Unruh talks at seminar

A politician once known as "Big Daddy Unruh" is not very big, nor is he going by that name any longer. In fact he admitted that he was far behind Governor Ronald Reagan in his attempt to move into the governor's position, recently.

Jess Unruh, Democratic legislator and gubernatorial candidate, castigated Reagan on several points. One was a direct challenge to limit campaign media expenditures to approximately $800,000. He also raised a call for a fact to fact debate with Reagan.

The new, thin Unruh spoke at the meeting of the Central Coast Chapter of Sigma Delta Chi, the national journalism fraternity, last Friday night in Santa Barbara.

Unruh called television advertising the "red herring of American Democracy." He also blamed it for building up hopes beyond the point of what actually can be delivered.

He added that a good platform and a hand shaking political campaign is out of style, and may even cost the candidate the election if he cannot make a fresh and salable appearance before the television cameras.

"He who rules the media rules politics," Unruh said. Later in the speech he added, "80 per cent of the things wrong with our political system today involves one way or another campaign financing."

According to Unruh the oil companies will not leave Santa Barbara, nor will Detroit produce a low pollution automobile because of the heavy political campaign contributions that these companies have made to members of various legislatures. Unruh challenged Governor Reagan to limit campaign media expenditures as a new law were in effect. The law recently passed by Congress would limit media expenditures to a new law were in effect. The law recently passed by Congress would limit media expenditures to approximately $800,000 for the current governor's race. That would be approximately $800,000 for the current governor's race. The law goes into effect after the election, providing the President doesn't veto it.

He sighted a precedent for voluntarily operating under such a law. In Ohio, Senatorial candidates Mr. Metzenbaum and Taft have agreed to limit expenditures as if a new law were in effect. The law recently passed by Congress would limit media expenditures to approximately $800,000 for the current governor's race.

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Farm management scholarship set

A memorial scholarship is presently being established for Leigh Hoffman, a senior farm management student, who was killed in an auto accident Sept. 18.

Hoffman was a transfer student from Humbolt State College and resided in Chico where his father is a rancher. His advisor, Dr. John Rogalla, said "He was well thought of by both his instructors and classmates."

Those interested in contributing should leave their name and phone number at the TCU building.

Town meeting tonight

"If you're not busy being born, you're busy dying..." quotes Thomas Jefferson on a placard announcing tonight's town meeting at City Hall.

To this statement, City Councilman Donald G. Miller, in reference to the meeting, adds, "If our government is going to survive, this is the only way it is going to begin on the local level."

Miller, who organized the meeting with the assistance of two Cal Poly students, David Tuttle and Robert Newhart, emphasizes the importance of working within the establishment.

"It is the young people who are going to encourage statesmanship in today's bureaucracy."

He listed as possible topics: the transportation problem in San Luis Obispo and the possibilities of having a city bus line and a bike pathway, more recreation facilities, racism, housing, pollution, a youth center, medical aid, police control, the voting age, flood planning of city growth, the transportation problem in San Luis Obispo and the possibilities of having a city bus line and a bike pathway, and the planning of city growth.

followed by "rap sessions" concerning the topics listed above.

Miller stated, "I urge the young people to get involved and help. Communications is what's happening, and that includes you."

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Mustang Daily
Candidate for congress

O'Brien Riordan is out to grab Congressman Burt Talcott's seat. In challenging Talcott, Riordan is running on a "Gene McCarthy, grassroots type" platform. His campaigning, instead of a high-cost program, consists simply of going from town to town, shopping center to shopping center and "just really getting to know the people in my district."

Riordan is seeking a seat in the 13th Congressional District, which includes San Luis Obispo. Running on a Democratic ticket, Riordan campaigned last week, ending his brief stay with a talk on the campus last Friday. After he left, there was no doubt that O'Brien Riordan is the man with the peace sign in this district.

"Violence is intolerable in democracy. There is just too much of it already," stated Riordan. In reference to the recent bombing probes that have taken place on the California college campuses, Riordan grinned, "If I didn't believe in this Constitutional government, I'd say 'Throw the bombers in jail and lose the key.' We cannot tolerate anarchy — people with bombs are insane."

Concerning Vietnam, Riordan said, "I am the 'peace' candidate. I have moderate views. I'd like to get out as soon as possible. Let's set a specific date — six months... a year... and get our men out right then. I feel we are no further ahead than we were 16 years ago.

Riordan is an advocate of "a volunteer army" and stands in opposition to the present system. "I support the Gates Commission Report — Nixon's own personal study. It states that an all volunteer army that will be paid better than today is feasible."

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This super beautiful, "UN and AWAY" poster is perfect for covering unsightly sections of your wall like doors, clocks and windows. Also, this snazzy poster is actually hanging in The Louvre in Paris! That's right, The Louvre Car and Body Shop, Paris, North Dakota. (Hours: 9 to 5, appointments only, closed on Wednesdays.)

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Matadors win 1969-70 CCAA Ironman trophy

San Fernando Valley State College won the California Collegiate Athletic Association's Ironman trophy for the 1969-70 athletic season. The award, which was started three years ago, annually goes to the school recording the best overall record in the 11 sports where competition is held.

The Ironman award was the first ever won by the Matadors and it was achieved only after a tough down to the wire battle with Mustang athletic teams. Scoring for the trophy is based on five points for a first place finish in the CCAA standings, four for second, three for third, two for fourth and one for fifth.

Giusti wins for Pirates

UPI-Deve Giusti, who's had his share of bad bounces during his major league career, got the best one of his life Sunday and "knew" at that moment the Pittsburgh Pirates had the National League title race won.

Three outs later it was official—the Pirates had beaten the New York Mets, 2-1, and mathematically clinched the title. They go on to meet the Cincinnati Reds in the NL's best-of-five playoff series beginning in Pittsburgh next Saturday.

The play that convinced Giusti that the Pirates were "in" came in the eighth inning. Giusti, the relief pitching star of the Pirates since early in the season, was protecting a one run lead fashioned by a pair of sacrifice flies.

Tommy Agee drive hit on Giusti's calf but caromed exactly where the Pirates wanted it to go—straight up in the air. Giusti looked around in a moment of confusion, then grabbed the ball and threw out Agee on a close play at first. That was "it" for the 1970 Mets, who went down in order in the ninth and have all winter to relieve 1969.

"When those things happen," said Giusti during the Pirates' clubhouse celebration, "you just know we're going to win."