Selling Poly
On The Streets

See story on page 4
To Merge Or Not

The issue of whether or not the men’s and women’s Physical Education departments should merge seems to be hanging up over the relatively minor issue of the Recreation Administration (RA) major.

This conflict in itself points out a major reason why the two departments should not merge in the near future. They simply 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 Sept. 1976. The merger was originally scheduled for Sept. 1975.

Dr. Mary Lou White, the head of the women’s PE Dept. explained in a Daily story that since the men’s and women’s departments were separated in 1970, the women found they have more influence and control over their activities with their own department.

Dr. White would prefer that the women reach equality with the men before the departments are merged, rather than the other way around.

Women’s athletics 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 understand 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 yet another step to when women had less influence over their own activities.

The president of PEMGW (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.

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

The women 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 28 faculty members in the men’s department to 8.5 for the women.

It is to hope that both sides can learn to recognize the legitimate claims of the other side only then can peace come to the Middle-East. We 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 be presented in a biased manner. Present a forum ‘the Middle-East Problems: A search for solutions,’ and invite late representation from both sides. Then, and only then can the problems be discussed openly and fairly.

Under His Cover

Letters

Knowledge

Edition: The charge that Zionism compares with Hitlerism can only be from a lack of knowledge of both phenomena. All Jews and Non-Jews have equal rights under the law within Israel. Arab Muslims are exonerated from guilt for having killed Arab Jews in Israel’s recognition of their Arab citizen’s “conflict of interests.”

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

The economic differences that exist in Israeli society are recognized by Israelis, but just as there are wealthy people and poor people in the United States of Egypt, Saudi Arabia or Lebanon, so too in Israel.

Israel who accepted over 500,000 parialed Jewish refugees from the Arab countries since 1948 has not been able to balance the standard of living of all of its citizens, yet. Let us not forget that Jot- dan, Lebanon and Syria have likewise not succeeded in integrating economically the Palestinian refugees not in repatriating the standard of living in their respective countries. (Nor nation has done us, not even China.)

To deny Jackson the central element of his reasoning requires a total rewriting of Jewish theology, religious law, religious literature and, history. Such a concept is an unacceptable to a traditional Jew as denying Arabs-Moslems sovereignty over Mecca and Medina. Is to the Arabs.

Jew will have to be Jews when Arabs cease to regard Mecca as different from San Luis Obispo. The comparison of the two cities is absurd in Arab eyes and so is the separation of Zionism from Islam within Jewish eyes.

It is to hope that both sides can learn to recognize the legitimate claims of the other side only then can peace come to the Middle-East. We will never be a 100 per cent solution but agreement can be worked out through mutual respect—it only works when both sides participate.

Salaam Wa Shalom

Rabbi Daniel Zucker

Jewish Students Union

San Luis Obispo
Students Target Of New Food Stamp Rules

by STEVEN CHURM
Daily Alumni 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 said 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 coughing 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 "We 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 nation-wide effort to clean up the food stamp program by the Ford Administration. Federal officials have claimed that college students from wealthy families are collecting food stamps that could be supported by their parents. Sullivan said that if the Welfare Department discards 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 own tax forms and collect tax breaks totaling up to $700 per child depending on the parents income level.

Late last week the Agriculture Department threatened to pull the food stamp program completely out of California if it did not comply with the 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 mandated this type of policy change through our department," Sullivan said.

A Windy Winter Concert

Bands do more than march. The Cal Poly Music Department will demonstrate the variety of so da wind instruments can make in 30th annual Winter Concert by the Symphonic Band on Saturday at 8:15 pm.

Highlighting the concert will be the premier performance of "Middle Earth Suite," based on the J.R.R. Tolkien trilogy "The Lord of the Rings." The work was composed by Victor 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 in Chumash 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.

FREE DONUTS AND COFFEE

COURTESY OF SUNSHINE DONUTS

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

THE newly formed Brass and Percussion Ensemble will make their debut with "Open Wide," by Alan Silverstein.

Popular music is being represented by the Studio Band, a jazz-rock band that will perform two selections in the concert.

Johnson has created a program of music to honor the bicentennial. The music is either by or about America. Tickets are priced at $2 for general admission and $1 for students. Tickets will be sold at the door.

This will be the first performance of the Symphonic Band since its trip to Europe this summer.

William Johnson will wave the Symphonic Band through annual Winter Concert

THE WINDY WINTER CONCERT

Overland Express 570 Higuera #14 In the Creamery 543-2555
ASI Advertising: For Free Or For A Fee?

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

by JIM SWEENEY

Daily Associate Editor

A student committee is working out 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 Programming 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 tossing around ideas but hope to have the proposal ironed out in "two or three weeks."

Poly groups have been restricted for the last 30 or 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. "By these days people accepted it; it's even an area media is not paying Homewood.

"Now the ASI wants a written policy—and it doesn't want a document fairly prohibiting off-campus advertising.

When rumbles for a written policy began to pick up, the Public Information Office put some proposed guidelines on paper. They were virtually the same as the non-verbal edict and unacceptable to the ASI's growing promotional needs, said opponents.

Then, the Public Information Officer drafted another set of restrictions. Entitled CAM 716, 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 instructionally-related public programs, ASI programming, programs sponsored by clubs chartered by the ASI and the university, and programs jointly sponsored by a university group and any non-university group or business."

The ASI through SEC wants to abolish the proposed CAM 716 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 Director and ASI have two different points of the situation.

One opponents of CAM 716 is Steve Everett, a non-voting member of SEC from the School of Communicative 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—we 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 one ad, all organizations will have to pay for all air time.

—Cal Poly receives more than enough PSA (public service announcement) 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 and 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 who would be promoting a separate event.

Everett calls the assertions "untruths."

He backs up his position with his report and letters from each of four area radio stations, KZDZ, KSLY, KATV, and KVEC. The stations' responses indicated there was no difference between revenue-producing events and non-profit events. None of the stations said they would revoke all Cal Poly PSAs if their station was not chosen for paid advertising.

Mendenhall revealed the thought behind his offer's stance.

"He said his office issues publicity releases and coverage for 250 groups. A few of these are faculty but the majority, 215, are student organisations.

"It was in the best interest of all the groups not to pay for off-campus advertising," said Mendenhall. He added due to works with 38 media outlets ranging from Santa Barbara to Monterey Counties.

"We need to use all of them (media outlets) in some time for different uses. 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 preferences vary 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 let us off."

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

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

Yet another reason stated by those who want to purchase advertising off campus. Concert Committee spent $600.

See Advertising Page 4
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

Despite personal opinions of huge fans, the yearly run for the Oscar is one of the most talked about happenings of the year. America loves a winner and when you combine that sentiment with "the Oscars," you've got common ground with everyone who has ever paid the two dollars plan for an evening with the "carnival of the silver screen."

The cliches and stereotypes flow from Hollywood like nothing our culture has ever known. Jack Nicholson becomes our perennial buddy with his probing celluloid look into his psyche. Hollywood, now synonymous with glamour and excitement, reaches out to us with the irreplaceable Kate and her three Best Actress Oscars. For an unprecedented third time in a row, Jack Nicholson in "One Flew Over The Cuckoo's Nest" and Al Pacino in "Dog Day Afternoon" are competing for the Best Actor honors. The pair have consistently lost to Academy stalwarts like Jack Lemmon and Art Carney and they may lose this year to another, Walter Matthau for his adventuring work in "The Sunshine Boys." But Nicholson and Pacino are without question, the best in the business and their nominations are expected and gratifying. Among this superstar list, it is Stanley Kubrick, a director of supreme power granting us every four years with films that help define art in the "arts and sciences." His dual nomination as director and producer of "Barry Lyndon," is one of Kubrick's surprises this year since the film was passed by most critics and audiences.

Now the blockbuster of all time, "Jaws," unexpectedly made it to the Best Picture category and rightfully so, since the film was exceptionally well made and able to attract an audience on its own merits. It is the first film in its genre to be nominated for Best Picture, and it is a true American production. "Jaws" is the first film to receive a nomination for Best Picture, and the Academy has been waiting for an adequate performance to suit her how worried they were for her unique stage个性 and reward her bravery for overcoming the odds. "Jaws" story of Adele H" was a welcome, class, mature decision. Similarly, the nominations of Louise, Foster for "Cuckoo's Nest" and Carol Kane for "Hearst Stories," James Whitmore for "Give Em Hell Harry" and Maximillian Schell for "The Man in the Glass Booth," were anticipated and gratifying.

However, Ann-Margret's Best Actress nomination for some small historical work in "Tommy," peaks of sentiment. The Academy seemed to be waiting for an adequate performance to suit her how worried they were for her unique stage personality and reward her bravery for overcoming the odds. "Jaws" story of Adele H" was a welcome, class, mature decision. Similarly, the nominations of Louise, Foster for "Cuckoo's Nest" and Carol Kane for "Hearst Stories," James Whitmore for "Give Em Hell Harry" and Maximillian Schell for "The Man in the Glass Booth," were anticipated and gratifying.

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Cow Milking

Intramural Track Meet
Show your speed and enter the Intramural Card Track Meet on Thursday Feb. 26 beginning at 4 p.m. at the Poly track.
The Men's and Women's events will include the 100, 200, 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 International Program and Desert Saturday, March 14, at 7 p.m.
Different parties and deserts from countries throughout the world will be served, followed by a program of foreign interest. Admission will be $2.50 for adults; $1.25 for students and children under nine are free.

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

KCPR News
This Saturday, Feb. 11, KCPR will present the Texaco Metropolitan Opera from New York. This week's opera will be "Le Nozze Di Figaro," by Mozart. The broadcast will start at 1:30 a.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.

EEC Speaker
Lowell Perry, Chairman of the U.S. Equal Employment Opportunity Commission, will be this week's speaker on the Commonwealth Club presentation. His talk will be "Today's National Guard—Strike Breaking Cape." This program can be heard on Saturday, Feb. 21, at 9:00 p.m. on KCPR, 91.3 FM.

Cross-Country Ski Lessons
Introductory and intermediate cross-country ski instruction will be available on a first-come, first-served basis at The Mountain Air.
The Mountain Air suggests early sign-ups and equipment fitting for the instruction days on Sunday, February 21 and Sunday, March 14 from 8:30 a.m. to 9:30 a.m. Sign-ups will be at the store.

Instruction will include: equipment familiarization, basic cross-country skills, application of techniques and individual instruction. A free ski period will be planned to exercise the participants new found freedom.
The $24.50 fee paid at registration, includes instruction, transportation, rental of skis, boots, poles and the damage waivers. There is also a refundable $10 deposit on equipment.

Continued from Page 4
promising 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 student interest.
"Times have changed," he said. "Thirty years ago we had a lot smaller school.
"I think in a case of you spread yourself too thin, you don't achieve a great deal 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 want," said Mendenhall. "Everyone thinks what we are doing 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.
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San Luis Obispo

THINKING ABOUT LAW AS A CAREER?

Professor Rob Williamson, Director of Clinical Studies and Member of Student Recruiting Committee, will present "Sons of Champlin" on campus. 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
675 E. Westmoreland Ave.
Los Angeles, CA 90025
213/395-8430
Andre Holds 'Key' To Poly's Woes

by DENNIS HALLADAY
Daily Staff Writer

Being a St. John's College basketball center, one wouldn't expect Andre Keys to be a dominant force against the gian ts 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 6'-11" player who was San Francisco's top high school basketball player, said to have been a dominant force in every game he played. Keys proved himself more than capable of handling the job for Cal Poly this season.

Keys became disillusioned with football when his team-mates discovered and quickly came to realize the old JC nickname: "Mack," which explains, across his face.

As a starter, Mack is all too aware of the Mustangs current streak that has gone from a one-time 10-4 record to an 11-10 mark, including an 0-6 record in CCAA conference games.

"We shouldn't be O-6," 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 shout 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 Poly with) left. I guess he saw before I did what really was going to come down," he says.

But I didn't want to quit, now and wait a year. I was ready to play basketball. Not a year! No way. I'd been through too much running and conditioning. But 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 threatens. "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 15 points.

He does concede that a professional career might not come about, and says that a coaching job with a collegiate team 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.
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<td><strong>WALK SHORTS</strong>&lt;br&gt;SPECIAL PURCHASE BY FAMOUS MAKER. SOLID COLORED WALK SHORTS AND PATTERNED BERMUDAS. SIZES 30 To 40 - REG. $10. To $12. <strong>SALE $6.49</strong></td>
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Open Thursday 'Till 9