EL RODEO

53

PUBLISHED BY THE ASSOCIATED STUDENTS

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.
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!

The President's home on campus
In your name we shall prevail...
So to California Polytechnic, Hail! Hail! Hail!
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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.
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California State Polytechnic College
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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.

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POST OFFICE—Postmaster Phil McMillan and Margaret Hoyt.


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BACK ROW: Vanderloo, Cunco, Guenther, Andres, Fischer, McFarland, Piper, Horp, Goodell, Escobar, Perazzu, Allen.

Housing Manager Howard Watts
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.
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Assistant Student Activities Officer
Jane Wilson.

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Phil Johanknecht, Band Manager
Jim Hanan, Glee Club President

Howard Coburn, Glee Club Manager

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Randy Bradley, Collegians Manager

Bruce Ramsey, Collegians Assistant Manager.
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THE ROYAL COURT—LEFT TO RIGHT: Princess Jane Weaver, Princess Joan Patterson, 1952 Queen Gerry Cox, Queen Cecilia, Princess Althea Irwin, Princess Carol Rosenthal.
Here she comes, boys—Isn’t she cute?

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

Enter the royal court
CORONATION BALL

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?
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"
Only at Poly Royal do we get pretty SINGLE girls

Make 'em play real pretty, Ike

That chow looks good

Baby, don't eat so fast

Good?

BARBECUE

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

He's headin' for a fall

A real high kicker

Hurry, time's awastin'

RODEO
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BACK ROW: Mulch, McKeller, Cagge, Advisor Elston, Martin, Borba, Mullet, Thompson, Garfield, Lloyd.
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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.”
Dairy Husbandry & Manufacturing

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 Toose, Leo Sankoff.
LEFT TO RIGHT: E. D. Gerald, Clive Remund, Erie 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.
Department Head Richard Leach

LEFT TO RIGHT: Leo Sankoff, Bernie Bailey.
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.
ENGINEERING

Aeronautical Engineering

Future Designers learning by doing.

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

Department Head Norman Sharpe.

The people who put a price on air.

LEFT TO RIGHT—I. 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 Schwarts, Hans Mager, Rudolf Pollay.
Electronics and Radio Engineering

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

"to the dynamometer and there . . . "

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

Machine Shop

Learning machine tool processes.

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

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

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

The most modern equipment—the newest method of education.

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

Welding
LIBERAL ARTS

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

LEFT TO RIGHT—David Thomason, 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.
Student teaching in the field — part of the plan.

Department Head Robert Maurer

SEATED — Department Head Robert Maurer
English & Public Speaking

Round table discussion—everyone gets his say.

LEFT TO RIGHT—Marris Garter, James Smith, Era Marston, Charles Lang, John Riebel, Department Head David Grant, William Schuyler, Mich O'Leary, Kenneth Lowery.
Department Head Edward Jorgenson

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.
"It works! It checks! Well I'll be . . ."

STANDING—Department Head Woodford Boeils, Bruce Kenelly, Robert Holmquist, Torlief Rickersrud, Vance Lewis.
Social Science

Round table talk on "production?"

LEFT TO RIGHT—Edward Rogers, Philip Bromley, Ralph Dilts, Roy Anderson, Thomas Nolan, Eugene Smith, Edgar Hyer.
Military Science & Tactics

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 . . ."

"Inspec - shun . . . HARMS!"

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, Jack Dalton" and "Dead End." The group showed its versatility by contributing the voices for Pearl Turner's Puppet Show.

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.
Jack Gresham .......................... President
Phil Johannhecht ......................... Vice-President
Howard Westfall ........................ Secretary
Eugene Robinson ......................... Treasurer

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.
Glenn Rich ........................................ President
Todd Crawford .................................. Vice-President
Robert Waring ................................... Secretary-Treasurer
Jack Cassel ....................................... Reporter

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
Alvin Dokter
Charles Reas
Laverne Jensen

President
Vice-President
Secretary
Treasurer

Air Conditioning Engineering Club
William Atkinson.................. President
Bill Greer......................... Vice-President
John Stalshe.. .............. Secretary
Jim Connell......................... Secretary
Jim Hanan......................... Treasurer

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.

2ND ROW: A. M. Dean, Bill Liechtli, John Gunsten, Ronald Mickelsen, John Askins, John Stalshek, Ronald Hendry.
BACK ROW: Paul Johnson, Ralph Butterfield, George Jackson, Bill Greer.
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 McClellan ................................. 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.
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.
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.

FRONT ROW—LEFT TO RIGHT: Thomas Veblen, James Bates, Randolph Bradley, Derence Kernek, Milton Eason, Harold Loving, Robert Haugsten, Allan Fulcher, Margaret Lane.
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.
Guided by their key-note, "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 members 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.
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.
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 Wagon, contest chairman; Dr. Butzbach, adviser; John Polder, secretary.
Lloyd Cotta .................. President
Pat Valladao ................. Vice-President
Art Perham .................. Secretary
Ed Levy ....................... Treasurer

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 lead the list of coming events for the club.

FRONT ROW—LEFT TO RIGHT: Pat Valladao, John E. Jones, Bruce E. Burns, Robert J. Hopkins, Bill Liechti (and Buster), Glen Johnson, Jack Taylor, Jim Janssen, William Cawell, Chuck Manclark.


BACK ROW: Jack Thiemann, Art Perham, Bill Crow, Floyd Harlan, Dan Shearer, Lloyd Cotta, Bob Cammen, Les Groenveld, Don Anderson, Al Gerle, Frank Catterton, George M. Jackson.
POLY CHI

Ray Chan .................. President
Walter Fong ................ Vice-President
Jimmy Yee .................. Secretary
Khean Young ................ Treasurer
Harold Kwan ........ Historian

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 Intercollegiate Conference held this year on the University of Southern California campus, January 30 through February 1.
CHRISTIAN FELLOWSHIP

Jerry Dillon .......................... President
Dan 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 Poly'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.
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.
Bev Blackmer .................................. President
Adib Sabouuchi .................................. Vice-President
Gonzalo Lavo .................................. Secretary-Treasurer
Darrell Munrow .................................. Reporter

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.
Floyd Patterson ......................... President
Ben Williams ......................... Vice-President
Harvey Steinberg ..................... Secretary-Treasurer
Elvie Henderson ...................... Dorm Manager

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.

FRONT ROW—LEFT TO RIGHT: Daniel Hickey, Ray Nakamoto, Howard Horton, Hideo Agena, David Zeiner, Floyd Patterson, Ben Williams, Don Schwall, Don Sedam.
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 FFA 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 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.

FRONT ROW—LEFT TO RIGHT: Lloyd Cotta, Paul Faber, Charles Taylor, Kan McLaughlin, Michael Rypins, Bill Taber, Bill Stark, Bob McHale, Larry Migliazzo, David Bacon, Bob Johnson, Joe Montes, Victor Bertolini, James Yoshino, George M. Drumm.


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.
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.
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.

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.
BACK ROW: Larry West, Joe Steinor, Floyd Patterson, Bruce Mann, John Vanderloo, Dave Pinizzotto, Carl France, Bill Long, Ed Mathson, Howard Brown, Wilbur B. Howes.
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.

FRONT ROW—LEFT TO RIGHT: Gary Garfield, Ralph Harvey, Robert Hillbun, Damen Foster, Jasper Ferrero, William Franklin, Willbur Hanley, Rudolph Esau, Marvin Adams, Simon Miedema.
4TH ROW: Richard Allen, Ronald Kwash, Robert Belcher, Dave Thomas, Hans Jacobsen, Jack Zahn, Ralph Barnes, Robert Cooper.
BACK ROW: Larry West, Joe Steiner, Floyd Patterson, Bruce Mann, John Vanderloo, Dave Pinizzotto, Carl France, Bill Long, Ed Matsen, Howard Brown, Wilbur B. Howes.
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.
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.
RIFE & PISTOL CLUB

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.

John Hall ........................................... President
Richard Peters .................................... Vice-President
Don Morrison ..................................... Secretary-Treasurer
Richard Simkins .................................. Executive Officer

FIRST ROW—LEFT TO RIGHT: Billy Query, Dan Western, Don Case, Richard Peters, Howard Christensen, Richard Van Brackle, Albert Moote.

SECOND ROW: Jim Lyons, Burt Malech, John Collins, Richard Holmquist, Grant Miller, John C. Hall.

ROADSTER 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.

FIRST ROW—LEFT TO RIGHT: Bob Jackson, Jim Hughes, Jack Hughes, Herb Jackson, Bill Brack, Gerald Thorstrom.
SECOND ROW: Don Mansell, Jack De Muth, Clark Gipson, Floyd Harlan, Bob Montgomery.
THIRD ROW: Larry Gunn, Dale Barrett, Clifford West, Herb Baak.
BACK ROW: James Orr, Wes Funk, George Buice, Boris Dobratin, John Hall.
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.
SKI CLUB

Stan Anders .......................... President
Ray Rossi .......................... Vice-President
Lowell Shirley ........................ Secretary
Lloyd Birrer .......................... Treasurer

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 down the slopes at Sugar Bowl, Donner Pass, Badger Pass, and Sequoia. Several ski enthusiasts even journeyed to Aspen, Colorado, for Christmas vacation skiing.

FRONT ROW—LEFT TO RIGHT: John Lindskog, Bob Verdiage, Ray Rossi.
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.
The Soils Club has four main purposes: (1) to bring together all Soil Science majors; (2) to promote soil-use education by extra-curricular discussion in the field of Soil Science; (3) to stimulate social activities; (4) to 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.
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, Don Eberhard, Elvin Juhl, Carl Cowen, Joe Tschumperhin, Bob Smith.
Craig White .......................... President
John March .......................... Vice-president
Bob Hooks .......................... Secretary
Bob Pence .......................... Treasurer
Bob Elser .......................... Parliamentarian

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.

SECOND ROW: Craig White, Dick Patterson, Robert Shaw, Paul Seeley, Harry Treen, Robert Pence.
VETVILLE

Poly Ninos (Vetville)

This one with wash—Monday?
C'mon, just one more bite?

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

Backyard view...
Poly View—Home for “Ringed” Polyites

Angel to guard their sleep

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

"Then the Papa bear said . . . "

A married man relaxes
Lovely day for a flat

But, Honey, you said Saturday . . .

Take that slack—Now!
Future Poly scholar

Poly's first co-eds?
FROSH DORMS

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 Jorgensen, 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, Remu.nd, Pinizzoto, Shifhar, ChantJ, Miller, Murrin, Sierks, Kennedy, YaetJer, UndskOSJ, HutJheS.
California State Polytechnic College
1952 Football Season Results
(Won 7, Lost 3)

<table>
<thead>
<tr>
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<td>Whittier College</td>
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<tr>
<td></td>
<td>224</td>
<td>175</td>
</tr>
</tbody>
</table>
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 bullied 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.
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 vs. POLY (San Luis Obispo)

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 steam-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 history 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 defeat 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

Jack Gesler G

Dave Pinizzotto T

George Cockerton G

Bob Neal QB

Stan Sheriff C

Marijon Ancich FB
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 Co-captains Joe Aguiar and Dave Ziemer

KNEELING—LEFT TO RIGHT: Joe Aguiar, Dave Ziemer, Ed Jergensen.
STANDING: Tony Nunes, Ralph Gonzales, Jerry Frederick, Will Strong,
Charles Baca, Gene Knott, Algin Sutton, Oscar Canejo.
California State Polytechnic Colle
1952-53 Basketball Results
(Won 21, Lost 6)

<table>
<thead>
<tr>
<th>Opp</th>
<th>Cal Poly</th>
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<tbody>
<tr>
<td>Olympic Club of San Francisco</td>
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<td>Westmont College</td>
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<td>Chico State (2 Overtimes)</td>
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<td>Camp Pendleton</td>
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<td>Chapman College</td>
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<tr>
<td>*Los Angeles State</td>
<td>91</td>
<td>80</td>
</tr>
</tbody>
</table>

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 Prouse'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>
<th>Team</th>
<th>CP</th>
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<tr>
<td>John Muir College</td>
<td>14</td>
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</tr>
</tbody>
</table>

Season Record: Won 2, Lost 3, Tied 1

BASKETBALL JV

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

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, Roy Osella, Wick Kathan and Paul Patrick, while the outfielders were George Cockerton, Vince Rogers and Joe Roccoli.
OUTFIELDERS: Rogers, Cockerton, Lidster, Rochioll, J. Rubcic
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 skimmed over the Gauchos runners, 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 tramped 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.

WATER POLO

FRONT ROW—LEFT TO RIGHT: Stalshek, Hansen, Neufeld, H'gh, Janes, 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 Ascarrunz, 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.

SENIORS

Joe Abe
Architecture
Reedley

Fred Al-Khudairy
Ag Engineering
Baghdad, Iraq

Anthony Acampora
Electronics & Radio
Van Nuys

Hideo Agena
Soil Science
Wahiawa, T.H.

Joseph Aguiar
Dairy Husbandry
Laton

Jack Alexander
Architecture
Banning

Leland Alton
Architecture
San Bernardino

Frank Ambler
Electronics & Radio
Fallon, Nevada

Stanley Anderes
Electronics & Radio
San Francisco

Charles Apodaca
Architecture
Los Angeles

Harry Ashworth
Animal Husbandry
Los Angeles

William Atkinson
Soil Science
Honolulu, T.H.

Walter Au
Dairy Husbandry
Honolulu, T.H.

Herbert Baak
Mechanical Engineering
Oakland

Edward Bacon
Mechanical Engineering
San Luis Obispo

Donald Bagby
Soil 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  
Agricultural Science  
San Luis Obispo

Harlan Burchardi  
Dairy Husbandry  
Salvage

Daryl Bullinger  
Air Conditioning  
Kramer, North Dakota

Sterling Bendesen  
Poultry Husbandry  
Petaluma

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 Cailem  
Crops  
Guatemala

Alfred Carlson  
Animal Husbandry  
San Jose

John Christensen  
Ornamental Horticulture  
Belmont

Robert Commer  
Animal Husbandry  
San Francisco

Terry Carr  
Mechanical Engineering  
San Diego

Wilfred Cha  
Mechanical Engineering  
Canton, China

William Conlon  
Animal Husbandry—Social Science  
Pasadena

Frank Catterson  
Mechanical Engineering  
Riverside

Howard Cawley  
Animal Husbandry  
Paso Robles

Ralph Cornwell  
Mechanical Engineering  
San Luis Obispo

Ray Chan  
Architectural Engineering  
Los Angeles

Arthur Callot  
Animal Husbandry  
San Mateo

Russel Chandler  
Agricultural Engineering  
Vacaville

Herbert Collins  
Architectural Engineering  
Oakdale

John Cowan  
Mechanical Engineering  
Bakersfield
James Eckart  
Electronics and Radio  
Seattle, Wash.

James Elam  
Animal Husbandry  
Pomona

John Elder  
Animal Husbandry  
South Gate

Robert Elzer  
Animal Husbandry  
Los Angeles

Rudolph Esau  
Ornamental Horticulture  
San Luis Obispo

James Evans  
Agricultural Engineering  
Oxnard

Robert Elzer  
Animal Husbandry  
Los Angeles

Rudolph Esau  
Ornamental Horticulture  
San Luis Obispo

James Evans  
Agricultural Engineering  
Oxnard

SAC Representative Jim Webster  
Ag Engineering  
Newberry  
Homecoming Chairman  
Rally Committee  
Glee Club  
ICC  
Majors & Minors  
Ag Engineers.

Claud Ferguson  
Mechanical Engineering  
San Diego

Edward Fung  
Air Conditioning  
Fresno

Zane Grimm  
Physical Education  
Cleveland, Ohio

Maurice Fleming  
Agricultural Education  
San Luis Obispo

Charles Garver  
Agricultural Engineering  
Visalia

Lawrence Guglielmelli  
Mechanical Engineering  
Walla Walla, Wash.

Lawrence Guglielmelli  
Mechanical Engineering  
Walla Walla, Wash.

Walter Fong  
Architectural Engineering  
Los Angeles

Donald Goode  
Electronics and Radio  
Paso Robles

Damon Foster  
Ornamental Horticulture  
Hayward

Sidney Freshour  
Electronics and Radio  
San Luis Obispo

Alan Fulcher  
Craps Production (Field)  
Colusa

Lucian Greninger  
Agricultural Engineering  
Arroyo Grande

Charles Haase  
Poultry Husbandry  
Honolulu, Hawaii

Richard Hackett  
Animal Husbandry  
Ferndale
Virgil Horton  
Social Science  
San Luis Obispo

Milton Howe  
Animal Husbandry  
Berkeley

Robert Hyman  
Printing  
San Francisco

Wilbur Idler  
Poultry Husbandry  
San Diego

Norman Ilsley  
Agricultural Engineering  
Muskegon Heights, Mich.

James Ingram  
Poultry Husbandry  
Glendale

Bill Ruddiman  
Crops  
Santa Ana  
Crops Club  
FFA  
Toastmasters  
ICC  
Poly Royal  
Dance Committee

Raymond Inouye  
Truck Crops  
San Jose

Milton Howe  
Animal Husbandry  
Berkeley

Robert Hyman  
Printing  
San Francisco

Wilbur Idler  
Poultry Husbandry  
San Diego

Norman Ilsley  
Agricultural Engineering  
Muskegon Heights, Mich.

James Ingram  
Poultry Husbandry  
Glendale

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Santa Ana  
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FFA  
Toastmasters  
ICC  
Poly Royal  
Dance Committee

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San Jose

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Berkeley

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Printing  
San Francisco

Wilbur Idler  
Poultry Husbandry  
San Diego

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Agricultural Engineering  
Muskegon Heights, Mich.

James Ingram  
Poultry Husbandry  
Glendale

Bill Ruddiman  
Crops  
Santa Ana  
Crops Club  
FFA  
Toastmasters  
ICC  
Poly Royal  
Dance Committee
Harry Kathan
Agricultural Engineering
Angels Camp

Richard Kelsey
Animal Husbandry
Monrovia

Miller Keplinger
Agricultural Engineering
Compton

Cameron Kirkpatrick
Animal Husbandry
El Cajon

William Kessell
Air Conditioning
Monrovia

Don Klein
Electrical Engineering
Hayward

John Klopp
Printing
Lancaster, Pa.

Jack Knighton
Architectural Engineering
Los Angeles

Steve Kolar
Physical Education
Rankin, Pa.

Edmond Kop
Poultry Husbandry
Honolulu, T.H.

Robert Kratchmer
Animal Husbandry
Atascadero

Donald Krider
Soil Science
San Luis Obispo

George Kunimoto
Ornamental Horticulture
Cupertino

Abraham Kurnick
Poultry Husbandry
Canoga Park

Russell Kwash
Ornamental Horticulture
Reno, Nevada

Billy Lakins
Electronics and Radio
Calexico

Edward Levy
Physical Education
Long Beach

Paul Lenz
Field Crops
Anaheim

Don Lindquist
Agricultural Engineering
Berkeley

John Lindsag
Physical Education
San Luis Obispo

Melvin List
Agricultural Engineering
Sacramento

Thomas Lofthus
Physical Education
Los Angeles

William Long
Animal Husbandry
Lathrop

Charles Lathrop
Animal Husbandry
Palo Alto
Richard Jogals  ... AM  ... Bakersfield  ... President Boats & Spurs  ... Sheep Club  ... IDC  ... member SAC  ... Gamma Pi Delta.

George Mitchell  
Physical Education  
Compton

Andrew Morse  
Agricultural Engineering  
Berkeley

Myron Moses  
Physical Education  
Redwood

Dan Morris  
Physical Education  
La Vern

Bruce Munn  
Ornamental Horticulture  
Los Angeles

John Murphy  
Electrical Engineering  
Crannell

Jerry Neufeld  
Animal Husbandry  
Post Falls

Peter Nye  
Mechanical Engineering  
Nipomo

George Myers  
Mechanical Engineering  
San Fernando

Wayne Myrick  
Animal Husbandry  
Whittier

Mitsuru Nagata  
Biological Science  
San Luis Rey

Robert Nelson  
Mechanical Engineering  
Ontario

Ray Nakamato  
Fruit Production  
Gridley

Carl Nielsen  
Mathematics  
Salvanger

Clarence Nielsen  
Crops Production  
Orange

Edward Nichols  
Physical Education  
Long Beach

John Norenberg  
Crops Production  
Los Angeles

Gene Novak  
Sail Science  
South Gate

Robert Olds  
Mechanical Engineering  
Monrovia

Robert Odell  
Animal Husbandry  
Novato, Okla.

Robert Oswald  
Biological Science  
Lost Hills

Wallace Owens  
Electrical Engineering  
Monrovia

Donald Palmer  
Electronics and Radio  
Oroville
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
Hilo, 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
Monrovia

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

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

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

Arthur Roark
Air Conditioning
Puente
Leland Ruth
Animal Husbandry
Project City
Paul Schwoth
Electrical Engineering
Porterville

Eric Rosenau
Mechanical Engineering
Orange
George Russel
Animal Husbandry
El Centro
Donald Schwall
Poultry Husbandry
Nicolaus
John Thieman Social Science Ripon
Dan Tomlin Animal Husbandry Meridian, Idaho
Andrew Turkat Electronics and Radio Callingswood, N. J.

Cas Szukalski Mechanical Engineering San Francisco
Guy Thomas Printing Glendale
Robert Tomlinson Physical Education San Francisco
Louis Tam Mechanical Engineering Cule, Panama
Robert Thomas Animal Husbandry Orosi
Frank Tours Agricultural Journalism Glen Cove, N. Y.

James Tanji Poultry Husbandry Agricultural Journalism Cressey
Alvin Trivelpiece Electrical Engineering Altaville

Charles Taylor Field Croas Morro Bay
Eric Thouless Electrical Engineering Bagotan, 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

David Stout Electronics and Radio Santa Barbara
Emmott Sutcliffe Architectural Engineering Sacramento
Hilmer Swanson Air Conditioning Oakland

Robert Stout Electronics and Radio Compton
Harold Stowell Dairy Husbandry San Fernando
Stanley Swanson Soil Science Santa Barbara

Student supervisor PCI Wrestling tournament.
Harry Jeter... Ag Jour-Crops... Norman, Arkansas... Collegiate FFA... Press Club... Young Republicans... CSTA... Crops Club... Poly Royal... El Mustang... News Bureau... Blood Drive... Veterans counseling.

Robert Waring
Agricultural Engineering
San Luis Obispo

Lawrence West
Ornamental Horticulture
Castro Valley

Nelson Williamson
Animal Husbandry
Upland

Richard Wallworth
Animal Husbandry
Orange

Craig White
Animal Husbandry
Kentfield

Don Witke
Animal Husbandry
Santa Barbara

Paul Weddle
Animal Husbandry
El Monte

William White
Mechanical Engineering
Fresno

Joe Wolff
Animal Husbandry
Long Beach

James Webster
Agricultural Engineering
Newberry

Philip Whitlock
Biological Science
Arroyo Grande

Robert Wood
Electronics and Radio
Glendale

Gerald Weiland
Agricultural Engineering
Powell Butte, Oregon

Earl Weinstein
Electrical Engineering
Los Angeles

James Whittaker
Animal Husbandry
Willits

William Wood
Physical Education
Redwood City

Henry Worley
Architectural Engineering
Fair Oaks
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, Saizak, Naas, Rossi, Rodrigues, Pargee, Miller, Andersen, Garrett, Perez, Braus, Evans, Burns, Cooper, Franz, Page, Burnett.
5TH ROW: Boatright, Todd, Martin, Ancich, Meier, Crawford, Collender, Hubert, Climore, Ching, Horta, Harrison, Miller, Ikenoyama, Kroeger, Mathias, Kester.
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


Sophomore Class President Ed Wyneken... EE... Los Angeles... Glee Club... Majors & Minors... Homecoming Bonfire chairman... Poly Royal Carnival Committee.

FRONT ROW—LEFT TO RIGHT: Tindall, Janssen, Carvalho, Ramsey, Dillion, Zeiner, Williams, Ray, Dhatt, Westfall, Elliott, Gill, Khela, Taylor, Taylor, Cretin, King

2ND ROW: Weaver, Haulman, Newby, Tabor, Marzzacano, Bickel, Larson, Thoman, Staishke, Long, Melvin, Greer, Schlatter, Jenkins, Keene, Kirkpatrick, McNab, Lindquist.

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

4TH ROW: Bramley (advisor), Davey, Piasecki, Inaba, Mante, Meichle, Marquez, Crowell, Gee, Foltzman, Svacha, Harlan, West, Barker, Kernek, King, Pache.

BACK ROW: Young, Noyes, Jacobson, Gilbert, Tomei, Brainard, Rhodes, Petteerson, Pillow, Birrer, Chabot, Berg, Bruno, Stage.


Vic Buccola . . . ME . . . Rosemead . . . SAE . . . Varsity Football . . . Boxing Manager


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, Krebbiel, Aitken, Heath, Horning, Griffin, Mann, Pravite, Janes, Maddox, Danielson, Taylor.

4TH ROW: Johnson, Roberts, Rodenmayer, Rapp, Carling, Eriksen, Bris, Warnagieris, Sanderson, Groalla, Yee, Lehnhoff.

BACK ROW: Bonson, Werner, McLaughlin, Hulse, Cooper, Barnes, Picollo, 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, Osley, Bellis, Fryk, Martinez, Knott, Kuhn, Peters, Rogers, Haenig, Ropes, Kuhn, Smith, Woolsey, Sonka, Bovin, Keenan, Bergen.


3RD ROW: Boston, Scarborough, Collins, Keenan, Ferrari, Scroggs, Schaepp, Van Brackle, Ott, Filbert, Macpherson, Evans, Adams, Clark, Harpenu, Chaber, 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

The Place To Go For Your Everyday Needs

Smokeshop • Bookstore • Supply Shop

• 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
Harmony Valley Creamery Association

991 Nipomo Phone 1700

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

Wilson's Flower Shop

Corsages designed for every occasion at

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...

OCTOBER

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.
Boréack 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"
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
YOUR S & 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
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
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 a 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  ·  Phone 517
8-1 Saturday
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
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
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
RILEYS
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 Rileys' 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

A guy has to be

But why sand, when all this dirt is here?
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 Automobile Glass Auto Wrecking
1229 Monterey
Phone 908 and 909
DEKE THRESH
A Mustang Booster from way back, distributor for FORD automobiles and genuine FORD parts.
1101 Monterey Phone 102

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

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

APRIL
Play Shuffleboard and relax at

TOWNSEND'S

990 Monterey

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
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.
The Tower

CAFE

Delicious Steaks-Chops
Sea Food in Season -Tasty Barbecue

Visit our Fireside Lounge

Highera and Marsh Phone 830

MORRO BAY GOLF COURSE

Enjoy an afternoon at the green velvet links overlooking historic Morro Bay.

Alliance Pro. Located in Morro Bay State Park

CLINIC'S ELECTRIC

Dependable home and study appliances

"Serving San Luis Obispo County for 30 Years"

962 Monterey Phone 13
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 . . .

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.
Anothu 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.
To handle the gigantic task of publicity, Art Mullet came to our ranks, followed by Frank Tours,
who recorded the year sportwise. Bob Colomy joined in as general assistant to the editor—and
Dave Seseck, 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 Clintsmman. 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.

And Now . . .

Another edition of Cal Poly's EL RODEO is finished. For awhile there, it didn't look like we
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"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"