Selling Poly On The Streets
To Merge Or Not

The issue of whether or not the men's and women's Physical Education Departments should merge seems to be the major topic of discussion among Recreation Administration (RA) majors. This conflict in itself points out a major reason why the two departments should not merge in the near future. They do not have the same perspective over which problems are the most important.

The men's PE would like to see a merger as soon as possible so the RA major could be implemented. It distributed curriculum sheets in anticipation of a merger. The RA major, however, will not be implemented until the departments merge.

As much as the women also would like to have a Recreation Administration major, they are concerned over the much larger issue of retaining control over their own activities. For this reason they pleaded with Cal Poly Pres. Robert E. Kennedy to postpone a merger until 1978. The merger was originally scheduled for 1977. The merger was only scheduled for 1977.

Dr. Mary Lou White, the head of the women's PE Dept., explained in a Daily story that a merger won't solve the problems. They will only make them harder to find.

The conflict over the RA major points out the two departments can't even agree on who will implement the new program. If they can't get along now they won't be able to as one department.

The men will be the ones who will suffer because they'll be outnumbered. Although there are the same number of male and female PE majors, there are 20 faculty members in the men's department and 8.5 for the women.

The economics differ. That exist in Israeli society are recognized by Israelis, but just as there are wealthy people and poor people in the United States. Arab or Arab-Lebanon, so too in Israel.

Arab-Muslims are exempt from army service, a fact the Jews resent. Israel's recognition of their Arab citizens' "confl ict of interest."

Israel does not want to have cousins shooting at each other. We Jews learned that tragedy in the Franco-Prussian War.

The charge that Zionism compares with Hitlerian phenomena is only true if one does not have the same perspective over which problems are the most important.

Women's athletes have traditionally been left out in the cold. But with separate departments the women have been making progress, slowly but surely.

Their budget of $15,000 for this year is still only 10 per cent of the men's budget. A merger would probably slow that progress. Only the women can know what their problems are and what their programs need.

The women's athletic program should be run by women for women students. A merger now would only be unfair. It would be a step back to when women had less influence over their own activities.

The president of PEMOW (Physical Education Major Organization for Women) Leslie Andrade, pointed out in a Daily story that a "merger won't solve the problems. It will only make them harder to find."

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It is to hope that both sides can learn to recognize the legitimacy of one another's claims. If only then can peace come to the Middle East.

There will never be a 100 per cent solution but agreement can be worked out through mutual respect—it only works when both sides participate.

The question before the Political Action Club should be discussed—what it must not be presented in a biased manner. Present a forum "the Middle East Problem: A search for solutions," and invite Jews and Muslims from both sides.

Dr. White would prefer that the women continue to run what the women do best. However, she would like to have a Recreation Administration course and would prefer that the women merge in that department. The RA major would like to see a Recreation Administration course, however, will not be implemented. It distributed curriculum sheets in anticipation of a merger. The RA major, however, will not be implemented until the departments merge.

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Students Target Of New Food Stamp Rules

by STEVEN CHURM Daily Editorial Editor

If you’re a Cal Poly food stamp recipient, California welfare officials may have just taken a bite out of your monthly food stamp allotment.

John Sullivan of the State Health and Welfare Department spoke over the phone from Sacramento that California last Friday finally complied with new federal food stamp regulations.

The regulations will ban food stamps for college students that are claimed as tax dependents by their parents.

"Too many people are collecting food stamps that shouldn’t be and the average American tax payer is covering the extra cost of food stamp abuse by college students," Sullivan said.

According to Sullivan the new regulations will become effective sometime next month once local and county agencies have been notified of the procedure changes.

Derek Nelson spokesperson for the San Luis Obispo County Welfare office said he “had received no word from the State Welfare Department as to any regulation changes at this time.”

The new regulations, adopted by all 50 states, are part of a nationwide effort to clean up the food stamp program by the Ford Administration. Federal officials have claimed many college students from wealthy families are collecting food stamps that could be supported by their parents.

Sullivan said that if the Welfare Department discovers a college student-collecting food stamps—is claimed as a tax dependent by a parent, he will be eliminated from the program.

An adult can claim all children as tax dependents on their income tax forms and collect tax breaks totaling up to $700 per child depending on the parents income level.

Last week the Agriculture Department threatened to pull the food stamp program completely out of California if it did not receive new regulations.

Sullivan said that California was slow in adopting the regulations because welfare changes in this state are subject to several public hearings that take time to convene.

“We are not like many states that rammed this type of policy change through our department,” Sullivan said.

A Windy Winter Concert

Band do more than march. The Cal Poly Music Department will demonstrate the variety of so ds wind instruments can make in its 11th annual Winter Concert by the Symphony Band on Saturday at 8:15 pm.

Highlighting the concert will be the premiere performance of “Middle Earth Suite,” based on the J.R.R. Tolkien trilogy “The Lord of the Rings.” The work was composed by Eric Schmidt, a junior architecture major at Cal Poly. The performance will be conducted by the composer, who is a member of the band’s percussion section.

A variety of bands will be playing at the concert inChumash Auditorium.

THE GOOD GUYS ARE HAVING A MARATHON SALE

Starting Thursday at noon and lasting 'till Saturday at 5 p.m., we'll be in the store 'till the last customer leaves. We're aiming for bare walls - AND, AS LITTLE INVENTORY TAX AS POSSIBLE.

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A few of the fantastic values:

With a purchase of ANY system, get an EXTRA pair of Ultralinear 50 speakers (8 inch 2 way) for only $20

Full value of the 50's is $140 SAVE $120

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ASI Advertising: For Free Or For A Fee?

Steve Everett: 'If everyone else is making money, then why shouldn't the area media be making money?'

by JIM SWEENY
Daily Associate Editor

A student committee is working on a proposal which could remove the shackles from Cal Poly's advertising policy.

The proposal will establish guidelines for the use of paid off-campus promoting of certain campus events, according to Associated Students Inc. Pres. Mike Hurtado. Campus organizations can already purchase advertising from campus media.

The Student Publications Cabinet is working out the proposal which would establish guidelines for paid off-campus advertising.

Hurtado, who is also SEC chairman, said they are still looking around ideas but hope to have the proposal ironed out in "two or three weeks."

Poly groups have been restricted for the last 30 to 40 years from buying advertisements from off-campus media according to ASI Information Director Charles Mendenhall. The administrative policy has been unwritten for its duration and began as a "gentleman's agreement," said Mendenhall.

"When it was adopted people could sit down and agree," Mendenhall said. "In those days people accepted gentleman's agreements."

Now the ASI wants a written policy—and it doesn't want a gentleman's agreement.

When rumbles for a written policy began to pick up, the Public Information Office put together some proposed guidelines on the spot. They were virtually the same as the non-verbal edit list produced by other media.

Then, the Public Information Office drafted another set of restrictions. Entitled CAM 710, they have been submitted as a possible revision to the Campus Administrative Manual (CAM).

The revisions are even more stringent than the original draft.

They state:

"It is the policy of Cal Poly... that no paid advertising in general circulation news media serving San Luis Obispo... will be purchased for the promotion or announcement of any public programming by any programming body, including internationally-related public programs, that is not a part of or that is not directly related to the ASI's growing promotional needs for the campus.

The ASI through SEC wants to abolish the proposed CAM 710 revision according to Hurtado. In its place they want to construct a set of guidelines which would regulate paid off-campus promoting.

The public information office and ASI see two different pictures of the situation.

One opponent of CAM 716 is Steve Everett, a non-voting member of SEC from the School of Communication Arts and Humanities council.

The crux of the controversy lies mostly with revenue-producing events.

"If everyone else is making money, then why shouldn't the area media be making money?" asked Everett.

"We're asking the media to give us free public service time for things like charge everyone else for," he said.

Mendenhall agreed with Everett's conclusions but put a different twist into the question.

"Maybe they need to look into soliciting more campus response because there is more than enough campus population here to support any event they put on," said Mendenhall.

ASI bases its position on a report primarily researched and authored by Everett. His report investigated three claims made by Mendenhall during an NEC meeting Oct. 21, 1975. The points were:

-Once Cal Poly pays for an ad, all organizations will have to pay for all air time.

-Cal Poly receives more than enough PSA (public service announcements) time. If the ASI were to pay for all the PSA time they receive, it would cost $60,000.

-If a Cal Poly group buys an ad from one station for an event is does not buy time on another station for the same event, the station without the paid ads would retaliate by knocking off the PSA's of another campus organization.

Everett called the assertions "untruths."

He backs up his position with his report and letters from each of four area radio stations, KDFJ, KSLY, KATV, and KVOC. The stations' responses indicated they observed a difference between revenue-producing events and non-profit events. None of the stations said they would knock Cal Poly PSA's if their station wasn't chosen for paid advertising.

Mendenhall revealed the thought behind his office's stand.

He said his office issues publicity releases and strives for coverage for 250 groups. A few of these are faculty, but the majority, 254, are student organizations.

"It was in the best interest of all the groups not to pay for off-campus advertising," said Mendenhall. He added because it works with 28 media outlets ranging from Santa Barbara to Monterey Counties.

We need as many of them (media outlets) at some time or other as possible.

If you begin spending in one and you don't spend at the others, you're going to run into problems—especially with the electronic media."

He cited an instance in the past when a recording company had purchased time to promote a campus concert. Area media who weren't involved reacted jealously and it was about three months before things returned to normal according to Mendenhall.

Mendenhall views Everett's report skeptically.

He says the student listening preference varies all year long, so there would be no way to determine which station would reach the desired listening audience.

He also notes that the print media was omitted from the report.

"It is our feeling," he said, "that the print media will fill the bill out."

Another catch is that no guarantee exists that there won't be new owners or management and policies according to Mendenhall. Since the survey of radio stations, KSLY owner Homer Odom has sold his station.

But, the movement for approval of off-campus advertising is not waiting for an official sanction.

Everett said that any group who wants to purchase advertising off campus must submit a new proposal to the Campus Committee. Committee members are:

Steve Everett, Don Hubble, Peter Santel, and Jon Knudsen.
Celebration Of A Superstar System

"Matthau for his gleaming work; Burns... a comic who tackled drama superbly."

Comment by RICK GOULART

Nicholson and Pacino are without question the best in the business.

Celebration Of A Superstar System

It's Nicholson and Pacino without question the best in the business. They're the two most brilliant actors on the stage today, and they've put in some of the most impressive performances of their careers in the past year. Their nominations for the Academy Awards this year are well-deserved.

I've always been a fan of Nicholson's work, and he's shown himself to be an exceptional actor. His performance in "One Flew Over the Cuckoo's Nest" was a tour de force, and he deserves every accolade he's received. Pacino, on the other hand, has been consistently brilliant in his roles, and his performance in "Dog Day Afternoon" was a tour de force.

The Academy Awards are a great way to recognize the outstanding work of actors and actresses, and I'm thrilled to see Nicholson and Pacino receive the recognition they deserve. They've both proven themselves time and time again to be some of the greatest actors of our time.
Intramural Track Meet

Show your speed and enter the Intramural Card Track Meet on Thursday, Feb. 26, beginning at 4 p.m. at the Polytrack.

The Men's and Women's events will include the 100, 220, 440, 880, Mile, Long Jump and High Jump. An added plus will be a good relay with a minimum of 4 girls on a team. Sign-ups will be in the Intramural office.

International Program

The American Field Service will present the Annual Intercontinental Track Meet on Saturday, March 6th, at 7 p.m.

Different parties and events from countries throughout the world will be served, followed by a program of foreign exchange and domestic students. The Veterans Memorial Building in Paso Robles will be the site of the event and the admission will be $3.50 for adults, $1.25 for students and children under nine are free.

Cow Milking

A cow milking contest between the Olive Grove Dairy, Los Lecheros dairy club is sponsoring the contest.

KCPR News

This Saturday, Feb. 27, KCPR will present the Texaco Metropolitan Opera Open from New York. This week's opera will be "Le Nozze Di Figaro" by Mozart. The Metaphor opera will start at 8:30 p.m.

Hiroshima Film

A film documenting the atomic bombing of the Japanese city Hiroshima at the end of World War II, will be shown during college hour today.

The film entitled, "Hiroshima," is being sponsored by the Ecology Action Club and will be shown in the Business Administration Building, Room 214.

The film is being shown in conjunction with a "Community Walk" supporting International Disarmament and Social Justice. Over 40 trekkers are walking the 500 mile route from Ukiuh, California to Washington DC. The march began Jan. 22 in Northern California and will pass through San Luis Obispo County over the weekend.

EEOC Speaker

Lowell Perry, Chairman of the U.S. Equal Employment Opportunity Commission, will be this week's speaker on the Commonwealth Club presentation. His topic will be "Today's National Guard—Strike Breaking Cops." This program can be heard on Saturday, Feb. 27, at 8:00 p.m. on KCPR, 91.5 FM.

Cross-Country Ski Lessons

Introduction and intermediate cross-country ski instruction will be available on a first-come, first-served basis at the Mountain Air.

The Mountain Air suggests that you sign up early for ski equipment and instruction. The fee of $24.50, paid at registration, includes instruction, transportation, rental of skis, boots, poles and the damage waivers. There is also a refundable $10 deposit on equipment.

Intramural Cross Country

An intramural men's and women's cross country team will be held on Feb. 22. Ribbons will be awarded to winners of the 5 mile race. Contests should meet at 10:45 a.m. at the Men's Gym and then proceed to the race route.

Continued from Page 4

promoting the "Sons of Champlin" concert, according to chairman Ken Gordon.

Everett also said the Public Information Office has probably been outgrown by the recent spurt of students here.

"Times have changed," he said. "Thirty years ago we had a lot smaller school.

"I think it is a case of you spread yourself so thin, you do mediocre jobs on a lot of things rather than a good job on a few things."

Mendenhall pointed out that ASI pays for the public services it receives through his office. And, he said his office can't increase revenue without increased ASI funds.

"We have been able to take care of the need but not the wants," said Mendenhall. "Everyone thinks what they want is of interest to the public."

But, Mendenhall's office will not wage a war over the issue.

"If ASI determines, with consideration of all student organizations, not just programming boards, that they feel that it would be a wise expenditure of ASI money to advertise, the Public Information Office will not oppose them," said Mendenhall.

Mid-State Electronics

For all your parts to build or repair anything electronic see Mid-State Electronics.

We carry a complete line of 8mm books, Plus, test meters and tools.

Mid-State has the full line of super scope cassette recorders. We also have CB transmitters and CB equipment.

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THINKING ABOUT LAW AS A CAREER?

PROFESSOR ROB WILLIAMSON, DIRECTOR OF CLINICAL STUDIES AND MEMBER OF STUDENT RECRUITING COMMITTEE FROM SOUTHWESTERN UNIVERSITY SCHOOL OF LAW WILL BE ON CAMPUS TO SPEAK TO INTERESTED STUDENTS

Thursday Feb. 19, 11 a.m. - 12 noon
Bus. Adm. / Ed. Building, Room 208

OR CONTACT SOUTHWESTERN AT
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Learn to use the PUBLIC INFORMATION OFFICE

In The Wind?

Lost & Found

24 hr

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In The Wind?

Lost & Found

24 hr

Lost & Found

24 hr

Lost & Found
Andre Holds 'Key' To Poly's Woes

by DENNIS HALLADAY
Daily Staff Writer

Being a 6'7" college basketball center, one wouldn't expect Andre Keys to be a dominant force against the giants of today's game but the junior physical education major has proven himself more than capable of handling the job for Cal Poly this season.

Keys is an easy-going Alleger-old senior from San Francisco, with an infectious sense of humor and a laugh and smile that is as quick as he is when braving a rebound or free ball on the basketball floor.

He attended Balboa High school and thrived in four vastly different sports. In addition to basketball, Keys was an All-City tight end and defensive backfield in football, high jumped and pole vaulted in track, and was unbeaten in his only year as a wrestler.

He received numerous scholarship offers in basketball from schools such as the University of Alaska, Hawaii, San Jose State and the University of San Francisco, but he chose instead to take his basketball talents to San Francisco City College.

Keys became disillusioned with football there when the coach told him that he wanted him to switch positions to free safety, so he decided to quit and wait for basketball season to begin.

It was shortly after coming to Cal Poly that his teammates discovered and ran with his old JC nickname: "Mack."

"I think it's because I associate with a lot of ladies," he explains, a grin flashing across his face. "Not one particular lady, I'm friendly with everybody. All the girls like me, I guess it's my personality."

But, he adds, "I'm good around the girls. I've got all kinds of lades. Just the right touch... and I don't have a hat on. I've always got a cap... something."

"Yeah, I've got a nickname. People just call me Mack."

As a starter, Mack Is all too aware of the Mustangs' current streak that has taken them from an 11-10 mark, including an 0-3 record in CCAA conference games.

"We shouldn't be 0-3," he says. "The games have all gone down to the last two or three minutes. We should be right in the running with the rest of the teams."

"Our trouble," he observes, "is that we have only two scorers—one and Gerald Jones. We're the only ones who'll shoot and are in double figures.

"Now, whenever another school scouts Cal Poly, they see that all we have is Andre Keys and Gerald Jones. You stop these two and you stop the whole team."

That's why Dennis (Williams, a junior college teammate he came to Cal Poly with) left. I guess he saw before I did what was really going to come down," he says.

But I didn't want to quit, now, and wait a year. I was ready to play basketball. Win out a year? No way. I'd been through too much running and conditioning. And the way things are going now..." his voice trailed off into uncertainty.

In the future beyond Cal Poly and school life, Keys warns to play professional basketball.

"It wouldn't be too much different," he theorizes. "I'd have to get used to a lot of players bigger than me, but it wouldn't be that much different from college.

As evidence of his ability to play with the pros, Keys points out that in a recent pick-up league that had several pros in it, he went against forward Phil Smith of the NBA San Francisco Warriors in the championship game, and scored 55 points.

He does concede that a professional career might not come about, and says that a coaching job with a college in the Bay Area would be his second choice.

"I'd rather work with guys who already know how to play, because you don't have to go through the learning how to shoot, rebound and play. You just have to get them to work together and use each player the way they play best," he says.

Andre Keys
(Daily photo by Alan Halffall)

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FEB. 19, 20, 21
40% OFF
ON ALL CROSS-COUNTRY AND DOWNHILL SKIING EQUIPMENT, INCLUDING SKIS, BOOTS, POLES, BINDINGS, ACCESSORIES AND SKI CLOTHING. EVERYTHING FOR THE SKIER...

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<td><strong>WALK SHORTS</strong></td>
<td>Special Purchase by Famous Maker. Solid colored walk shorts and patterned bermudas. Sizes 30 to 40 - Reg. $10. To $12.</td>
<td>$6.49</td>
</tr>
<tr>
<td><strong>JEAN BELLS</strong></td>
<td>Popular saddle-back styling in brushed denim. Six fashion colors. All cotton for long wear by Lee. Sizes 30 to 38. Matching jacket available. Reg. $16.</td>
<td>$10.90</td>
</tr>
<tr>
<td><strong>RAIN COATS</strong></td>
<td>Our finest quality. All weather coats by Famous Maker. Zip out liners and unlined. Sizes 36 to 48. Reg. $60.</td>
<td>$36.90</td>
</tr>
<tr>
<td><strong>SPORT SHIRTS</strong></td>
<td>Long sleeves, fancy prints and solid colors. All baby care luxury fabrics by Famous Makers. Sizes S, M, L,XL, Reg. $10. To $18.</td>
<td>$4.99 - $9.99</td>
</tr>
<tr>
<td><strong>SWEATERS</strong></td>
<td>Final Reduction. Coat style, crew neck and V-neck. All Famous Maker. Reg. $15. to $26.</td>
<td>1/2 Off</td>
</tr>
</tbody>
</table>

### GALS

<table>
<thead>
<tr>
<th>Product</th>
<th>Details</th>
<th>Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DRESSES</strong></td>
<td>One rack packed full of long and short dresses in a variety of styles and colors. Great bargains! Sizes 6-19. Value to $40.</td>
<td>1/3 to 1/2 Off</td>
</tr>
<tr>
<td><strong>SPORTSWEAR</strong></td>
<td>Wide selection of sportswear separates that includes co-ordinating pants, skirts, jackets, sweaters and tops. Reduced from regular stock. Sizes 6-15. Value to $80.</td>
<td>30% to 50% Off</td>
</tr>
<tr>
<td><strong>ODDS AND ENDS</strong></td>
<td>You're liable to find almost anything on this great bargain table. Tops, pants, dresses and sweaters greatly reduced from regular stock. Sizes 6-15. Value to $80.</td>
<td>$3.99</td>
</tr>
<tr>
<td><strong>LINGERIE</strong></td>
<td>One rack of night gowns in long lengths and a few robes in pastel colors. Includes a few flannel grandy gowns. Sizes S, M, L. Value to $55.</td>
<td>1/2 Off</td>
</tr>
<tr>
<td><strong>ACCESSORIES</strong></td>
<td>One table of all kinds of organic cosmetics and accessories reduced from regular stock. Includes belts and jewelry too! Value to $15.</td>
<td>30% to 70% Off</td>
</tr>
</tbody>
</table>

Open Thursday 'Til 9