Poly Set For 'Crucial' Tilt

Mustangs Shine
In Fresno Tilt;
San Diego Next

Cal Poly's football fever hit a new high immediately after last Saturday's impressive win over Fresno State. Coach Larry Hughes has his Mustangs slated to invade the San Diego State Stadium in a conference game that is aptly titled "nothing' game for both clubs.

They're Loaded.

No doubt about it. Mustangs, the San Diego, football team is formidable. To make matters worse they're coming off average last year's victory in the last game from Fresno State. Coach Hughes plans to use the CCAA grid title, and rumor has it he'd be delighted to see Adan win the tough as nails home court on ground. On the other hand Poly to tough can maybe the toothless green, and squad squaw in our school's historic tomorrow night will go on a long way in telling the story.

Leading the host club tomorrow are outstanding halfbacks comprised of quarterback Paul Morgan and running halfback Roper. The latter set an Arizona State rushing yard mark against Poly last week. From the opening gun Poly left little doubt they were going to be mighty hard to handle. Mustangs averaged 4.6 yards per carry, while Roper was in on 29 of his 53 yard rush attempts. The Mustangs' defense is also good, having held Poly to 8 of 18 quarters last year, and his slaughter-likes were good. In fact the Mustangs were on the all-CCAA team last year.

McPhee Predicts
College Growth;
Co-Eds Expected

The Cal Poly of the future was revealed recently at an all-day session on the campus attended by more than 800 men and women who will comprise the staff and faculty for the school's 50th year. President Julian A. McPhee, who with several panel groups painted a glowing picture of ever increasing campus development, said that Poly has the most optimistically optimistic opportunity any college anywhere ever had.

The president and the speaking panelists backed up this statement with the following points relative to Poly's growth and future prospects:

1. College is definitely expected on the campus as soon as the present facilities are available. President McPhee predicts that some 500 co-eds will be expected as soon as the present facilities are available.

2. Harold Wilson, in charge of the college's campus development, revealed that the new buildings, which have been completed, have been expected to be completed in 1985 as the data that the campus development was being completed.

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5. Plans for making Cal Poly a training center for reconstruction teams are now being negotiated and a training center for Turkish students is another possibility of future development.

6. Cal Poly's home campus and surrounding boroughs are now being developed with new buildings within the next eight to nine months, according to McPhee's calculations.

7. First step in establishing a Cal Poly-type ten-year program in the Imperial valley was taken recently when the state legislature appropriated $200,000 for this purpose.

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Admissions Officer
Issues Warning

C. Paul Winner, admissions officer, today announced the necessity for extensions of the following items presently due at the administration buliding, room 102. Winner asked the students to report to the registrar's office, 152, in case they have not already done so.

Winners scholarship applications must be returned with the following documentation: a) a letter from the registrar's office, 152, in case they have not already done so.

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Conference Sign-up

Concludes Today

Last day for the general admission to the AHS office and in-person sign-up for the conference is today. All interested persons are welcome.

A tip of the cap is http://t.co/93894 http://t.co/93894

Stop by the AHS office and try your luck for a chance to win a prize.

The conference, which is open to the general public, will be held in the gym tomorrow afternoon, starting at 1:00 p.m.

The ultimate goal of the conference is to foster academic growth and provide a platform for students to present their research.

This concludes the conference sign-up.

15 New Members Added
To Cal Poly Faculty

Helping to meet educational needs brought about by one of the largest enrollments in California State Polytechnic College history, an additional 15 new faculty members have been added to the college's teaching faculty. The appointments were announced recently by Julian A. McPherson, college president.

Four appointments were from the engineering and science departments. The remaining appointments were made to the departments of home economics, teacher education, and foreign languages.

A graduate of the University of Missouri, Mr. McPherson has been a member of the faculty since 1946. He will serve as an assistant professor of mechanical engineering.

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**College Rouses Please Note**

Attractive though the feminine trio on the front page may look, they have no relation to this campus. It must be pointed out that these sweet young ladies are strictly "jailbirds." H

Even in M. Chandler, dean of students, has issued a warning to the effect that loitering on or about the San Luis Obispo Senior high school grounds where such beauties abound in numbers is not only frowned upon, viewed with alarm and looked down upon but is strictly against the laws of the State of California.

Sen Chandler: "Any high school has asked us to notify our students to please refrain from entering the school grounds, particularly during the noon hour and in the afternoon when classes are over. He also warned that anyone who persists will find that the high school authorities arrangements in advance by calling the principal's office."

Enthusiastic Support a Must.

Cal Poly has had a spotty start at times. An enthusiastic showing by the home opener against Santa Barbara, Oct. 10, is expected.

The Poly instructor has a popular... Her interest in other "liberal arts, says, Mr. Htwbwl ... and track work in... Hill to get another..."

Eventually, as permanent... "They took me through Thousand..."

The Fresno crew, on the whole, were quick to praise the Poly crew. The Fresno crew, on the whole, were quick to praise the Poly crew.

**Rieber Publishes Popular Book**

John Rieber's interest in other people's mud has paid off. California Poly English instructor has a popular book, "How to Write Business Letters," out. Rieber's 208-page book, published recently by Prentice-Hall, Inc., is a day-by-day formula for secretaries and business leaders. (He's a former assistant dean of liberal arts, says, Mr. Rieber's book has merit, of course, but it suggests a tribulation to business letter writing.

The English instructor, a graduate of Illinois State University, has been at Cal Poly since 1947. He has been a member of the business administration faculty since 1949 when he taught secretarial studies.

During the summer, Rieber studied operations of business in Chicago and abroad. He attended the annual convention of the National Business League in Chicago and abroad. He attended the annual convention of the National Business League in Chicago and abroad. He attended the annual convention of the National Business League in Chicago and abroad.

"A reader can learn a lot about business,� Mr. Rieber says, "by keeping a log of his phone calls, his letter writing, his daily operations, his..."

"You may find that you have a..."

Housing Office Notes

"You will not sell your new old customers..."

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**Poly Students Play 'Good Samaritans'**

Two young Poly students were recently awarded Good Samaritans in an Orchard resident under 300,000 of whose fellow officers had passed him by, according to Fred A. Colley, director of Cal Poly's Office of Student Life, who said: "This is one of the greatest..."

"You must have the guts to get the wheel..."

"If you would like more..."

**Welcome Back Mustangs! We are looking forward to meeting our old friends and making new friends among the Frosh. You will find this store geared to service your requirements with trained personnel and in a friendly manner.**

**Hills Stationary Store**

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San Luis Obispo
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SURV-YOUR-SELF LAUNDRY
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Flame-Singed Delta Sigs Bounce Back!

Dimas Sponsors Rose Parade Float Contest

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OPEN 24 HOURS A DAY
FOR YOUR STOMACH'S CONVENIENCE

FRIDAY, OCTOBER 2, 1953

For Mildness and Flavor
CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!
FRIDAY, OCTOBER 2, 1953
EL MUSTANG

PAGE FIVE

Booklet Features Cal Poly Freshmen; Standard Winners

Four Cal Poly freshmen have received commendations from the Standard Oil Company of California with publication of a booklet, "Leaders of Tomorrow" which recounts the accomplishments of California's West Coast college scholarship winners.

They are: Michael Johnaon of Reseda, Donald McLaughlin of San Dimas, Robert Lee Peddie of Jardine, and Charlotte Paului of Carden, and Christine Yeats of Templeton. McLaughlin, 17, was treasurer, secretary and president of his Future Farmers chapter, secretary of his senior class, member of his school's student council and a delegate to the Boys State. He eliminated his activities with election to regional president of the Future Farmers.

McLaughlin, 17, was treasurer, secretary and president of the Future Farmers chapter, secretary of his senior class, member and chaplin of his school's senior class, member of Town Council, adviser of an Air Scout unit. He plans a career in dairy judging teams. He plans a career in dairy judging teams.

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Yeats, 18, is majoring in animal husbandry and plans to enter the landscaping business. His activities at Carden included membership in the Future Farmers chapter, secretary of his senior class, member and chaplin of his school's senior class, member of Town Council, adviser of an Air Scout unit. He plans a career in dairy judging teams. He plans a career in dairy judging teams.

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The price of almost everything you buy today is a good deal higher than it was in 1908.

The U.S. Cost of Living Index is up 87%.
The cost of building a new home is up 121%.
The FOB. price of a new, popular-priced 2-door sedan is 142% higher.
Even railroad freight rates—which are set by the U.S. Interstate Commerce Commission—are up 89%.

The reasons for this are obvious. Prices are higher because costs are higher.

Costs in the oil industry are no exception. The cost of building a Union Oil Service Station has gone up 500% since 1908. Our other construction costs are up 149%. And the cost of steel pipe—just one of the materials that we use by the trainload—is up 88%.

In spite of all this, however, the price of our 7G gasoline has gone up only 66%.

Why haven't gasoline prices gone higher? First, our U.S. oil companies are operating in an intensely competitive industry. Second, U.S. oil companies are big enough to finance vast programs of research. So our technological progress has been great. By plowing back profits into better facilities, by improving processes and products through research, by eliminating waste everywhere, our U.S. oil companies have been able to offset their rising costs with greater efficiency—and keep their prices down.

Averag U.S. prices for all months keep increasing more than this.

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The Mustangs went to lead in just eight plays. The big ground gainer was a 60-yard pass play from Neal to Murrin, with Thed catching on the eight yard-line, rounding out the backfield, catching on the eight yard-line, with Thed to Murrin. with Thed

(Continued from page one)

PAGE SIX

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Fast Service... Good Class Work. . . . Priced to Fit. Cal Poly Wallets . . . We Have Been Serving Cal Poly Men For Many Years. . . . Why Don't You Try Us.

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9 Doors North of Sears

Dee Portal, Spartan Ring Coach, Dies In San Jose

Pacific Coast Intercollegiate Boxing lost its best friend last week, when word came from San Jose State college that Dewitt A. Portal, boxing coach, was killed in an auto accident. Portal was a tower of strength on the Poly bench and watched Freano drive down to the Mustang eleven yard line where reserve end Vince Hardon and Howland have to offer this year. The Freano gong was not without its casualties, however, as first-string guard George Coakley was out for the year as a result of a broken ankle. Coakley heads the tough backfield of the Mustangs for the past two years, and his loss. Flashbacking will be strangely missed this year.

Voorhis-Kellogg Unit Registers 453 Students

A total of 453 students signed up for fall quarter classes at California State Polytechnic College's Voorhis-Kellogg Unit. The Voorhis-Kellogg Unit, located at the Voorhis-Kellogg Unit, is a part of the California State Polytechnic College system. The Voorhis-Kellogg Unit is designed to provide educational opportunities for students who cannot attend the main campus in Berkeley. The Voorhis-Kellogg Unit offers a wide range of courses and degree programs in various fields, including engineering, business, education, and the arts. The Voorhis-Kellogg Unit is committed to providing quality education to its students, and is proud to be part of the California State Polytechnic College system.

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When you please... make it count... have a Coke.

DRINK Coca-Cola

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NORWALK SERVICE STATION
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MAJOR CREDIT CARDS HONORED
BATTERY SPECIAL $7.45
SPECIAL RATES TO Poly STUDENTS
Time-Tubes-Batteries-Accessories
Wheel Aligning * Motor Tune Up
3 & 6 GREEN STAMPS

SHOES FOR ALL SPORTS

SPECIAL  "It Pays to Play!"
Bello's
886 Monterey Street
PHONE 53

SHOES FOR ALL SPORTS
Gym-Basketball-Football-Tennis
SPORTS EQUIPMENT
Tennis Rackets Basketball Strip

CAL POLY JACKETS
"It Pays to Play!"
TOMORROW NIGHT, TOO! This was the reaction the Cal Poly locker room showed after last week's opening football game that saw the Mustangs smash Fresno 27-6. Coach Hughes and his boys hope a similar scene will be enacted in San Diego tomorrow night. (Photo by Ray Root)
Six Students Get MA's

Two former California State Pomona students have received their MA's from the University of Southern California. They were Richard Brooks and Robert Gilman. Both were graduates of the University's department of education. They enrolled at USC for the summer session.

CAMPUS RADIO REPAIR SHOP

A youth and student repair shop is being operated by student members of the electronics and radio engineering department as a convenience for the College's students and employees. The shop is known as the Cal Poly Radio and TV Service shop. It is located in the agricultural education building room 817 and will be open from 8 to 9 p.m. Monday through Friday and until noon on Saturdays.

ATTENTION STATE VETS

Your monthly attendance vouchers are due the first ten days of the month for which you are receiving assistance. Your vouchers for the month of October should be in the recorder's office by Oct. 10, so that it will be in Sacramento by Oct. 15. These vouchers are available in the recorder's office, Administration building, room 108.

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When you smoke Chesterfield it's so satisfying to know that you are getting the one cigarette that's low in nicotine; highest in quality.

A fact proved by chemical analyses of the country's six leading cigarette-brands.

And it's so satisfying to know that a doctor reports no adverse effects to the nose, throat and sinuses from smoking Chesterfield.

The doctor's report is part of a program supervised by a responsible independent research laboratory and based on thorough bi-monthly examinations of a group of Chesterfield smokers over a period of a year and a half.

CHESTERFIELD is best for me—my steady smoke for 7 years.