The Student Movement: Passe or just passive—Outpost takes a look
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Apartment Decor: It doesn’t have to look cruddy or cost you a fortune
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A Hairy Switch: Now the men frequent beauty parlors on Saturday morning while the girls...
Page 5
Death of the Dawnng of

Cheerleaders in short, green, pleated skirts wave and rave themselves hoarse with the greatest cheers in many a season, the ASI offices are Susie Homemaker for*the*Cause-man overnight become "I-wanna-be-a-mother" and business-mindedness peaks. Has Cal Poly so goes the nation, or something like that. Has dear old Cal once into its own?

They tell us Great Causes no longer belong to the past. They give us a weird look and say, "I don't know, man. Can't you see I'm busy now?" What happened? How could the world of we're-all-gonna-work-together-for-the-Cause-man overnight become "I-gotta-study-now...may-be-a-mother-in-the-future"? Has yesterday's dirty rebel become today's ambitious scholar?

Quiet campuses and cleaner students speak more eloquently than words to say, "The Movement is dead, gone, over, done." You stop a guy on the street and ask him, "The Movement is dead—what now?" and he gives you a weird look and says, "I don't know, man. Can't you see I'm busy now?" What happened? How could the world of we're-all-gonna-work-together-for-the-Cause-man overnight become "I-gotta-study-now...may-be-a-mother-in-the-future"? Has yesterday's dirty rebel become today's ambitious scholar?

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Movement—a Culture?

And how about that second thing they tell us we’ve returned to, electoral politics? Were we ever involved in that scene? If we are now returning, when did we ever leave? I occasionally espoused atheistic

Politic! Were we ever involved in that activism? This year was the first time in been particularly noted for its political

came to student government. Poly


to elect Pete Evans and Marianne Doahl for a year of ups and downs, new ideas, controversial ideas, and heavy focus on the student Movement. But in the field of national electoral politics, the student voters aren’t going after the students in the right way.

Have we returned to electoral politics? Well, nobody rules anymore, but at Poly it’s hard to say.

One of the most interesting and hard-to-explain trends in student activity, nation-wide, is the return of fraternities. Here at Poly the picture is, again, hard to read accurately. Jim Larson, a representative on the Inter-Fraternity Council, here reports that pledges in his fraternity have picked up this year from what they were the past two years, but adds that an increase in pledges is noted about every two years. Larson remarked that Poly has been famous for training other schools in areas of social and political activities by about eight years. Across the nation they tell us that, along with fraternity fun, we’re going back to football games complete with the good old “rah-rah” spirit. In former days, students have been far too serious-minded to tend to such trivia, but perhaps throwing upon deal ears has caused our generation to take stock in the consolations of another era. Cal Poly didn’t add 100 new “reserved” seats this year to seat the cows. All Program Manager Dave Oldfield said last season student attendance at football games averaged around 3000. Pointing out that it is difficult to determine just what student attendance will be this early in the season, Oldfield says, “It is as good this year as last year. More students are buying reserved seats. There were about 3600 students at the Montana State University game.” He went on to add, “I don’t know if we think football attendance and ‘rah-rah’ spirit goes in cycles and right now we’re on the ‘up’ side of the cycle. In a few years we’ll be down again... I don’t know, that’s just the way it looks to me.”

(Retumed on Page 7)

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Giving Your Apartment That

by Jesse Palmer

The sterility of San Luis Obispo apartments is legendary. Bare walls, bare floors, and bare windows are hard to bear, (sigh, sorry) but that's what some of the Poly students face. Not to mention the dorms, which tourists often mistake for the Mana Colony (east facility).

Making like an interior decorator is the simple solution, but interior decorators are usually rich, while students usually aren't. But with a little imagination and minimal outlay, it is possible to convert your room from a tomb to a tabernacle.

Number one requirement is the apart­ment. You can prove your decorating talents on a section of the ag unit pasture if you must, but when you come down on your hand-woven carpet you'll be sorry. So get the standard unit with four walls.

Bears and ceiling. And indoor plumbing. San Luis gets cold winter quarters.

If the rent on your pad is low, then it may not be furnished. Or if your furniture's style is early Orange Julius you're in the same boat. PG & E spokes make neat tables, but avoid the ones with wire on them. The poly crew will put you in the pay off if you try to rip off their line. Call the local office to find out when they'll be getting rid of their surplus reels.

A big chunk of driftwood found the right way, looped off with a piece of black glass, makes a table that your neighbor will covet. The driftwood is free, and glass will run about $5.

Bookshelves you can make from milk cans, nail barrels, and 12" plastic pipe when in season. Chairs are harder, but you can try the Salvation Army, used furniture outlet, and the ever-present garage sale. The same goes for dressers and chests. A simple sofa can be had from a mattress, two blocks of wood to set it on, and your choice of bedspread. Bunk bed mattresses make the best seats, as they're narrower.

Remember, when building your furniture, use construction grade fir. It's cheaper than anything else, just be picky when buying. Stain and sand floor wood for wooden floors will give it a good natural finish. Or you can paint it. Contact paper is another cover that looks good, is easy to apply, but costs a bit. For the same effect, use magazine pages with a layer of varnish. Not only will your furniture be a conversation piece, but you'll also be able to read it in your spare time.

Window Treatments

The scenery of San Luis Obispo is beautiful to look at, but often the windows are a bummer to look through. If you're artsy-crafty, then erect random-spaced shelves in your window. Window boxes can look good when the light pours through the old wine bottles, vases, and plants.

An easy way to effectively do a whole wall this way. The scenery of San Luis Obispo is beautiful to look at, but often the windows are a bummer to look through. If you're artsy-crafty, then erect random-spaced shelves in your window. Window boxes can look good when the light pours through the old wine bottles, vases, and plants.

Better yet, suspend a panel made from cellotex, and put lots of holes at the landlord's eye level. Small pieces of lath, make a ladder-like structure to hang towels on. It can run the old wine bottles, vases, and plants.

Draperies are no problem with bedspread and some drapery plastic tape. You can have professional looking drapes, and with some forethought, they can be made to match your bed or room furniture. If, or else fail, paint a mural or whatever on the window shade.

Gardening

The easiest and least expensive way to add color and restore the ecological balance of your place is with plants. For free plants try vacant lots, empty fields, but not your neighbor's garden. And avoid plants with leaves of three, and don't touch the poppies; they're the state flower and protected by law.

The ornamental horticulture unit is the best source for plants. A common variety, fennel, green pyraliptus phillipianus, usually runs about $4. Herbs, grown in the window box, look good and you'll have fresh herbs to season a special dinner for your special person.

Someone's got a poster or three, but landlords usually aren't too cool about having a million thumbtack holes in their walls. Don't be sorry for the landlord, it'll be your security deposit that suffers. Try putting your posters on illustration board (try the bookstores) with rubber cement or mounting tissue, the bookshelf, and hang the thing from the ceiling. Two small holes where the wall meets the ceiling are hard to see, and far better than lots of holes at the landlord's eye level.

Better yet, suspend a panel made from something like celluloid, and put lots of posters, or photos on it. You can effectively do a whole wall this way.

Grand Central Station at rush hour. With small pieces of lath, make a ladder-like structure to hang towels on. It can run from floor to ceiling if you've got that

One bathroom and four students means Grand Central Station at rush hour. With small pieces of lath, make a ladder-like structure to hang towels on. It can run from floor to ceiling if you've got that

Bottom Left: For a classy living room decor, combine the beach for that large, perfectly weathered hunk of driftwood. Winter is the best season for hunting it. Sand the wood smooth, varnish it, and attach a sheet of heavy glass or acrylic plastic to the top with epoxy.

Bottom Right: For an interesting front­ window dress-up (and added privacy if you have nosy, nearby neighbors) construct simple, narrow shelves. Pine is probably your best bet for wood, but plywood will do just as well. If you're cheap, they can be varnished and painted when put together and arrange books, plants, souvenirs from India, and fish tanks.

Photos By Richard Palmar
Illustrations By Susan Markley

plain glass or
plastic cut to
size or shape
'Lively' Look

many roommates. If you're bugs on privacy and you've got the room, make a room divider between the shower, the sink, or the door so more than one person can tend to their needs.

The best ideas stem from items that you or your folks already have. You can make them work for you. Use that relic box of yarn to make a piece of sculpture. Wrap an old table lamp with yarn for a different effect. A juice can, equipped with light socket and bulb, becomes a highly effective accent light.

If you live in the dorms, decorating may be too much of a challenge. Just hang loose, baby, four years ain't that long.

Liberation for Men

by ELLEN PENSKY

Jesus had it. George Washington had it. The Beatles added to its popularity and Pete Evans brought it to the Cal Poly ASI offices. Without a doubt, the most noticeable recent change in men's fashion is long hair, cascading down the neck and sometimes spilling onto the shoulders.

San Luis Obispo barber shops have finally recognized the trend, and are adapting old techniques to the new styles. The owner and operator of Madonna Plaza Barber Shop has recently become aware of the rising number of men wanting their hair styled. "Barbers have opened their eyes to the fact that the trend is here to stay," he remarked. "They're now using all available techniques to produce individual and unique styling."

Phil, one of the frequent customers, expressed his feelings on the subject. "Your average Joe Barber wasn't ready to change with the times. When a long-hair walked in, his first reaction was to go wild with the scissors. Sure, I was a little hesitant to walk into a men's hair styling place at first," admitted Phil, "but now it's no big deal."

Twenty-six-year-old Glen came to Poly after a six year stint in the Reserves. His experience with hair styling began seven years ago, and, he confessed, at first his friends harrassed him. "But I didn't care—now," he laughed, "they're getting theirs done too!"

Cal Poly sophomore Roger's hair styling habits came about by accident. He went to the stylist as a favor to his father, and surprisingly, he found he was pleased with the results. "Let's face it. Guys get their hair styled to appeal to the opposite sex. If we didn't care, we'd just take a bowl and cut around it." At first he came out "looking both ways to avoid being seen," but now Roger doesn't feel the least bit emasculated with his carefully groomed hair. "But please don't mention my last name," he added.

A place frequented by many Cal Poly guys is the Palace Barber Shop, located on Higuera. Owner Arnold Ruiz has had a successful business with the advent of long hair. He notes that fifty per cent of his customers, maybe higher, are college students.

"No judge, teacher, or parent has the right to say that hair is too long. Hair length varies with each head. It's not a legal problem; it's an artistic problem," And to Arnold, hair styling is a science and an art. "To be in, you once let your hair grow long. Now the fad is toward comfort and style and not being conspicuous. Hair that is too short or too long stands out."

But as the guys flock to the barbers, do the girls rush to the nearest beauty salon?

Nothing takes the place of a good hair style these days, and Dea DeBain is pleased with the job done by Arnold at the Palace Barber Shop, because I'm growing it out and it's hard to take care of.

Her friend Joan admittedly avoids beauty salons because of bad experience in the past. "I can understand why guys are having their hair styled," she said.

(Continued on Page 4)
Tom, Dick and Hairy in the Salon

(Continued from Page 4)

"Men's fashions are going European, which means not only flashier clothes, but more elaborate hairstyles as well. Girls are letting their hair grow long and guys are having theirs cut and shaped. It makes sense for a guy to go to a professional stylist—he's not used to working with dryers and curlers, whereas a girl is brought up that way."

"Until recently, guys had short hair and no problems, but now that long hair is here, professional styling is the logical solution," added Nancy.

Due to the increasing popularity of long hair, it's now common to find women barbers such as Joanne and Marlene, of Madonna Plaza Barbers, who specialize in men's hair.

"I like doing men's hair because I find that men are easier to please. They don't use hair-sprays and harmful combing techniques, so their hair is in much better condition and easier to fool around with," explains Joanne.

70 years? yep!

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For Dan McCulloch, a trip down to the Palace Barber Shop every two months is quite normal. For the fourth-year architect from Los Angeles, a few moments of drying before the final styling seems like old-times.

No longer do the girls have the market on preparations for the hair, as Tom Patterson finds out. Using oils, conditioners, sprays, and a multitude of other concoctions is common for men today.

Marlene remarks that one of the problems is that men often come in for repairs after chop jobs done by their girlfriends. Both girls admit to having trouble with older men. "They see a young girl and don't trust them to handle their hair. College students make the best customers," Marlene added.

All it takes is 20-30 minutes, about $4, an open mind, and a promise to return every two months, and you too can look like Phil, or Roger, or Glen.

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New Direction
For Student
Consciousness

(Continued from Page 3)

Davis offered many possible explanations for the relatively low participation level here. The program itself is new, and being a technically-oriented university, Cal Poly tends to attract many students who immerse themselves in preparing for not-too-distant careers. The pressure to study hard to get out quicker to get a better-paying job places restrictions on a student's time from which he would be freer had he chosen another field of study. Davis said of the fifty people participating in SCS last year, the largest number of them representing any one area was the Social Science majors. However, he pointed out that all the other fields were almost equally sparsely represented.

In view of all the traditional-type activity being resumed do we conclude that the late student Movement is really over and forever gone? We probably do, if we're looking at the Movement as some kind of purely political animal. Daniel Yankelovich, professor of psychology at New York University sees it as far more than that. He says, "Since the early sixties the campus has served as an incubator for two kinds of social change—one political, one cultural." He calls the whole cultural change "the new naturalism" and prophesies that just when the loud-mouthed rebels are shutting up in discouragement, the seeds of this "new naturalism" that have been planted throughout the culture are beginning to germinate and spread.

The new naturalism, explains Yankelovich, is an elevation of nature and the natural to a position above everything else. If it's natural, it's good; if it's artificial and opposed to nature, it's bad. To Yankelovich the new naturalism includes an emphasis on community rather than individuals, anti-intellectualism, and the search for the sacred in nature.

Is the Movement really dead and gone, forever? Yes, in the revolutionary stage we usually classify as the Movement. Did it die prematurely? Almost no one will argue that the violence died too soon, but rather than fretting about the dead, let us look carefully at what has been born. And then let us decide where we fit or do not fit and then, let us act.

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