Shefiff Standout in Big-Time Competition

What makes an All-American football player? Extra-special ability? A tremendous knowledge of the game? Playing for a college that won a major bowl game? Being a senior? A key player? A hometown hero? Touchdowns? Easterners? Westerners? Kids? Guys? But a more likely answer is that most All-Americans are guys. Who knows? That's why this particular guy was named All-American because of his ability on the field, his knowledge of the game, his playing for a major college, his senior status, his key role...and his hometown hero status. He's a hometown hero because he's from Kentucky, the home of big boys. He's the most likely to succeed because he's the only one on his team who's ever been a hometown hero. He's the only one who's ever been a hometown hero because he's the only one who's ever been the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero. He's the hometown hero because he's the hometown hero.
Producers' Council Stimulates AIA Interests

The Producers Council is an organization of manufacturers of various products and materials used in building construction. The Council has been organized to promote an understanding between the user and the manufacturer, and to see that the best manner of using the right kind of materials and the best methods of using them is known.

The Council also provides an interchange of ideas and films to explain more clearly the materials and their uses. There is also the promotion of lectures in schools, and for various groups throughout the state and nationally.

The Council performs research and laboratory tests on new types of building materials and products as they are introduced for use in construction. This group also makes available the results of the study of architecture and the study of the building.

The American Society of Civil Engineers, American Institute of Architects, American Cherry Association and the American Chamber of Commerce Construction and Industrial Commission plus the manufacturers, are but a few of the members.

It is a regular Monday afternoon schedule for Cal Poly's architectural students. As the lecture and demonstrations are well balanced in their informative and educational interest to everyone and anyone, it is an educational opportunity for the student as well as the manufacturer.

A list of the companies to be represented on the program and the names of the remaining meetings, for the year, are listed below.

American Architectural Student Association, American Association of Aluminum Products, American Concrete Institute, American Gas Association, National Plywood and Lumber Association, Portland Cement Association, Cemex Corporation, Plastics Institute, Reynolds Metals Co., and Crane Co.

The winter quarter will run from Jan. 6 to Mar. 30, with no holidays during the quarter. Final examinations are scheduled for Feb. 26-27. Final reports will be available for pick-up on Mar. 3.

The field, fruit, and truck crops department operates 25 acres of orchard and vineyard, producing more than 50 varieties of fruits and vegetables. Orchard crops range in value from $1,000 to $5,000. Truck crops range from $50 to $300 in value and are sold for local and national markets.

Enrollment 2,044; 174 New Students

Winter quarter enrollment at California State Polytechnic college has reached 2044 with 174 new students registering, according to Dean Paul Win- ner announces.

In addition to the new students 1688 old students and 15 graduate students also registered. Winter says a number of the students especially interested in securing work in the national defense industries.

The winter quarter will run from Jan. 6 to Mar. 30, with no holidays during the quarter. Final examinations are scheduled for Feb. 26-27. Final reports will be available for pick-up on Mar. 3.
A Risk Worth Taking

How much would you risk to protect your children and all children forever from the threat of polio? A dime of new horizons in the realm of public health. March of Dimes this year. No more knowledgeable organization of citizens of all ages who couldn't foot the bill alone. A sparkling new outlook in the entire field of medicine. National Foundation has moved into position to strike back at the last quarter. Their open discussions in Room 10BA, during the last quarter. Their open discussions in Room 10BA, at 76th Street and 15th Place, are necessary, inviting and are necessary, to determine the possibilities of the fight which the March of Dimes will have to face in 1954. This is the extra you are asked to pay now to the end of the year. It was suggested, Silvy, quarter! The meeting was publicised for obvious reasons.

Student Opinion Reflected

Working behind the scenes and with a shifting membership, the cafeteria problems committee met last quarter. The committee is now in Room 106A, on the third floor. During the discussions in Room 106A, the cafeteria problems committee is expected to meet weekly.

Thumbs Up

Peace Begins With the Individual

In the troubled world of today, there is much discussion centered around the United Nations and other world organizations. It is the responsibility of each individual to do his part in the work of these organizations. If we are to work toward world peace, each individual must do his part. If we are to work toward world peace, each individual must do his part.

Evil Connotation In The Word "Controversial"

By Mythra Blake

NBA Service Writer

Most people have never understood what "controversial" means. They are not familiar with the word. To utter this word may be considered a pretty bold thing to do in this day. Its meaning has in many cases been perverted to fit the necessities of the time. As a reminder, the following minimum unity loads are required. For example, the minimum unity load in this case is 18 units. The maximum unity load in this case is 25 units.

El Mustang
Your hands on the Future!

When you grip the wheel of an Air Force jet, your hands are on a fast, high-flying future that leads to the top in jet aviation.

Once behind the controls of an Air Force jet, you leave the humdrum of everyday life . . . soar above the noise of the crowd into a bright new future of adventure and excitement. You're part of a select flying team, playing for the highest legendary of all . . . memory of the Jet Age! You'll win too, because you've been trained to win. You have confidence in yourself, in your fellow, and in your plane, the fastest and safest flying equipment in the world.

As an Air Force Aviation Cadet, you get in on the ground floor of jet aviation, learn jet flight with the latest equipment and best instructors. You graduate as an Air Force Lieutenant earning over $5,000 a year, and you're on your way to leadership in both military and commercial aviation. Join the many fine young men who keep their hands on the future. Train as an Aviation Cadet!

You may be eligible to qualify as an Aviation Cadet, you must be at least a high school graduate. However, you will be of more value to the Air Force if you stay in college, graduate, and then volunteer for training. In addition, you must be between 19 and 35½ years, unmarried, and in good physical condition.

Win an Air Force Commission

Earn over $5,000 a Year

Here's what you do:

1. Take your high school diploma or certificate of graduation and a copy of your birth certificate to your nearest Air Force Base or Recruiting Station. Fill out the application that goes there.

2. If your application is accepted, the Air Force will arrange for you to take a physical examination at government expense.

3. If you pass, you will be given a written and manual aptitude test.

4. If you pass your physical and other tests, you will be assigned for an Aviation Cadet training class. The Selection Board allows you a four-month deferment while awaiting selection.
**Writers Seeks Aid for Soccer Team**

Dear Sports Editor:

The Cal Poly Soccer Team won the first home game of the season 1-0, thanks to the semester's first goal by John Myers, a freshman. The match was decided solely by the International Club.

The game was played under the watchful eye of Hans Magnus, Instructor in the Physics Department.

**FRIDAY, JANUARY 15, 1954**

**Class Swimmers Covet Title**

The state college championships will be held by Junior Merren.

**WATC**

**B oxers Face Indians In Second Ring Frcas**

With the season already underway as a result of last night's tiff with the University of Idaho, the Cal Poly-Sounder Clash will be held by the local ringmen, who will return to the ring with a bang.

Vandalia to Town

The Idaho fighters will take on the Mustangs during the first week of January, and will be broadcast on the rock station for all to enjoy.

**FRIDAY, JANUARY 15, 1954**

**SADDLES**

**HOLDY**

**HOLDY**

**MEXICO**

**DESSERTS**

**DESSERTS**

**MEXICO**

**FLAT TOPS, BUTCHES**

**Ed Warren**

**ALBERT'S FLORIST**

**New Association**

**Horse**

**Wine**

**Flowers**

**By**

**Reasonable Prices**

**Albert's Florist**

**1116 Moore St. ELC**

**FREE USE OF WASH RACK**

**QUALITY LUBE**

**QUALITY LUBE**

**El Mustang**

**PAGE FIVE**
The INSIDE OUTLOOK
By Frank Trow, Jr.

Last happenings during the Christmas vacation... especially the New Year climax... continue to take their toll on the Santa Barbara farewell. (The Mustangs lost to Pepperdine last week.)

Basketball team... Poly is in the process of moving into the new gym, and the new facilities are making a difference... Poly dropped a thriller to the Visitors, 70-64. (Photo by Jim Deering)

Matmen Are Travelers
Cal Poly's board of athletic directors, past and present, are apparently getting ready to attend the upcoming AAU National Championships in Los Angeles. Greeting Cal Poly's crack championship, Larry Madsen, the Mustangs' crack wrestler, is expected to start off the AAU National meet in San Francisco.

The Mustangs have a great deal for Poly Poly and is expected to do well in the meet. Cal Poly's board of athletic directors is expected to do well in the meet. The Mustangs have a great deal for Poly Poly and is expected to do well in the meet. Cal Poly's board of athletic directors is expected to do well in the meet.

Before we get too far into this thing, there are many who think that it is unfair to the Mustangs that they haven't had a chance to compete in the AAU National meet. But it is up to the Mustangs to prove that they can win the meet. The Mustangs have a great deal for Poly Poly and is expected to do well in the meet.

We're An Institute?
Are Poly's board of athletic directors really an institute? It is up to the Mustangs to prove that they can win the meet. The Mustangs have a great deal for Poly Poly and is expected to do well in the meet.

Aside from the Poly football, soccer, basketball, and wrestling, there is a lot more going on at Poly Poly and is expected to do well in the meet. The Mustangs have a great deal for Poly Poly and is expected to do well in the meet.

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Hard Luck' Poly Cagers
Meet Fresno in CCAA Tilt
Coach Ed Jorgensen's basketball team, the Poly Cagers, will be in action against the Fresno State Cagers in the CCAA tournament. The Mustangs have a great deal for Poly Poly and is expected to do well in the meet.

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Foundation Serves to Satisfy Varied Students' Needs

By Gene Angar

Since Cal Poly is a state institution it must meet the needs of a wide variety of students. Whether it is the student who plans to take a business course or the student who plans to major in the sciences, there is something for everyone. Nowhere is this more evident than in the little Foundation office located in the Administration Building.

The Foundation serves the student body in many ways. It provides funds for various projects that do not receive state support. These projects may range from a simple gift to a very large one. The Foundation also provides funds for scholarships, fellowships, and grants.

Recently, the Foundation received a large contribution from a well-known businesswoman. She asked that the money be used to establish an annual scholarship for outstanding students in the College of Business Administration. The Foundation was able to meet the demands of this request and now the scholarship is open to all qualified students.

In addition to these projects, the Foundation also provides a valuable service to the student body. It helps students plan for their future by giving them financial aid. This is especially important in today's economy where the cost of college is rising rapidly.

The Foundation is open every Monday through Friday from 9 a.m. to 4 p.m. Students are encouraged to stop by and talk to the Foundation representative. They can get information about the various projects and scholarships available and how to apply for them.

The Foundation is an integral part of the Cal Poly community. It serves the students and helps to ensure their success. Without the Foundation, many students would not be able to afford the education that they deserve.
Young America Goes Chesterfield

For the Fiftieth Straight Year

CHESTERFIELD

Is the Largest Selling Cigarette in America's Colleges...

by a 1953 survey audit of actual sales in more than 800 college co-ops and campus stores from coast to coast. Yes, for the fifth straight year Chesterfield is the college favorite. Chesterfield is the Only Cigarette Ever to Give You Proof of Highest Quality—Low Nicotine

Change to Chesterfield today — get smoking pleasure all the way!

At the colleges and wherever we play, I find more and more young men and women young for Chesterfield.

Ray Anthony

CHESTERFIELD
BEST FOR YOU

FRIDAY, JANUARY 15, 1954

POSTOFFICE BOXES A number of new students and some old have failed to receive

BONDS press releases, so here, from Philip W. McMillen, postal worker, it is important that any person who has not been assigned a box and who has failed to receive press releases, may be routed to the proper destination.

Les Macrae

For

Electric Recapping

New Tires

College Prices

O.K. Rubber Wheel

Marsh & Santa Rosa