Mustangs And Aztecs Combine In Grid-Scalping Contest

With two big defeats having almost a still young schedule, disadvantages and frequent setbacks, Coach Red Smith and his Cal Poly football squad have dared to take on the mighty Mustangs of San Diego State University. A difficult assignment, but one which Smith and his team are equal to. The Mustangs, particularly the powerful defense, are expected to give Cal Poly a hard fight. However, the Mustangs are far from unbeatable.

The game will be played on the Homecoming night of the Poly student body, and it is expected to be a thrilling contest between two of the best teams in the state. The Mustangs have a good record this year, and the Poly team is no slouch either. It is anticipated that the crowd will be huge, and the stadium will be filled to the brim.

The Mustangs are favored to win, but the Poly team is not to be underestimated. They have been working hard to prepare for this game, and they are determined to give their best effort.

The Mustangs have a strong offense, and their defense is topped only by the best in the state. The Poly team, on the other hand, has a solid defense and a potent offense. It is expected to be a close game, and the outcome will depend on which team can control the ball and make the most of their opportunities.

The Mustangs are expected to give Cal Poly a tough time, but the Poly team is not intimidated. They are confident in their abilities and are ready to face any challenge. It is expected to be an exciting game, and everyone is looking forward to it.

The Mustangs are favored to win, but the Poly team is not to be underestimated. They have been working hard to prepare for this game, and they are determined to give their best effort. It is expected to be a close game, and the outcome will depend on which team can control the ball and make the most of their opportunities.
Special Notices

ARAB Dance Committee will meet today, Oct. 6, at 5:15 in Ad building Room 814. Chairman Ben Arnold will preside. Students who have a change of resident address should come to the Information desk and change it on their official file cards.

ARAB Assembly Committee will meet Monday, Oct. 6, at 4:15 in Ad building Room 814. Chairman Ben Arnold will preside.

If you are a student having study problems, financial troubles and the like, see your adviser immediately. It is there to help you.

Lovett, Staff Here To Fix Cuts, Abrasions, Burns, Etc.

"The aim of the student health center," says Dr. C. R. Lovett, college physician, "is to provide complete health service for our students, within practical limits."

To do this the health service has a professionally-trained staff and a complete inventory of diagnostic equipment, including an electrocardiograph, basal metabolism equipment, and a 200 milliamper Phillips X-ray. The student health program and environmental sanitation program are under the direct supervision of Dr. E. D. Lovett, college physician.

The addition of the full-time physician to the staff last year has resulted in a more efficient and smooth-running health service and has made possible considerable improvement in environmental sanitation as a preventive phase of the health service, said the clinic.

The student health program is an integral part of the Health Center. The full-time physician, two medical residents, and three student nurses make up the staff. The service of any part-time physician is available under a different arrangement and provided with a local clinic.

The student health center is open 8:00 a.m. to 5:00 p.m. A quarter of the services provided includes a physical examination, minor surgery, and environmental sanitation. In addition, the service includes visits within a radius of five miles of the campus.

The student health center treats diseases of a chronic nature which the student contracted before entering college and which the student contracted while in college. Staff members are not eligible for service in the Health Center, except in emergency.

Located near the campus, the Health Center contains a doctor's ward and two double bed rooms for isolation purposes. In addition, there is a waiting room, a combination nurse's chart and work room, and a combination drug storehouse and laboratory.

TDAVISOND'S

- DRAPES
- FURNITURE
- AWNINGS
- WINDOW SHADES
- LINOLEUM
- BABY FURNITURE

LET US FURNISH YOUR HOME

You are invited to use our many terms. NO CARRYING CHARGE

Phone 421
669 Higuera St.

LARGEST SELLING CIGARETTE in AMERICA'S COLLEGES

Buy CHESTERFIELD... Much Milder
Board Makes Continued Appeal For Editorship

An urgent appeal is once again being made by the board of publications for anyone among the 1400 students on campus, yes, ANYONE who is capable of assuming the editorship of the college yearbook, El Rodeo. Without such a man, the hundreds of alumni who have worked long and hard to graduate, the various departments and campus groups who year after year look forward to being a part of the annual, none of these will be able to tell their story. Within such a man the college will be unable to historically and officially close this school year in the time honored traditional manner as familiar to all of us.

If you can qualify your school needs you NOW! See Ken Ritch, Journalism department head, in the basement, for any additional information. Postmaster McMillan Lays Down Postal Law

Official word on inter-campus mailing of notices and letters was announced today by Postmaster Phil McMillan. Rulings are as follows:

1. All notices should be on paper not less than six by eight inches.
2. All notices should be arranged alphabetically, giving the complete name and box number.
3. All notices must be at the post office a minimum of three days previous to all regularly scheduled meetings.
4. Notices for special meetings will receive special attention, but every effort should be made to give the post office ample time to place in mail boxes.

"These requirements are made because the post office is to be permitted absolutely no extra help in the distribution of mail," McMillan said.

"Full cooperation of all student organizations will be needed to maintain any kind of mail service," he concluded.

JUST WHAT GOOD ARE PROFITS?

During the last 50 years a great many uncomplimentary things have been said about profits. Left Wing propaganda has been so sensational that many honest Americans were actually beginning to wonder if maybe there wasn't something evil about profit after all. But the answer is plain if we understand one of the most important functions of profit in our economy. It is simply this:

"The change for profit constantly encourages the development of new and improved products. Because of the competition for profits, every business strives to put out better and more useful products, with greater efficiency, at lower prices (as Union Oil, for example, we're spending $10,000 per day on research—and our competitors work just as hard as we do on product improvements.)"

Because of this essential function of profit the American people have better products in greater abundance than the people of any other country. As a consequence, we enjoy the highest standard of living the world has ever known.

"It's not hard to see, then, why the profit motive must be preserved. Yet present tax policies and government controls are discouraging production by destroying the profit motive. And without this incentive we Americans cannot possibly show the progress in the future that we have shown, in the past."

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 13, 1889

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PEOPLE MOTOR OIL
Fire Prevention Week On Docket

Cal Poly will observe National Fire Prevention week, Oct. 8 to 14, according to Ernest Studebaker, Chief Security officer. This campaign is our own and we are asked to do something about it by obeying a few simple safety rules and adopting a few precautions to take and check regularly:

1. Inspect property regularly.
2. Detect fire hazards immediately.
3. Correct or report fire hazards promptly.
4._background all sources of ignition.

Students Urged To Take Part In Ad Training Offered

Students from any department—freshmen or upperclassmen—have been invited to take part in advertising and sales promotion this year with an assignment that Ron Kitch, head of the Ag Journalism department, will conduct for 15 M Mustangs.

Students will be assigned to a group of subjects for whom they will serve as regular clients. The number of clients will depend upon the amount of time the student wishes to spend learning retail and service sales problems and helping shape and promote campaigns to meet specialized market needs.

"Experience will be gained in contact, planning copy and layout work," Kitch said, "and we are interested primarily in the student who wants this experience for his own or an employer's business. Those with time to handle only one or two clients will be welcomed as long as they are sincere in their desire to learn how a business man uses assurance sales methods and law soil."

In addition to time spent in contacting clients, the advertising man will be expected to spend one hour each week in a group conference. Time for this will be set at the group's convenience. Students wishing college credit for this learn-by-doing enterprise may enroll for Journalism 881, Practice Journalism, and work for either one or two units.

"It is an excellent opportunity for men who want to learn more about how to sell," said Kitch, a former professional advertising man. "And if I'll make a visit from any student who wishes to talk about the project with me." His office is in Ad 14.

COSTS LESS THAN REGULAR TIRE AND SAFETY-TYPE TUBE

NEW TUBELESS TIRE Made ONLY by B. F. Goodrich

No tube to buy on sale price of the tire

Safety guarantee and guarantee on the tread life of the tire

LIBERAL TRADE

L. O. Hayden and L. G. Goddard's

Mustang Tire & Auto Service

March 8th, 811 First Street Phone 1343

Time you picked on a sports shirt your own size!

Arrow Gabanaro...6.50

— in your exact collar size
— in your exact sleeve length
— washable rayon gabardine

ARROW

NORTH TROY & MILLWOOD...DEADWOOD & EAGLE...
FRANK SEZ
Be Sure to Attend Our 2nd Annual HARVEST OF
Fall Food Values
BALLOONS
FOR ALL THE KIDS,
YOUNG AND OLD ALIKE

Smoked Piena
HAMS 39b. Creamed Ready To Eat
Bled Longs
BOLOGNA 39b. BACON 39b. LOIN 39b.
Bacon, Lean
BROLDNER 49b. Lean
BACON 45b. Hamel Park
SAUSAGE 39b. LARD 2 for 39b.

SMOKED CHICKEN
FRIED CHICKEN

FRIED CHICKEN

PILLS BURY
PANCAKE FLOUR
40 on pkg.
Ready To Eat Harmel Sausage
HAMS any size 79b.

Fresh Grade A Small
EGGS 35c.
MAHRS 3 in 1

Milk

Margarine 19c.
Creamed Chill.

Borden's
Mayonnaise
29c.

Goldene State
Big Dip
Ice Milk

Borden's
Cottage
Cheese

Borden's
200 Brand

Barbque Chicken
Every Thursday
$1.10
FRANK'S CAFE
+ Michel Geligi
Manager
649 NUGUEA

Home Cooked Meals

POUL SPECIAL
Everyday 75c
With Soup and Salad
HOMEE MADE CAKE and PIE
Barbeque Chicken
Every Thursday
$1.10
FRANK'S CAFE
+ Michel Geligi
Manager
649 NUGUEA

J. Paul Shylo Switched to Wildroot Cream-Off
Because He Flanked The Finger-Nail Test

FRYING CHICKENS

6 AM to 11 AM
SATURDAY, OCTOBER 4 AT
BROAD STREET STORE

8 AM to 11 AM
SATURDAY, OCTOBER 4 AT
FOOTHILL BLVD. STORE

PILLS BURY
PANCAKE FLOUR
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Ready To Eat Harmel Sausage
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Basketball Players To Start Practice; Have Game In Nov.

Coach Ed Jorgensen announced last Tuesday that the official opening date for basketball practice is October 15. Along with the announcement, Jorgensen urged all interested Poly students to report to the gymnasium for tryouts beginning the week of October 15. The tournament season is expected to begin around the second and fourth week of November.

Journeyed to Ontario for their "big brother" tournament, Ian "Dimes" coached by former UIC great Willie Whitensuil, headed to Ontario for their tourney.

Yes Sir for your
Drug Store
Merchandise
at the Lowest Prices

Weishar's
City Pharmacy
901 Higuera St.
San Luis Obispo

Cal Poly Grange

The meeting date for Cal Poly Grange, 776, has been permanently changed to the second and fourth Wednesday of every month, Jim McInerny, Grange master and Air Conditioning department faculty member announced today. At the last meeting of the West's only campus Grange, plans were discussed for the forthcoming state convention to be held in Bakersfield.

Grange membership on campus is open to any student, faculty, or employee of the college, and their wives, he said. Former members of Granges throughout the state are cordially invited to visit the campus organization at any time. Applications for membership may be picked up from Rust Kitchen in Rust Hall, A building building. McInerny also stressed that Grange is one of the few clubs on campus where wines can share equally elected offices and activities with their undergrads.

SPECIAL RATES TO POLY STUDENTS

Let our skilled operators, using the latest and best equipment, keep your car safe and economical.

S & H GREEN STAMPS

FLYER FOR YOUR TIRE

MAJOR CREDIT CARDS HONORED

Battery Special $7.45

Washing and Polishing

H. WILLS

NORWALK SERVICE STATION

1088 Higuera

PHONE 1913

TEST CAMELS for 30 days for Mildness and Flavor

CAMELS are America's most popular cigarette. To find out why, test them as your steady smoke. Smoke only CAMELS for thirty days. See how rich and flavorful they are -- pack after pack! How mild CAMELS are -- week after week!

Rodeo Squad Loses Rosser;
Still Loom As Coast Power

Faced with the loss of veteran rodeo standard Carlton Reesor, the Poly bronc-busters nevertheless figure to do right well in National Intercollegiate Rodeo Association competition this year.

Two vacancies must still be filled on the six-man rodeo squad as veteran Buster Dufrenna and Norman George were called Into the service.

The second rodeo meeting of the current quarter is slated for next Wednesday evening, October 8th.

CAL'S

MOBIL SERVICE

Telephone 3778

Former of 8th and Walnut Streets
San Luis Obispo, California
Special Poly Rates

Tires, Batteries and Airports

WASH YOUR CAR FREE!

Note Of Thanks

A special note of thanks should be given to our new Freshmil leaders for the fine display of yell and cheer shown during last week's game, says George Preas, Poly football coach.

SPUDNUTS

She-she-made and buy now

and buy now by the sack

AMERICAN FROZEN FOOD CARRIERS

West's Spudnut Shop

432 Higuera St.

SANTA BARBARA

H. WILLS

NORWALK SERVICE STATION

1088 HIGUERA

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Let our skilled operators, using the latest and best equipment, keep your car safe and economical.

S & H GREEN STAMPS

CAMELS leads all other brands

by billions of cigarettes per year!

EL MUSTANG

FRIDAY, OCTOBER 3, 1958

Poly Of San Dimas Loses Grid Opener

Cal Poly of San Dimas opened their football campaign last week against the Chaffey Junior college eleven, and received for a dud-bumper. The California Poly were journeyed to Ontario for their initial football game.

Starting at halfback for the Jimmy Browns was former Cal Poly football student, George Romessey. Another "big brother" transfer on the Poly squad was former Charlie Bosh

San Dimas, coached by former UIC great Whitehead, held a severe set of feet quarter, 7-0, and fumbled away two touchdowns in the Chaffey defeat.

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Merchandise
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S & H GREEN STAMPS

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FRIDAY, OCTOBER 3, 1931

The Mustang Boosters club, Cal Poly's terrific downtown club, elected new officers last Monday night and generally got the ball rolling for tomorrow night's Mustang-San Diego State game. Installed as the new chief of Booster club operations was Dr. Luis Pereira, a staunch Poly rooster very capable of carrying out the club's noble aim of furthering athletics at Poly.

Dr. Pereira takes the place of Glenn Wyatt, Jr., president. Other officers elected Monday were Frank Calinbo, vice president; Wayne Baker, treasurer; E. & E. Cafe, secretary and Glen South, business manager.

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CIRCULATION A MUST

From the moment El Mustang hit the "street" last Friday, this office has been harangued with various comment and criticism regarding the unusually large amount of carried advertising last week (have you thumbed through today's paper yet?).

A TWO-SIDED PROBLEM

Much of what has been thrown our way concerning this matter is well founded, but, as in most cases, there are two sides to this problem, too. We will admit that advertising space in this and last week's issue ran high, much higher than we would like to see. However, the first issue of any fall quarter may be expected to have the biggest opportunities for local advertisers to exhibit their wares while new students and returning upperclassmen are in the process of forming their buying habits.

This point cannot be overlooked; in fairness to San Luis Obispo merchants, because the buying habits we form at this stage generally remain with us throughout the school year. Only then can the local merchants be given this opportunity to benefit as it is they who have financially supported this paper in the past.

Will it continue? Now then, you are no doubt wondering whether this overcrowded advertising condition will continue to prevail in future issues of El Mustang. Let's look at the facts before we draw a hasty conclusion.

A bare share of the fact that El Mustang has been operating at a financial loss for quite some time? Bad, but true. What is the extent of this problem? In recent figures, 1952-53, a total of $547.04 to date.

Your student publication has two purposes to fulfill. Both share equal importance. One is to keep students informed of what's going on about the campus concerning them. The other is to operate El Mustang on a financially sound basis. To give you an idea as to the scope of producing cost of each issue, last Friday's paper, as well as today's edition, did well to break even despite the extremely large amount of advertising carried.

AN 'ADVERTISER'...OR NEWSPAPER

We realize that you don't like to see El Mustang take on the format of a cheap dail, but neither do the members of the editorial and business staff. Yet the fact remains that El Mustang is in the process of being a low cost, competitive daily.

How can advertising be kept at a minimum with more space being devoted to campus activities? That my loyal membership fee is channeled to the paper. And those colleges are in the process of forming their Student Government representatives. The other is to operate El Mustang on a financially sound basis. To give you an idea as to the scope of producing cost of each issue, last Friday's paper, as well as today's edition, did well to break even despite the extremely large amount of advertising carried.

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How can advertising be kept at a minimum with more space being devoted to campus activities? That my loyal membership fee is channeled to the paper. And those colleges are in the process of forming their Student Government representatives. The other is to operate El Mustang on a financially sound basis. To give you an idea as to the scope of producing cost of each issue, last Friday's paper, as well as today's edition, did well to break even despite the extremely large amount of advertising carried.

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