sox  Van Heusen Shirts
Hanes "Fig-Leaf"
When we were studying, we worked hard at it... burning the midnight oil.

But you can't study all the time... so you import some talent and get away from it all.
CALIFORNIA PARK GROCERY

"Fine Food For Fine Folks"
Always Plenty of Free Parking

390 California Blvd. Phone 2738-W

BURRISS SADDLERY

LUGGAGE

"Everything for the Cowboy"
1003 Chorro Street

The most spectacular car in CHEVROLET history

With more* features for your money

- Owner-proved Powerglide
- Fingertip Control Power Steering
- Body by Fisher
- Valve-in-head Thrift King Engine

The Sales Leader for 22 Years

ARLAND CHEVROLET — San Luis Obispo
Booth Brothers
Dodge and Plymouth Automobiles
Dodge Trucks
Higuera and Santa Rosa  Phone 3174 or 3175

GREEN BROTHERS
"Known for Good Clothing"
A complete line of men's clothing, catering to the men of Cal Poly.
871 Monterey  Phone 724

Reed's Paint and Wallpaper Store
"Make your paint problems ours"
Exclusive dealers for DuPont Paints and Imperial Washable Wallpaper
1121 Broad  Phone 1364-W
Garrett Motors
San Luis Obispo's exclusive
STUDEBAKER Dealer
Presents
The "Car of the Year"
Studebaker's exciting "Centennial" model
1219 Monterey Phone 2476

PAUL'S DRY CLEANERS
Our Motto:
"Quality and Prompt Service"
Weekdays 8-6
Saturdays 8-2
214 Higuera Phone 4306

PARK CAFE
"If you can't beat 'em, join 'em"
And you just can't beat our food, so join our long list of well fed Poly customers.
1819 Osos Phone 1318-J

YOURS & MY FURNITURE CO.
Complete home furnishings, Gas and Electric home appliances
"For a Better Buy—See Yours & My"
S&H Green Stamps—Terms if desired
1127 Broad Phone 942

GARRETT MOTORS
EXIT
BENO’S
Store for Men and Boys
“Everything from suits to shoestrings”
1019 Morro
Phone 620

Hotel Drug Store
Excellent prescription service by Druggist John Hurley. You will find a complete line of sundries and other items available.
951 Monterey
Phone 35

Madonna Construction Co.
General Contracting
At work on the new freeway to serve San Luis Obispo.
Higuera & Freeway
Phone 3020

STANDARD AUTO PARTS
Parts Equipment Automotive Paints
1085 Higuera
Phone 1280
Rand Halpin Co.

228 Santa Barbara
Phone 93

PETERSEN AUTO PARTS
Parts and supplies for all makes of cars, trucks and tractors.
"Quality is assured by the NAPA Seal"
742 Marsh
Phone 1106

Brown's Music Store
"Everything Musical"
717 Higuera
We all remember the Christmas Formal.

I didn’t want to.

That new step, Irene?

Man, dig that cat!
Silvertone Television

See the new 1953 Silvertone Television models now at SEARS ROEBUCK & CO.

"THE BEST PRICED LESS"

Sears guarantees you a perfect picture—
Complete service by trained technicians

879 Higuera       Phone 760       Park free

Care for a game of pool? Poly students meet at

STAG BILLIARDS
956 Monterey

Perfect Method Cleaners

"A Personalized Service"

ONE DAY SERVICE ON REQUEST
(AT NO EXTRA CHARGE)

983 Osos (opposite the Court House)    Phone 1787
HUGHES NASH CO.
Dealers for
NASH AIRFLYTE and NASH RAMBLER
"Great Cars for over 50 Years"
1005 Monterey 1902-1953 Phone 3131

For your lumber, millwork, and cabinet needs
See
San Luis Mill & Lumber Co.
246 Higuera Phone 624

Helen Rose Salon
Complete Beauty Service
By Experienced Operators
1112 Garden Phone 737

Smile Inn
Specializing in Chicken & Barbecue Spare Ribs
— Open around the clock
On Highway 101 South of San Luis Obispo
McMAHAN’S FURNITURE STORE

"Has Everything for Your Dream House"

Appliances By
General Electric * Frigidaire * Maytag * Zenith
Easy * Wedgewood * Crosley * O'Keefe * Merritt
855 Marsh  Phone 1573

Spotless Cleaners
Service 6 days a week

1-5:30 weekdays
385 Higuera

8-1 Saturday
Phone 517

B & H Drug Store
Candy—Cosmetics—Tobacco—Film
"Courteous Service a Sure Bet"
951 Higuera  Phone 530

Goin' Fishin'? Everything for the outdoorsman
at

THE
Sportsman's
STORE

719 Higuera  Phone 2520
JANUARY

Just we two.

Who's the Caruso in the fourth row?

What would you call that?
Located on the corner of Monterey and Chorro is WICKENDEN'S where Cal Poly students may purchase Timely Clothes, Arrow Shirts, McGregor sportswear.

Phone 1511

Try MORNING FRESH BREAD
E. C. LOOMIS & SON

Feeds, Grains, Seeds and Crop Supplies

147 High in San Luis Obispo  Phone 655  415 E. Branch in Arroyo Grande  Phone 5514

KIMBALL MOTOR COMPANY

Pontiac—GMC Trucks
Authorized
Sales
&
Service
New Cars—Used Cars
Repairing all Makes
252 Higuera  Phone 2344
PENNEY'S

A familiar sight all over America, Penney's also serves the San Luis Obispo area. Al Dorain, who sells for Penney's during available hours, helps Dick Halbeck, another Cal Poly student.

868 Higuera Phone 1367

Casa Monterey — Fred's

An evening date —
One of the best Spanish dinners from Canada to Mexico

1041 Higuera Phone 4199-J
H. WILLS NORWALK SERVICE

Lubrication—Washing—Polishing—Motor Repairs—Undercoating

WE NEVER CLOSE * S&H GREEN STAMPS * SPECIAL POLY DISCOUNT

1088 Higuera  Phone 913
since 1887

A JAY ORIGINAL in Stark Black with dramatic white narrow bands forming a ten gore skirt—fitted bodice with five large white buttons and bound button holes adding the modern detail.

Concealed pockets and white shoe string sash—long black stole—A "Go Everywhere" dress! Just one example of Riley's eye-to-fashion.

749 Higuera       Phone 36

Boodry's Drive In
"Where Poly Students, Friends and Guests Meet to Eat"
Specializing in Rotisserie, Bar-B-Q Chicken and Spareribs in a Basket
—Orders to take out at all hours—
2436 Broad—on Airport Road to Edna Phone 2439 W

Mairs & Lewis
• Kuppenheimer and Botany 500 Suits
• Game & Lake Flannel Shirts
• Interwoven Hose
• Stetson Hats
• Jockeys

782 Higuera       Phone 364-J
FEBRUARY

When young men get fancy ideas

But why sand, when all this dirt is here?

A guy has to be...
Frank’s Cafe

Poly knows that at Frank’s it’s got to be good.

645 Higuera
Phone 2158

UNIVERSAL AUTO PARTS
Quality Service Parts for
Cars Trucks Tractors

969 Monterey
Phone 969

Sandercock Transfer Co.

“Dependable moving since 1872”
Local and Long Distance Moving
Modern Storage Facilities

1708 Beach
Phone 19
Maddalena Tire Co.

"HUNDREDS OF TIRES
recapped every year for Poly students"
Poly Discounts  Lubrication  Wheel Balancing
CHEVRON GAS & OIL
990 Higuera  Phone 79

El Camino Bowl
Open daily from 2 to midnight
"Open-bowling" afternoons
Saturday & Sunday
1115 Santa Rosa  Phone 338

The LAUNDROMAT of San Luis Obispo
Changing a bag of grime and dirt into a bundle of sparkling cleanliness.
675 Higuera  Phone 1240
LUCKSINGER MOTORS

"Automobiles with a future"

1065 Higuera

Marsh & Chorro

Hill's Stationery Store

"Synonymous with quality stationery goods"
Commercial Stationers since 1902

1127 Chorro

Phone 1403
This is good sales talk for a blood drive?

One way to get your blood pressure up.
THE PICTURE SHOP
"Fast photo finishing service"
1371 Monterey Phone 2703-R

The SPUDNUT Shop
In the neighborhood of 300,000 Spudnuts served to Cal Poly each year.
"NEVER CLOSED"
692 Higuera Phone 3027-M

Westside Auto Parts
Major Lines of Auto Parts
Speed Equipment Automotive Glass Auto Wrecking
1229 Monterey Phone 908 and 909
Maino Construction Co.

We point with pride to the modern new "Mountaineer Dorms" we built.
2238 S. Broad
Phone 3177

DEKE THRESH

A Mustang Booster from way back, distributor for FORD automobiles and genuine FORD parts.
1101 Monterey
Phone 102

DAN'S

"Enjoy the friendly atmosphere"

Friendly and courteous service
999 Monterey
Phone 190 W
Hmmmm, Boy!
Is this GOLDEN STATE ICE CREAM GOOD!
Most students agree the best ice cream you can buy in San Luis Obispo comes from GOLDEN STATE.

TUTTLE'S MARKET
Open 8 a.m.-10 p.m. Every Day
Headquarters for quality-wise Poly wives
695 Higuera Phone 2193

BEE HIVE CAFE
Steaks  Chops  Sea Food
A Poly Tradition
Dining at the Bee Hive
887 Monterey
Ah, Spring again.
again?

it's done
Gino's Italian Kitchen
“Watch the two chefs prepare the finest Italian food” and try Gino's Pizza!
1023 Morro Phone 1170

TITLE INSURANCE & TRUST COMPANY
Poly supporters, and experts in Title and Escrow service
777 Higuera Phone 2533

Play Shuffleboard and relax at TOWNSEND'S
990 Monterey
A salute to the photographers . . .

Who photographed . . .
Developed . . .
and printed . . .
The 1000-plus pictures in this book.

Hats off to Mickey Dunlap, of Dunlap-Turney, for his work in photographing the Graduates’ pictures.
Forty years of fine printing have established Wolfer Printing Company the leader in the western printing industry ... through its complete facilities ... "all under one roof."
The convenience of this unique service is invaluable to producers of catalogs, publications, periodicals, textbooks, yearbooks, and creative printed pieces.

All phases of the Printing and Engraving arts are combined to serve you at Wolfer's ... Letterpress ... Offset-Lithography ... Color Engraving ... Typesetting ... Binding.

The cover of the 1953 El Rodeo was designed by Lance Grolla and crafted by the S. K. SMITH CO. Binding for the book is sewed, rounded, and backed with a headband top and bottom. The endsheets are of 80 lb. Hammermill Offset Wove finish, and the paper used for the text is 100 lb. Whitney Fine Linen Finish. Futura 8, 10 and 12 point bold type is used for the body type and Ultra Modern 14, 18, 24, 30, 36 and 48 point, Tempo Italic bold 18, 24 and 36 point, and Coronet bold 24 and 36 point types are used for most of the heads. Fuchs & Lang inks used in the book are: Offset Nile Green, Offset Brili Orange, and Offset Imperial Yellow. There are 2000 copies of the 1953 El Rodeo in print. All half-tones are 133 line screen. The division pages and cartoons are the work of Will Thrasher. The book was lithographed in the U.S.A. on a 54-inch two-Color Harris Press and a 54-inch one color Miehle Press by the Wolfer Printing Company, Inc., of Los Angeles.
Another edition of Cal Poly's EL RODEO is finished. For awhile there, it didn't look like we would ever be finished. The last few weeks were rough.

But now that it's over, we're glad we had a chance to build this book of memories for you, who are both our publishers and our public. We have tried to record a portion of every day in every student's life at Poly—tried to put in these 252 pages the most "representative" picture of a college year Poly has ever had. Now it's up to you to decide—have we succeeded?

Starting right along with the school year, we began to plan the book. We chose the theme "Book-of-the-Year" because it pictured what we would try to do—give you a picture book of your year at Cal Poly. We held a contest to select your cover, because we wanted the best ideas of many students to choose from. Lance Grolla's seemed the one best suited to our plans for a modern, colorful, and streamlined book. The S. K. SMITH COMPANY, ably managed by Bill Retchin, helped us iron out the cover production difficulties, and manufactured our padded covers.

As lay-out ideas began to fall (or be pushed) into place, we sought some extra-graphic means for setting the various phases of Poly life apart. Bill Thrasher answered the call and, with pen and brush in hand, created the cartooned characters which you'll find add to the over-all appeal. Bob Colomy joined in as general assistant to the editor—and Dave Sosenck, Newt Wakeman and Emil Thompson contacted our advertisers. Many other students helped from time to time, rolling up their sleeves and pulling us out of the hole.

But this is a picture book, and "to do the impossible" we called on Bob Clintsman. As head photographer (and many other things, too) Bob worked with Pete McAfee, Norm Illsley, and Rene DeLaBriandais in building the huge pile of photos that make this year's EL RODEO. When the chips were down, Jim Tanji and Cas Szukalski added their cameras and experience. Mickey Dunlap, of Dunlap-Turney Photography, photographed our graduates.

When the copy started to pile up, George Hunter was called on to fill the Copy Editor's shoes, and he did. With the editor and our advisor, Ken Kitch (who saved us hours of work and did a lot of our worrying with us), George read every word of copy that is printed in these pages—not once but twice.

Then your EL RODEO was turned over to Hans Hjorth, to print our copy, and Jack Flower, to blend the jumble of words and pictures into a melody of pictures, words and color. The hours of work they did at the Wolfer Printing Company bring you the perfect reproduction you find in your 1953 "Book-of-the-Year." Your editor cracked the whip and put his finger in everything.

AND NOW . . . Here it is, YOUR EL RODEO.

Gordon Beach

and "The Staff"