Enrollment increases

At the end of registration, freshly arrived students begin to arrive on campus and mark the beginning of a new school year. The enrollment increase in student numbers is a reflection of the college's growing reputation and the demand for higher education. This year, the college has added new courses and programs to cater to the diverse needs of the student body. The increased enrollment will allow the college to offer more classes and expand its curriculum, providing students with more opportunities to explore their interests and career paths.

Conference set for July 7-10

Ex-Dodger heads cast for campus affair

The annual Mustang Conference, featuring baseball great Jackie Robinson and radio commentator Dr. Dale Andrews, will be held on the campus of San Luis Obispo College. The conference is open to the public and will include sessions on topics ranging from sports to politics.

The conference will begin on July 7 with a welcome reception and will conclude on July 10 with a keynote address by Jackie Robinson. The event will feature panel discussions, lectures, and workshops, providing attendees with a comprehensive understanding of the conference's theme.

Consumers ignorant?

“Consumers are wasteful and shortsighted,” said Dr. Robert E. Kennedy, president of the college, to the assembled students. “They do not understand the value of what they are purchasing and they are often misled by marketing techniques.”

“The average consumer, when faced with a choice of two products, is likely to choose the more expensive one,” Dr. Kennedy explained. “This is because the consumer does not have the knowledge to evaluate the true value of the product.”

The conference will also feature a panel discussion on the role of advertising in shaping consumer behavior. Dr. Robert E. Kennedy, president of the college, will moderate the panel, which will include experts from various fields.

Robed faculty at graduation

The college's faculty will be dressed in traditional academic robes and caps, symbolizing the academic rigor and tradition of the institution. The robes and caps are an important part of the graduation ceremony, representing the achievements of the graduates and the pride of the faculty.

The ceremony will take place in the college's auditorium, where family members and friends will gather to celebrate the accomplishments of the graduates. The ceremony will include speeches by the college's administration and the university's chancellor, as well as music and readings.

The event will be followed by a reception, where graduates and their families will have the opportunity to mingle and celebrate the milestone.

The college prides itself on providing a high-quality education and preparing students for successful careers. The success of the graduates is a testament to the college's commitment to excellence in education.
Rodeo team rides to national finals after capturing Western Region title

With the Western Region National Intercollegiate Rodeo Association championship wave new to their belts, the rodeo team will ride into the national finals at the California State Fair in Sacramento July 8-11.

The team was assured a spot in the finals when both the men's and women's teams won the Orange County meet, the last rodeo before the grand finale.

The college cowboys outpaced their nearest opponent, Mesa College of Arizona by 100 points with the women slipping by 80 points ahead of Pierce Junior College.

The men took three first places and three second places for a total score of 454. Bringing home the laurels were: Bill Nelson, first, bull riding; Davwey Collins, first, bull dogging; Bob Lear, first, calf roping; Tom Cassady, second, hand cart from riding; Bill Nelson, second, saddle bronc riding and bull dogging.

The women's team took one first and won second for the final tally of 181 points. Barbara Bear won the barrel racing event with Robin Sewer right behind her for a close second.

The rodeo team finished the season with a total of 2,634 points, leaving their closest opponent, Arizona State University, far behind in the dust with 1,063 points.

The women's team tallied up a good seasonal record, finishing with 1,851 points and leaving 84 schools in the NIRA in the dust.

The national titles will be awarded in 10 different events: bareback bronc riding, bull riding, calf roping, steer wrestling, team roping, ranch riding, saddle bronc riding, barrel racing, all-around and total points.

CALENDAR OF EVENTS

Jun. 29 — San Antonio Mission Tour — Noon Speaker—Douglas Gerard

The two top teams, men's and women's, in each of the five national regions will be allowed to participate in the finals at Sacramento. Along with the team, the top three individuals from the 84 schools in the NIRA will compete in the contest.

The nationals will initiate a new rodeo arena on the side of the official "Showcase of the Golden State" at the Exposition. Intercollegiate rodeo is an amateur sport, but the college cowboys ride under the same rules as members of the professional rodeo Cowboy Association. The college riders use the same stock as the professionals.

The college students must maintain a C average and carry a full academic load to be eligible to ride in intercollegiate competition.

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Feast of Santa Rosa

with Aggies win first place in dairy judging meet

Daily students from the college Agronomy Department will judge for Los Angeles to compete with 80 other students in the judging of dairy cows.

The Aggies returned with a first place victory in the Junior Division and a fourth in the Junior West.

The Junior team, composed of Justin Parnier, David Gomza, Jim La Salle, and Ralph Harett (alternates) accumulated 280 points and a win over such colleges as University of Arizona, Fresno State, Montana State Colleges and Utah State Colleges.

Members of the Junior team: Ralph Gross, Dave Muther, Mike Jones and Ralph Sarto.

The Senior team, composed of Justin Parnier, David Gomza, Jim La Salle, and Ralph Harett (alternates) accumulated 280 points and a win over such colleges as University of Arizona, Fresno State, Montana State Colleges and Utah State Colleges.

Members of the Junior team: Ralph Gross, Dave Muther, Mike Jones and Ralph Sarto.

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Ag educator eulogized in memorial dedication

"Mr. Voea was not an official part of the college, but he did play a role in the development of California State College," said Harold Wilson, acting administrative vice president of the college, at the memorial dedication to J.L. Thompson here Tuesday.

The bronze plaque memorializing the services to agricultural education of John Lewis Thompson identifies him as a "recognized livestock scientist and breeder, . . . advisor to vocational agriculture teachers in high schools throughout California . . . guiding light to thousands of members of the Future Farmers of America . . . and consultant to college faculties . . . ."

Thompson, referred to throughout the ceremonies by his friends as "Tommy," died December 8 at the age of 64.

He had been in livestock specialist for the State Bureau of Agricultural Education from 1921 until his retirement in 1962.

Thompson's services to California agriculture began in 1910 when he joined the staff of the University of California at Davis.

Because of all his contributions to agricultural education, friends of Thompson donated funds for the erection of a living memorial to him.

The memorial, which is under construction, is located in the courtyard of the Eckert Agricultural Building. It will include a park-like area forming the wings of the agricultural and English buildings.

The dedication to Thompson was part of the annual summer conference of the California Agricultural Teachers Association. William Brown from Tranquility High School, a member of CATA, said the audience, "he was an outstanding livestock judge.

"He would always make suggestions on livestock no matter how stupid. He never let anyone down."

A Future Farmer, Paul Bankhead, who was representing the club, claimed, "he built up Future Farmers of America in what it is today."

William Brown, J.L. Thompson Senior High School, a member of CATA, said the audience, "he was an outstanding livestock judge."

"He would always make suggestions on livestock no matter how stupid. He never let anyone down."

Administration seeks faculty

Graduation is over, the school year officially ended, and the next year's faculty is out attention is focused on next years and the administration is struggling with the old question of teacher shortages.

As of June 18, this campus had filled 90 of 141 vacancies or 64 per cent. This figure may rise to 78 per cent should all of the 14 remaining offers be accepted. Voea said.

For the first time in the history of the college, an orchestra is being organized to perform during the Summer Quarter, according to Clifford Swanson, music instructor.

Swanson said all students, faculty, and members of faculty families are invited to try out for positions in the orchestra. Practice sessions are set for Tuesdays and Thursdays from 7 to 9 p.m. in MLD 816.

Persons wishing further information could contact Swanson in MLD 184, or phone 543-5233.

Business administration field in need of three vacancies.

Of the 14 pending offers, six are in the engineering field. As large as this shortage may seem, Voea pointed out, that the 78 per cent faculty vacancy has dropped to 68 per cent since May 18, and will further be reduced in July and August.

Bald Voea. "The college does everything possible to fill the vacancies with qualified personnel. In some cases we buy the time employees to fill the gap. If vacancies still remain, the classes in the fall may be larger to absorb the work load. Everything is done to keep from turning students away."

Summer orchestra first for campus

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Track and wrestling teams hold championships for 67-68

Being the only college in the nation to win not one but two national championships during the '67-'68 school year promises some very exciting sports action this fall according to head track coach Dick Purcell.

"We are in the midst of planning some very exciting events for the coming school year. We hope to have an all-star track meet during Poly Royal. We have already received confirmation from Northern Arizona University that they will be here to take part at the championship. Also, we are in the process of inviting other top competition for this meet," Purcell explained.

"Even though we are graduating the best performer in the NCAA, Cecil Turner, we have very high hopes of winning another championship this coming year. We intend to be even stronger. We can count on many fine undergraduate athletes, some who are transferring in, and some who were not eligible to play for us this year. If we can keep the eligibility, and health of our athletes we can count on being a top contender for the championship," said Purcell.

Robert Smith took second place this year in the 100 and was beaten only by his teammate, Cecil Turner, in the 220 meter dash. Manuel Muriel, the high school champion for the state will be here. Richard Jacklin, Jeff Dunker and Charles Low will all be fighting for the team next year.

Purcell's squad compiled a 3-0 record in last season this spring, then added the conference and national crowns.

In four years here, cross country, track coach, Purcell's teams have a 20-4 dual record. Last fall's third place finish in the conference was the best ever by a Mustang team.

Coach Purcell sees the coming year as one that will require a lot of effort, and a lot of teamwork. He feels that the team will have the players that will contribute both. He has this year's victorities on three essential elements, and is confident that he can expect them again.

Coach Purcell commented that the school is in need of a new track to run on. "We need facilities for the fans. We have a championship team, and this will bring the public to Cal Poly. But we could use better accomodations for them," said Purcell.

Improved facilities, financial support, and player eligibility are the keys to another winning season according to Purcell. "We have a good chance to win and the team will be ready to give all they have," concluded Purcell.

The wrestling team, winners of the NCAA championship in 67 and 68 will also be ready to repeat the performance this fall. Both Hitchcock and Purcell have developed tremendous rapport with their athletes, and can count on them giving their best. The Mustangs have never lost in another California college or university in the six seasons that Hitchcock has coached the team.

No summer participation is scheduled for the teams. All efforts now will be directed at a victorious effort during the coming school year.

**Marathons**

COMMENCEMENT EXERCISES
attended by 1719 graduates

(Continued from page 1)

Science Department in a special commission ceremony.

A large all portrait of the late Julian A. McPhee, who was president of the college from 1963 to 1969, was presented to the college by the Senior class. Wayne Graham, chairman of the Senior Week Committee, presented the gift.

Daniel J. Malone of Hungryval, Senior W. A. C. Activities Committee, delivered the traditional Farewell message.

Guest speaker John B. Morse, vice president of the North American Rockwell Corporation and president of that company's Space division, told the graduating seniors that "no generality in history has faced an actor challenge" as the current generation faces.

"I have the confidence that the future is in good hands; I know the challenge will be met," Morse said.

After outlining the complexity of the world today, the Streams executive reminded his audience that "the United States today has been saved at the last in the past.

"Later he pointed out that "In a nation we have failed to the inevitability of a happy safety forever.

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