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.

Jesse 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 threatened a recall for a face to face 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 taking 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 if a new law were in effect. The law recently passed by Congress would limit media expenditures to $800,000. 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 sign 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 the law were in effect. However, Metzenbaum is regarded as the front runner, and had no qualms about spending much of his own money to help his senatorial campaign.

To date Reagan has not responded to Unruh's request to limit campaign expenditures.

Campaign financing was not the only issue to draw the legislature's barbed tongue. Reagan was castigated for criticizing and not producing alternate solutions.

Peace party vocalizes

Seventy-one members of the San Luis Obispo community—fifty-four people and seventeen dogs, commuted at Mitchell Park last Saturday to hear campaign talks given by members of the Peace and Freedom Party.

The three party members present spoke of their aspirations as well as giving their opinions on political and social matters.

Herb Foster, the PFP's candidate for the 13th District Congressional seat, opened, "During the past two years we've learned to recognize Nixon's as a vicious society." He added that we are being lead "towards a police state—with no-knock policies and the such. The past two years have been one of the most repressive decades."

Foster offered his sentiment towards the current military system. "My feeling is, if I were of draft age, would be to draft the old men first."

The party's candidate for State Controller, C.T. Weber wants to "tax the rich and the super-rich." He said that "It's about time these people started paying their own way. By shifting the burden away from you—the tax payers—taxes will be paid by those who own this country."

Marge Buckley, running for the State Attorney General's office, was instrumental in the Chicago farm laborers movement. A practicing attorney for 12 years, Buckley's experience as a lawyer is a qualifying factor for the position she seeks.

Rounding out the speaking agenda was Jack Hampton, running for State Treasurer.

Students help fight blaze

At 6:05 Monday morning the Department of Human Resources received a call for help. A fire in Salmon Creek, which is north of San Simeon, had erupted. The word was out that bodies were needed to help fight the blaze.

Robert Wadstrom, of the DHRD office in San Luis Obispo, reported that the men, of which about 80 were from this campus, were being quartered at the Sierran Motel.

A spokesman at the DHRD said that the response for the call for help was "very gratifying" and that no other volunteers would be needed.

President Robert E. Kennedy announced that because the fire was an emergency, and a plea for help was issued by the state, that students who went to fight the blaze would be excused from school.

He said that all students who missed classwork would be expected to make it up and prove that they were actually aiding in the Salmon Creek fire.

Nasser dies

Egypt's president and strongman, Abdal Gamal Nasser, died yesterday morning of an apparent heart attack. According to an announcement made by Egyptian Vice-President Anwar Sadat, Nasser died at 8:18 Monday morning.

The 58-year-old Nasser became ill soon after the first session of the rab Heads of State who met last week to deal with the Jordanian situation.

In 1963, Nasser was a key officer behind the coup which overthrew the throne of King Faruk, but Nasser remained in the political shadows while Majer-General Nahas became Egypt's first president and then died in 1970.

For Arabs and perhaps all who are directly concerned with the dangerous Middle East crisis, the death of Nasser could not have come at a more difficult time. A-P correspondent William Ryan notes that to the Arabs, Nasser's departure means the loss of the only real leader they have known for many years, even though his authority had been on the wane in recent months.
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, and the overall planning of city growth.

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

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To Poly Students—

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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, grass roots type" platform. His campaign, 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 12th Congressional District, which includes San Luis Obispo.

Running on a Democratic ticket, Riordan campaigned in San Luis Obispo 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, Riordanrello, "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 there. 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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That's right, college folk. 7UP. The Lincoln College is offering you a super neat Lincoln poster for your wall absolutely free! All you do is send your name and address to: Lincoln College Offer, P.O. Box 14031, St. Louis, Mo. 63178. (Or have someone write it for you if you go to one of those "progressive" schools.)

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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 starts 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 coast 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 relive 1969.

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

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