Most students, when asked their cents on the matter, will give the impression that it is a necessary organization geared for high profits at the cost of the individual.

This picture is not quite so extreme, but it is the motive driving many of those students who steal from the bookstore.

Mrs. Marilyn Orem, vice president of the bookstore, seemed hardly the Pat oluaciouswoman type, as she sat at her typewriter keyboard at Poly Orange" office and explained the situation:

"We had an "inventory shrinkage" last year of $11,000 from July to December." (This "shrinkage" includes administrative and clerical errors as well as thefts, but Mrs. Orem contends that the latter make up most of this cost.)

"The bookstore couldn't afford this kind of loss since we moved into this new building, we have $60,000 rent, $90,000 utilities, and $60,000 administrative charges per year under fixed costs have gone up.

Textbooks, of which the very mention causes students to blanch, isn't quite the money-maker for the bookstore as most people believe.

"Prices are set by the publishers, we aren't helpless," Mrs. Green pointed out. "We are allowed only a 10 percent gross profit margin, out of which must come overhead, salaries, freight costs—and most of the books come from New York. Then, if we don't sell all the books, the publishers will take back only one out of five—and we must pay the freight again. We end up losing money.

"And students take textbooks—rest of the store must support this loss. As profit we make go to student activities. Unfortunately, we haven't had any profit yet."

Thus it operates, tried, including armed police but Mrs. Green is strongly against it.

"I don't like the idea of electronic surveillance equipment, I just tolerate the mirrors, and I never did like the presence of police in the store, and I'm sure the students resented it as well."

So in search for other methods, Mrs. Green went to Los Angeles to join the Retail Merchants Association to help control inventory shrinkage. There they learned and from another bookstore the idea of having police on the campuses.

"They aren't really police, but they have some training."

Mrs. Green said, "And I think most students resent their presence."

Results were encouraging. These students began catching four to five shoplifters per day and at the next inventory shrinkage had been reduced by $8,000.

"And what happens to those that are caught?"

"Both the bookstore and the student involved fill out a report, which is turned over to the University Disciplinary Officer, under whom they are handled."

"We do receive monthly reports from him, and I would say that 98 percent of those caught are paid a small academic penalty."

"We must communicate better with the students," Mrs. Green said, "because we really are on the student's side."

Undergraduate Scholarships now available

Undergraduate college students who are in need of financial assistance to continue college should file a state scholarship application. Approximately 11,000 new state scholarships will be awarded in March 1974 for use in 1974-75.

Approximately 1,350 will be available for currently enrolled college students who are not already in the state scholarship program.

Applications are available in the Financial Aid office, Room 191, of the Administration building.

Tarzan packs audience, hero's success explained

Tarzan, and his role in the realm of literary super-heroes was explored yesterday in the first Arts and Humanities lecture of the fall quarter.

Michael Orth, of the English Department and a Tarzan enthusiast for several years, presented the talk entitled "Tarzan of the Apes; or Through the American Mind with Camera, Gun and Knapsack." All the talk emphasized the character a Tarzan of the Apes; and "Through the American Mind with Camera, Gun and Knapsack." All the talk emphasized the character that contributed to Tarzan's widespread acceptance. Tarzan's undisputed dominion in the primitive natural world at the jungle fit perfectly into western man's establishment with the man-against-nature theme.

The incredible popularity of the character since his creation in 1913 explained a story format that was never again achieved. Tarzan stories, though immensely popular provided his only success. Following a very simple plot, Burroughs wrote over one hundred Tarzan stories which sold more than one hundred million copies in the English editions alone! Burroughs wrote over a period from 1912 to 1948 and persistently maintained that he only wrote stories to entertain himself.

The talk by Orth put the Arts and Humanities lecture series off to an encouraging start. Room 101 of the College Union was filled early, with students in the aisles and surrounding the speaker. The series was scheduled for college hour throughout the quarter is sponsored by the School of Communications Arts and Humanities.
A question of diplomas

Dear Editor:

I can hold my silence no longer. I have watched with a feeling of helplessness, as the higher education system in this state has been slowly dismantled.

The latest indignity to be heaped upon the system is too much for one to remain silent any longer. A few months ago with a great deal of pomp and ceremony the state colleges were transformed into Universities. It would appear, however, that the key official charged with running the system, Chancellor Glenn R. Dumke, does not understand the purpose of his position, nor the purpose of a university.

All systems of education exist for a single purpose, to educate. All teachers, professors, and administrators in any educational system owe their existence to the single fact that there are students to serve. Their primary obligation, it would seem, if they are honest with themselves, is to rest with those they serve, the students.

The historical purposes to which universities have applied themselves have been places of scholarship; places to search for unknown truths; places to pass the knowledge and attainments of past generations to the present one. All of this was done in the firm and continuous hope that the students would see the rightness of this activity that they might be a part of the footsteps of the current generation.

It is my belief that these purposes are as valid today as in any other period of human history. The Chancellor appears to be acting, not as the advocate of the students, but as an agent of the state. In his latest proposal, to curb the quest for knowledge, to endanger the academic life of so-called "professional students."

The primary function of a university is to turn out graduates, but to educate. Sometimes it is because of variation in temperament and purpose, the goal that is sought by an individual is not a diploma, but a through understanding of the human condition. To attain such a goal one must often venture far from declared academic objectives. To penalise an individual for seeking out knowledge, seems to me to be the height of folly, and is opposed to the purpose of a university.

If this proposal is passed, as is probable, I shall put forward the purpose of teachers and administrators to remove themselves fromomplicity in that of procurers for those who seek college or university graduates.

Ronald Gordon Zucklin, Jr.

Student

18-year-olds step closer to full adult rights

A constitutional amendment to lower the drinking age has come one step closer to passage according to its author Assemblyman Robert Nimmo (R-Alexandria). Nimmo's measure, the Assembly Concurrent Act (ACA) 14, was recently passed by the Assembly Committees on Constitutional Amendments despite what Nimmo termed "strong and determined opposition."

The bill was defeated during two previous legislative sessions; it was killed again this year by the Constitutional Amendments committee, but Nimmo obtained reconsideration.

ACA 14 and its companion bill, Assembly Bill (AB) 105 now go to the Assembly floor where they are scheduled to be heard after the Legislature reconvenes in January.

"The real issue involved is not the right of eighteen-year-olds to buy and consume alcoholic beverages," according to Nimmo, "but rather the equal consideration of all adults under the law. While none of us is pleased with the possibility of an increase in the consumption of alcoholic beverages, we are disturbed by the problems which alcohol can produce. We must recognize that all adults are entitled to equal consideration as guaranteed by the 14th Amendment to the U.S. Constitution. Under our current laws, eighteen-year-olds are expected to exercise adult responsibilities in all matters except the consumption of alcoholic beverages."

Nimmo pointed out that his legislation would not actually lower the drinking age, but would place the question on the ballot for decision by the voters of California. "This is a controversial question of public policy," Nimmo said, "and it should be decided by the people in accordance with the democratic principles by which we have resolved such questions for nearly 300 years."

Earlier this month, Nimmo's AB 105 was endorsed by the state Republican Party Convention as part of a G.O.P. Youth Resolution. The resolution called for an eighteen-year-old Bill of Rights and equal treatment for eighteen-year-olds.

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ROBERT W. KINKES
Playing It Cool
**Movie Review**

Beginning with a slow pan of a sparsely decorated room in the best of soft rock, Norman Jewison's "Jesus Christ Superstar" (Obispo) is at once a film that many have labeled the film, a "good" one. But Norman (Um la receiving mixed reactions from its creators and director Jewison has Mary Magdalena, who has been sparse and dusty valley to the beat of Tim Rice of "Hair" fame, the film is receiving mixed reactions from everyone who is seen it. Many have labeled the film, notably the American Jewish Committee, anti-Semitic. That, of course, is up to one's own interpretation.

That soft rock begins to turn into something more than a lazy rhythm, masterfully conducted by Andre Previn. A red, white and blue hat of what appears to be a young tourist or perhaps a traveling troubadour pulls up in the dust. Their disheveled, put on costume and remove from the top of the bus a large wooden cross. The score nicely shifts from soft to hard.

Amongst the players we see a young man in white appears. We hear all too well who he is supposed to be for he resembles the image of Jesus Christ that you see, of most paintings. The crowd begins to dance and the story of Christ's last seven days unfold before us in beautifully synchronized

by RICK GOULART

scoring, some nice timing, editing and photography. You name it and director Jewison has accomplished it well.

The score, done entirely on obscure locations in Israel for about 86,000 a day, are in a word breathtaking. They add a sense of something unreal happening, something that should never have happened. It is a frenzied, nightmare of sorts, a Catch-22 crazy feeling with useless chasing Jesus across the desert. Plants turn just sweeping down on him and Roman guards with machine guns.

"Jesus Christ Superstar" is an updated version of all that happened, not only in the Gospel of the New Testament but all that has happened since. The line of today's world, "are used extensively throughout and very effectively, Religion, Christ, love for mankind have no time boundaries.

The film is highlighted by some great acting performances. Carl Anderson, as Judas, is the best of the bunch. Judas is portrayed with some compassion for Christ, trimming with tone of power and emotion. Yvonne Elliman, as Mary Magdalene who has been with the production since its beginnings, is also great. Her tender solo moments in the film are almost spiritual. Twenty-nine year old Ted Neeley, as Christ, rounds out an impressive cast. I found, however, his high falsetto voice very uncomfortable at times.

The final scene where the players hear their lines, without the player that played Christ, is an interesting one. Jewison wanted to preserve an aura of mystery about religion in his production, a production that I highly recommend to you. Cover beware.

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**Film Review**

**News Brief**

URBANA, OHIO (UPI) — America's most ancient land race is running for Homecoming Queen at Urbana High School because the American Indian student организации is set to receive a federal judgment that allows the school to reflect the values of the community.

The school, known as the "Indian," has been nominated for queen by her classmates. The federal Indian Education Act requirements that a contestant be a female, a senior and nominated. Shawna then came off the ballot by the school principal who told her "only Indians can run for Homecoming Queen."

Shawna's parents filed suit in a federal court in Maryville charging the school administration's action "unreasonably restricts the rights of Shawna to run for Homecoming Queen."

Baltimore (UPI) — Mitchell, a federal judge based his first evidence against Vince Price, Spiro T. Agnew Thursday. Agnew's lawyers made plans to try to block the inquiry on constitutional grounds.

The Beckham grand jury investigating political corruption in Maryland were under orders to be heard four witnesses before they recessed, possibly until some time next week.

Winston-Salem (UPI) — The Food and Drug Administration said Thursday that five companies are recalling, or have completed recalling, products ranging from frozen peas to egg rolls made with mushrooms involved in a botulism scare.


The figures were not firm in many of the recalls because the mushrooms subject to recall are all of those canned from January 1971 up until the recall earlier this month.

The FDA said any consumer who may have one of the products involved should return it to the store where it was purchased.

San Diego (UPI) — Three pale Skidmarks, a 23-year-old pedestrian, were scheduled to be arraigned at the federal court in downtown for impromptu reunions with their families: Allen L. Bean, Oran C. Carrick and Jack R. Lomax left the recovery ship USS New Orleans on the final leg of their epic 64 million mile voyage.

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**Research**

**Xerox 3c**
STEREO WEST

offers some advice on How to Buy a Stereo System

Buying a new stereo isn’t as easy as it may sound. Not only must you worry about how much to spend and what products to buy, but you have to be sure you’re getting a “good deal.” The following suggestions may well serve as a simple survival manual “before you hit the street.”

1 Beware of superdeals on music systems or speakers which are house-brand, private label or custom built. To insure fat profit margins (while showing “great savings”) many stereo shops now have “house-brand” or “private label” components which are found only at their store. The going price of this equipment is generally “as much as the traffic will bear.”

2 Some dealers make a living on selling discontinued, close-out merchandise. Unfortunately, many of these dealers don’t really care whether a current special is particularly good for the consumer. Some products are discontinued because they have proved to be unreliable “Turkeys” and are poor values at any price.

3 An examination of the fine print in all advertisements – especially those phrases connected to asterisks in hard to locate positions on the page – will make you aware of a common “rip-off.” Almost without exception, the mere existence of fine print represents some meaningful qualifications to the generous claims made in BOLD PRINT.

4 When you’re on the street and about to spend your hard earned money, shop carefully but don’t become too preoccupied with getting the “lowest possible price.” Your goal should be to get good sounds from good compatible and dependable equipment. What counts equally is the people involved and your long term satisfaction.

We wish you the best of luck and happy listening.

STEREO WEST

THE GOOD SOUNDS PEOPLE

782 Higuera Cal Poly University Union
Student may be Mayor ...

(Continued from page 1)

Involvement from the student community and its governing body, the Citizen's Advisory Council.

One of the problems Fields hopes to deal with is that of law enforcement.

"I think there is police harassment in Cayuco by the Sheriff's deputies." As mayor I'd like to bring the community together. Old and young have too much in common. There is a need for senior citizens to get transportation. Actually they're in line for funds from the federal government to get buses and they need young people to drive them and handle the operation.

"I would try to keep the people informed," he continues. "We have a population of about 1,800 people right now. So we should be working to keep the total growth to around 3,000."

...Fields' biggest gripe about the election is that 80% of the money taken in by the election process returns as a kickback to Cayuco based organizations. Students are not considered a Cayuco based organization so none of the money donated in his name will be returned.

Hailing from Santa Monica, Fields is an army veteran and a May- year Poly student. In order to raise funds for the campaign Fields is sponsoring a larger tomorrow at his house in Cayuco. "Take Highway II to Cayuco and turn left on Cypress Street. My house is number 147. We'll be at it from 1 p.m. to 3 p.m. October sixth. I'm leaving a flyer by Harry Park in Cayuco." Votes will be counted during the fall festival in Cayuco October 6th and 8th.

Since Cayuco is not a chartered city the mayor's function is conducted somewhat like the Ulysses contest here on campus, with venue posting 1 cent space. The winner is the person with the most money left in his name in containers kept by local merchants.

SUNDAY SCHOOL 9:45 A.M.
SERVICES 11:00 A.M.
Roundhouse in need of student wants and aid

Roundhouse- the campus service (which tells Cal Poly students who's who and what's what) should be directed to someone who can help their people, as well as others, in any way they can. I believe the same is true for the Japanese Student Association, and David Lee of the Chinese Students Association. Others, in any way they can. Don't be shy! The Roundhouse talks to the right people.

Program directors Nancy Weisstein and Bob Spiegel, along with the Student Affairs Committee are installing a suggestion box in the University Union. It will be found down stairs across from the information desk. After writing a suggestion or complaint on one of the available forms a student will need to get it to the Roundhouse. None of this is mandatory for the do-it-yourselfers. Roundhouse services their looks with the student, the campus and the community, and the best ways to serve everyone at Cal Poly Enrollment in Psych. 20 is not necessary to volunteer time. However, if academic credit is desired but the course does not fit into one's schedule, tape will be available. Roundhouse can supply detailed information.
Earthquake never came

MENDO PARK, CALIF. (UPI) — Six months after predicting an earthquake would hit the quake-prone Hollister area of central California, government scientists admit their forecast was wrong.

"We blew it," Robert Wesson, of the National Center for Earthquake Research, conceded Thursday.

The admission of failure on government scientists' first attempt to forecast earth movements was particularly embarrassing because the Hollister area is sometimes called the "earthquake capital of the world," and normally can expect two or three moderate earthquakes a year, plus additional minor quakes.

Wesson and others at the center have maintained early this year that a moderate quake was due on a section of the San Andreas fault, 80 miles south of Hollister.

The U.S. Geological Survey in Washington announced the official prediction last March 18 that an earthquake of about Richter magnitude 6.8 would take place "within the next several months."

But for the past six months, since the prediction was made, the San Andreas fault around Hollister has been unusually quiet, especially the Borea Canyon area where the coming quake was pinpointed.

"I still think earthquake prediction is really coming," Wesson said. "But we don't know how to proceed. We have to go back to the drawing board."

Moonlighting rule may soon free instructors

LOS ANGELES (UPI) — The state university and college trustees recently resumed their discussions on the faculty moonlighting problem and appeared headed toward a more lenient attitude.

The latest proposal would allow a professor to either teach one class at another campus or hold a job outside his normal working hours that would demand no more of his time than would teaching one additional class.

Family leaders and state senators have long opposed restrictions and Prof. Charles Adams, chairman of the statewide Academic Senate said the system needs only to make clear that faculty members are expected to carry out their assigned duties.

In other matters, the trustees have approved pay increases of 6.8 per cent for faculty members coupled with a 10 per cent increase in faculty fringe benefits for the 1974-75 academic year; approved a campus building program of $71.1 million for Fiscal 1974-75, the first phase of a five-year building plan expected to cost more than $400 million; and revised regulations permitting employees to place on probation any student who repeatedly withdraws from a program of studies or fails to make adequate progress toward a degree. Dismissal would then follow.

When the official warning of the quake was issued last month, residents around Hollister were not alarmed, and in fact joked about the prediction.

The government scientists said in their announcement that the prediction was "relatively easy," because the area had averaged two such quakes a year for generations.

There have been four quakes in the area since last May; in the past 18 months, and the section where the quake was, according to the Survey, is under a "circle" that would cause it to shift some.

The jar is approximately 6% high and 10% in circumference. It's filled with Swinging Tot staples. (Look for the clue about Tot capacity in the coupon.)

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Supported Naval Research

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Seventh rated Mustangs clash with Highlanders

The California Collegiate Athletic Association championship may well be decided Saturday night when the Mustangs meet the University of California at Riverside for a first time ever meeting with the Highlanders. Kick-off is at 7:10. The big clubs that are always heard from coaches is that the game just coming up is a "crucial" contest. In the CCAA that isn't really a clubs. With only four conference contests, every game is crucial and the less can virtually eliminate a team from championship consideration. The Mustangs won their first CCAA contest two weeks ago by a 48-0 score while UCR had to play a conference game. The Highlanders are 1-3 on the year.

The Highlanders will have plenty of emotion and some hard feelings to fire themselves up for the contest. The hard feelings result from the fact that UCR tied the Mustangs for the CCAA championship and also compiled a 9-1 season record but the Mustangs, and not UCR, were selected to compete in the postseason Camellia Bowl. To hear the grumblings in the UCR press release, the Highlanders will be out for justice Saturday night.

The Highlanders may have been looking forward to the Mustang game too much last week when they fell victim to the University of California at Davis, 24-9, for the second year in a row. But they do present the Mustangs with a very experienced team. Sixteen of the 11 returning lettermen are starters and head Coach Larry Bridges says, "We will try to strengthen our running game by throwing the ball a bit more and adding some phase of the triple option."

Tired by graduation was the starting quarterback but the fullback position seems to be strong with all-conference back Derrick Williams leading the way. Three of four starters are returning to the defensive line, and the secondary has all four returning starters. The Highlanders are the hardest hit by graduation with only one returning starter available.

The Mustangs head into the game with a number seven ranking in the SPSI small college poll with 181 votes and with a streak of 18 consecutive victories in the CCAA. The Mustangs have not lost a league game since coach Joe Harper's first year when Long Beach State turned the trick 13-7.

Out for three weeks due to an elbow dislocation will be the second leading rusher Pat Blais. He has gained 71 yards on 18 carries for a 4.0 average so far.

Cross country strides for initial triumph

Coach Larry Bridges' cross country team will be out for its first win of the young season this Saturday when the Mustangs host Fresno State University. The 8.8 mile run will get underway at noon on the old dirt track. In last season opener the Mustangs, after only five days of training, fell victim to a seasoned Idaho State team.

But coach Larry Bridges found some bright spots in the loss, as the Mustangs captured five of the top ten finishes. A roster of eight freshmen, one sophomore, one junior and four seniors points up the fact that this is a very young team. One of those young team members, freshman Jim Warrick, took second place in the Idaho State meet with a time of 8:45 and was named the Runner of the Week.

The Wallins brothers, Russ and Harry, are two prominent runners who also turned in good times. Russ ran a 10:14 to take fourth place and Russell a 10:16 to take seventh. Both are seniors and two-year lettermen and have competed in the 1973 National Collegiate Athletic Association cross country championships.

Freshman Tony Nunez, who ran with Warrick on the Lompoc High School championship team of last fall, ended up in sixth place with a clocking of 8:49. Two other lettermen rounded out the top ten finishers as he ran the course in 27:58.

Sports

Cross Country — vs. Fresno State University, noon, old dirt track, Saturday.

SOCCER — vs. St. Patrick's, 3:30, soccer field, Saturday.

SWIMMING — open to students, Men's pool, free, from noon until 1 to 4 p.m., Saturday and Sunday.

Cross Country — vs. Fresno State University, noon, old dirt track, Saturday.

SWIMMING — open to students, Men's pool, free, from noon until 1 to 4 p.m., Saturday and Sunday.

Announcements


