

# Happy Birthday Boob Tube

by DENNIS McLELLAN

Twenty-five years have passed since the first television sets began invading living rooms across the nation.



In those 25 years television has, for many, taken on the proportions of a religious shrine, with nightly hours of worship between 7:30 and 11 p.m.

Except for momentary retreats to the refrigerator, the most devout viewer stays glued to the screen, come commercials or high water.

Twenty-five years of television have also created a less devout viewer, who irreverently refers to television as the boob tube, a vast wasteland or an electronic

baby sitter.

But in those early years, when television was in its infancy and audiences were far from jaded, TV was truly a marvel to behold.

Just as early movie audiences were content with watching anything that moved, early television viewers were satisfied with watching wrestling matches and cooking shows on their 12 inch round screens.

In the 1950s television screens expanded and so did programming. Viewers were deluged with countless situation comedies, variety shows, westerns and melodramas.

Milton Berle was television's first star. "Uncle Miltie," the ex-vaudeville comedian, set the tone

for those wacky and wonderful early years. Berle was followed by Jackie Gleason, Sid Caesar, Red Skelton, Groucho Marx and many others who kept the nation laughing through the Eisenhower years.

Then, as now, family situation comedies dominated television.

In those pre-Women's liberation days it was acceptable to believe that "Father Knows Best." Today Archie Bunker proves that father only thinks he knows best.

During the fifties, Sunday night without Ed Sullivan was unthinkable. Sullivan was a great showman.

(continued on page 3)



# Mustang Daily

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Four Pages Today

Friday, November 3, 1973

## Call for help comes from handicapped

Fifty yards from the Grand Avenue entrance to campus, children are in need of help. The children are at the Chris Jespersen School. Chris Jespersen is a county school for multiple handicapped children.

Volunteers are urgently needed to help the children develop their muscles through exercises and other activities.

Robert Bonds, Coordinator of Student Community Services, said, "The children may lie in atrophy, unless volunteers help. We desperately need 80 people who can spend two or three hours a week."

The school is in need of both men and women who have a desire to help the children. Bonds said that volunteers don't need to have any experience in helping the handicapped.

Bonds urges students to walk over to the school and help whenever they have free time. He said, "The school can devise a work schedule to fit a student's class schedule." The school is open Monday through Friday from 8:30 a.m. to 3:30 p.m.

The only requirement for volunteers is that they fill out an application form and obtain a tuberculosis clearance.

## Aid available for Japanese

Any student of Japanese ancestry permanently residing in this country, and members of the Japanese American Citizen League (JACL) needing financial aid may apply for the JACL Student Aid grants, also known as the Abe Higawa Awards.

Grants, ranging from \$100 to \$300, are based on need, motivation, and potential.

Application and information are available from the National Student Aid Committee, 7701 Glenwyn Dr., Cincinnati, Ohio 45236.

Awardees will be notified by mail and all applications will be acknowledged.



Photo by John Fries

Carol Ciardelli escorted by George Delange, vice chairman of the Finance Committee, added gusto to Wednesday night's SAC meeting.

## Scholarship and funds result of memorial grant

The transportation engineering program has gained wide spread attention in the three years following its establishment. Concerned with state and nation wide transportation problems, the program offers over 100 diverse majors.

The growth and depth of the transportation engineering program resulted in Cal Poly being the first recipient of a \$1,000 memorial grant honoring the late president of the Automobile Club of Southern California, Joseph E. Havenner.

The Joseph E. Havenner Memorial Grant will be used for a scholarship and to purchase laboratory equipment said Dr. Andrew Jones, head of the Transportation Engineering Department.

The check for \$1,000 was presented to Dr. Robert Valpey, dean of the School of Engineering and Technology, by John W. McDonald, the Auto Club's

director of engineering and technical services, on Friday Oct. 26.

Havenner was an active member of the engineering profession. In 1941 he received a "certificate of transportation" from Yale University.

He joined the staff of the Auto Club's Public Safety Department shortly afterwards and began his career in that organization. Becoming chief executive officer in 1964, he was appointed to the newly created office of president early in 1973.

Havenner's sudden death in March resulted in the creation of a \$10,000 memorial to him, of which \$1,000 will be granted each year to an institution of higher learning.

The Auto Club has for the past two years joined with students on this campus in displaying lower-emission vehicles and alternative-fuel engines during Poly Rapid exhibitions.

## Finances top SAC meeting

Financial matters occupied most of the agenda at Wednesday night's Student Affairs Council meeting. The group voted in opposition to Governor Reagan's tax initiative, and campus financial matters were discussed as well.

A report on the annual ASI audit preceded the meeting. Larry Sage, representing the auditing company of Knight, Towle, and Sage, related the firm's findings from their study of the financial status of the University.

Among the firm's recommendations and findings were suggestions that administration of the Publications Board be transferred to the ASI Business Office. ASI Business Manager Roy Gersten concurred with the finding, stating that "something must be done." The auditor's report also recommended that

the University Union and ASI maintain separate checking accounts, as they currently share a common account.

As the board of directors for the ASI, SAC voted unanimously to accept the report and maintain Knight, Towle, and Sage as auditors. SAC also accepted Gersten's comments on the audit.

Finance Committee Chairman Mike Meiring reported that the committee has discussed the possibility of raising basketball and wrestling ticket prices in order to compensate for a shortage of revenues in the past. The proposal is for wrestling to raise its prices to one dollar for students, two dollars for general admissions; basketball would go up to 75 cents for students and two dollars for adults. Season tickets will be offered at a reduced rate, however, Meiring stated.



Photo by Dave Eidenmiller

Linda Korslak, Joyce Grieve and Don Murphy examine the prize winning paintings of John Parker, a senior physical education major. Parker's portraits are a part of the El Corral Mini Art Gallery on display through November 14.





# Letters

## 'Separate experiences'

**EDITOR:**  
The followers of Satguru claim that he has knowledge; but apparently they do not mean by the verb 'to know' what the human race means by it. For if someone claims to know, we are entitled to

ask what it is that he knows, and how he justifies his claim to know it; but the followers of Satguru not only admit that they have no answers to these questions, they deny that such answers are needed. Instead, they claim that what they call 'knowledge' is something which must be experienced directly, like feeling, color or taste.

To have feelings or sensations does not of itself constitute knowing anything. In order to

know about the world through our experiences we must know how to separate experiences which give knowledge from those which arise solely from within us, such as hallucinations. Now, many religions produce intense good feelings in their followers, so neither the occurrence of such feelings nor their intensity is enough to enable us to determine whether any particular religion will give us knowledge of the world, or whether the feelings produced are due solely to the enthusiasm of the devotees.

The Christians at least offer evidence in support of their

claim: the historicity of the Bible, the alleged miracles and resurrection of Jesus. But in an age which abounds in cults which promise instant happiness and salvation and which are often harmful or fraudulent, the followers of Satguru offer nothing more than a leader with a lot of personal poise who utters platitudes. This surely gives us no reason for supposing that the good feelings promised by Satguru are not on a par with those promised by Tim Leary. I was alarmed and dismayed that such anti-intellectual and simplistic preaching would go unchallenged by an audience of college students.

A. C. W. BETHEL

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Editor

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## Television's memories...

(continued from page 1)

With the premiere of "Gunsmoke" in 1955, television's first adult western was born. While children continued watching the Cisco Kid and Roy Rogers, parents began tuning in to "Have Gun - Will Travel" and "Maverick." By 1959 there were 22 weekly western series on the air. Now, all but "Gunsmoke" have bitten the dust.

When people fondly recall the fifties as being the golden age of television they are usually talking about the days of "live" drama direct from New York.

Programs like "Playhouse 90" and "Hallmark Hall of Fame" offered original dramas such as

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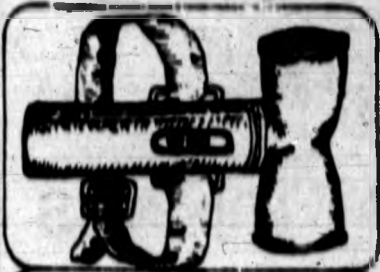
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The memories are endless. Television's first 25 years produced a wealth of entertainment—some good, some bad.

## Hearst Castle class to study history, designs

"Hearst and His Castle" is the title of a one and a half unit course to be conducted this Friday and Saturday from 7 to 10 p.m. in Rm. E27 of the science building.

Directing the extension class will be Carleton M. Winslow, Jr., a member of the School of Architecture and Environmental Design.

According to Winslow, the course is designed to increase the

Friday, November 2, 1973

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understanding of the history of California architecture and differing styles.

Registration and payment of the \$32.00 tuition fee will take place at the first class meeting Nov. 20.

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## Coulson questionable for Hayward-St. game

The Mustangs will be going after their seventh straight gridiron win this weekend at Hayward State, but they may be doing so without the use of quarterback Mike Coulson.

Game time Saturday is 1 p.m. Coulson, who injured ribs in last week's game with Fresno State, has been held out of practice this week and is questionable for Saturday. The senior from Placerville reportedly worked out lightly Wednesday but his activity was

limited to non-contact throwing drills.

In the event Coulson is not healthy come kickoff time, the No. 3-ranked Mustangs will be lead by sophomore Cliff Johnson.

Johnson, seeing limited action this year, has completed 18 of his 21 passes for a commendable 87 per cent average, 281 yards and two touchdowns.

The Hayward team the Mustangs will face is presently 3-4 on the year, having recorded wins over Sacramento State, Humboldt State and UC Davis while losing to Idaho State, Santa Clara, Northridge and San Francisco State.

Hayward could well have quarterback worries of its own Saturday, following a recent injury to talented junior Mike Jacinto.

Should Coulson sit out, his team will be without its second leading runner and the OCAA's third leading passer. He is also third in the conference in total offense.

In other statistics, Rick Gliniak leads all runners with 267 yards on 64 carries for an average of 4.2 per carry. With five touchdowns to his credit, he is the team's second leading scorer behind place-kicker John Loane.

## Soccer team to face Loyola

The Mustang soccer team will host the Loyola Lions this Saturday in a 1 p.m. contest.

The Mustangs defeated Chapman College last Saturday by the score of 3-2. Earlier in the season, Loyola beat Chapman 3-0. Loyola tied Fresno Pacific College for the Southern California Intercollegiate Soccer Association title last year.

Mustang coach Carmen Sacco says that it will take "initiative and desire to win the game. If they want it, they can do it."

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