Is the age of MacDonald's finally coming into being? Are we to accept the corporate offerings of Jack-Burgers, Taco City Specials, or drown in a sea of Colonel Bandera's chemical fries?

No friends, there are alternatives to the massive onslaught on your palates by the American "food" corporations. One alternative could be turning to the use of natural foods as a diet substitute to eventually replace the mass-produced foods available at the franchise grocery chains and glitzy fast-food joints, found on every corner.

Foods For The Family, a local natural foods store offers various dietary alternatives and Orion Blackwell, the 28-year-old proprietor, offers his philosophy of food and life to all who seek a natural balance in their lives.

"Natural foods include such products as bulk grains, herbs, stoneground flour, and organically grown produce, all of which we offer here at Foods For The Family," explains the bearded Blackwell, "...the foods which have not been treated by any kind of chemical means. Our fresh fruits and vegetables have been grown without the use of chemical fertilizers, pesticides, or additives. A great deal of these organically grown products are from local sources, such as fresh spinach, tomatoes, and ranch eggs from Arroyo Grande, apples and homemade cider from Atascadero, and quantities of walnuts and almonds from Paso Robles. Right now bulk nuts and dried fruits are in popular demand as are many of the pure fruit juices including apple, banana, pomegranate, and orange, without the usual preservatives and chemicals added.

"Why no chemicals? Well, the experiment of chemical farming, while it yielded higher profits per unit of land, has proven to be extremely damaging to the environment. You see, the chemical pesticides kill the living soil and it becomes hard and lifeless...the balance of nature is disrupted.

Organic farming on the other hand is the old-fashioned method which uses fertilizers made from natural sources such as manure and composted wastes. The soil is replenished in this way. Naturally, to control pests, other insects can be helpful such as the ladybug, spider, and praying mantis, who prey upon destructive insects and larvae without doing harm to the plants themselves. Organic farmers use sprays made from plant substances which kill insects but are not harmful to humans or plants. It is known that a healthy plant does not attract insects in the same way a healthy body does not attract unhealthy germs, and some plants (like garlic, fipicarin, and herbs) naturally repel unfavorable insects.

Orion feels that people today are questioning a lot of things taken for granted in the past, such as the government which resulted in the Vietnam situation and the public indignation shown over the Vietnam involvement...this general questioning process has also included questioning the worth of commercial foods which has led to the recent popularity of natural and health foods. He first became interested in natural foods through his studies of eastern spiritual philosophies and practicing the disciplines of yoga (diet). This helped to bring about an increasing self-awareness which led to many self-examinations including the foods that he was eating at the time.

I realized that after all, the food you eat becomes your body, food builds your blood, nerves, muscles, and brain cells. From that point on I became very interested in the nature of my daily diet and began to relate purity in my thoughts to purity in my food. After I accepted some of these basic concepts, natural foods and organically grown produce seemed much more pure than the junk food available everywhere.

"Owning a natural foods store in San Luis Obispo began with a dream," relates Orion, "I happened to be up in the mountains above Santa Cruz about six years ago when I actually dreamt two nights in a row about coming to SLO to establish a natural foods store.

The power of suggestion seemed to work in this case as Orion took his dream's suggestions seriously and opened up a store on Broad Street in 1970 with a friend, calling it New Morning Foods. They then moved next to the old Sjolen's Sports on Monterey Street and changed the store name to Manna. Here Orion took full control of the operation and proceeded to expand the store by adding a lunch counter and more room for additional items. About three years ago he adopted the name, Foods For The Family, and last April made a move to the present location in the Creamery on lower Higuera Street.

"Business has been great so far, and it's so interesting to see that our customers come from all walks of life; spanning all ages and income levels. I see a lot of growing enthusiasm emanating from these people about food, and honest attempts are being made centering around decisions to be more responsible for their diet rather than allowing the big food corporations to make their eating choices for them.

"You may have to pay higher prices in some cases for natural foods than the cheaper mass-produced foods, but the cost is not always the only important factor," explains the San Diego State graduate. "Quality food is definitely worth the bucks invested. Why accept second rate food into your body when hardly anyone thinks twice about spending excessive money on a quality car or clothes? Cheap food clogs the system, accumulates toxins and drains your true energy. Organic foods are ecologically sound for the outer environment as well as the inner environment...they help promote a more natural state both externally and internally.

Well...what is it then? Down the street for another greasy hamburger and fries, or is it time to change and start eating some "real" food? The lure of the golden arches and the tantalizing aromas wafting from Captain Howdy's House of Hot Dogs are sometimes far too tempting to pass up for the impoverished college student with the munchies. But if all that grease and grease and tasty or just plain junk? You and only you are responsible and in control of your life.

Orion urges all, "For your own sake, look at the food you eat and try to know the ingredients and what they do...watch your body. Every cell in your body knows it is eating something real or junk. If you are eating junk, your body is saying, 'Watch out MacDonald's!'"
Do It Yourself and Save-

Where to go to fix your car

by Patrick McDermott

photo by Mylon Chuckovich

Driven by the rising costs of automobile repairs, many people with even the slightest knowledge of the workings of the internal combustion engine have picked up tools to fix their own cars. The cost of repairs can be cut drastically by doing the job yourself, and there is an element of pride in being able to say, "I did it myself."

The best way to start saving money is by investing a few dollars. A good service-repair manual is a worthwhile investment. These books cover everything from headlight replacement to differential adjustment. Most of the books are under $10, and are full of diagrams, pictures and easy to follow step-by-step directions. The embarrassment and price of having to pay a professional to fix a "repair" of yours that you botched up justifies the cost of the book.

The Investment in tools (which are quite expensive) is not a necessity, but a small assortment of wrenches, sockets, and screwdrivers are a plus for any serious backyard mechanic.

Armed with your repair manual, the next stop is a shop where there is a sufficient lighting, space and where all the necessary tools are available. One such place is Shade Tree Auto Hobby Center, located at South Street in San Luis Obispo. For $4 an hour, one can time on his car with hand tools, dwell meter, timing light, torque wrench, floor jacks, and many foreign and domestic service manuals at no additional charge.

Many more tools are available for an additional charge. Other tools available include welders, body grinder, engine analyzer, engine stand, impact wrench, steam cleaners, and more. One additional feature of Shade Tree is that once a part is removed from the car, the charge is lowered to $2 an hour.

Another place to go is the campus-based auto hobby shop, located behind Diablo Hall near Poly Canyon Road. The hobby shop was put together by the A.S.I. in 1966 for the purpose of having a place on campus for students in the dorms to go and perform general maintenance on their cars.

The four-stall building, which is owned by the state, has been well-equipped with most of the necessary tools needed for minor and major auto repairs. The tool check-out system is free, the student merely exchanges his student ID card for the tools he needs.

The entire shop is in the process of receiving a "face-lift," inside and out. These repairs, which should be done before the students return from Christmas break, include new paint on the buildings, improved lighting and more and better tools.

Shop hours are 8 to 9 Monday through Friday, with night-time and weekend hours available on appointment.

The future of the hobby shop holds the possibility of a multi-purpose building, which would house a car wash rack and auto and bicycle repair shops.

With the rising costs of car repairs, it seems only logical for the college student to jump in, get his hands a little bit greasy, and save some money.
Have Kayak, Will Travel

by Lisa Driller

At first glance, you may think those kayakers down in Cayucos Creek every Wednesday night are being pioneered by the Sitkama. But look closer and you will see that they are members of the Cal Poly Outings Committee kayaking around. Kayaking, a grassfully rugged sport, was introduced by the Sitkama. They originally built the compact little boats out of oak and used them on their hunting and fishing expeditions.

Today, the one-man kayak used by the Committee is built of fiberglass and are used as vehicles of recreation which require skill in maneuvering through white water rapids.

The kayaking class held in Cayucos Creek every week is taught by Rob Naupot, Outings Advisor; Jim Kelley and is assisted by David Thomas and Dale Quinette. According to Jim, the four of them had decided that they wanted to "expand the committee interest to kayaking," after having enjoyed the sport themselves.

Rod remembers a recent memorable event of kayaking: "Last Spring on a river trip, we were going down a river in a raft. We saw a kayak sip by us. We knew that the Committee would rather be in a sports car kayaking than the station wagon raft we were in. You get more of a feel for the river in a kayak," he said. And so the class began.

"This is just an introduction to the basic skills of a man—man kayak. The best way to learn how to run white water is to get on a white water river," said Dale.

Jim hopes to put his teaching and testing into practice soon. "This quarter I plan to start taking trips down rivers with beginning kayakers so they can apply what they have learned. We will probably go down the lower part of the Kings River first," he said.

The skills taught by this team are vital once you get in the white water. Various strokes are important in learning to maneuver a kayak away from dangerous rocks and through fast moving rapids. These skills are taught with the assistance of poems that form a course of gates which must be dodged around and through.

"Using the gates gives you a much better chance to practice maneuverability, at least as far as a screw-type pool goes," said Rod.

The second basic but vital skill is the screw-type roll. This skill comes in handy frequently and there is always danger of flipping the kayak while going through rapids.

"Using your body and the paddle, you can really flip yourself upright without leaving the kayak," said Jim.

"The boats are designed so that no water will enter the boat if you roll properly. But the best thing to do now is to learn how to brace yourself to prevent a roll in the first place," he added.

All four of the adventure seekers have a knowledge they would like to share with anyone—sincerely interested in learning. They have no other motive in teaching the class other than the desire to share an interest with others.

"I like helping someone learn something, a skill, that would help when running the river," says Jim.

Once you learn the skills and get pretty good at them, the real fun starts, according to Dale. "You can start exploring rivers like the Nacimiento, Big Sur, and eventually a more advanced river like the Tuolumne, the roughest river in the entire nation," he said.

He went on to say, "It's dynamite! I can express my feelings and through my physical ability to get through those rapids."

"When I went down the upper Kings, I had fun. I flipped so many times, it was great!" exclaimed Jim, "You get to play in the rapids and surf on the waves!" he said.

"Kayaking is just an indication of the interests of the Outings Committee. They have expanded their interests to just about all facets of the outdoors."

Though backpacking is one of the Committee's more popular, convenient and less expensive interests, they will never pass up the chance to go rock climbing, river rafting, cross country and down hill skiing or saving when it comes up, which is quite frequent.

Just about every member of the Committee can remember an unusual or particularly exciting experience they have gone through. Jim remembers being lost in a blizzard on Mount Shasta for two days. "We were going through five feet of powder. One guy lost his boot and didn't know it for 50 feet," he said.

Rod recalls saving at the Lost Bootcase. "We were underground for 10-12 hours crawling through places the width of our bodies after repelling into a 78 foot cave. Some of the geologic natural formations we saw are the most beautiful and unusal anywhere," he said.

But then there was the time they went in and out of the Arroyo Seco Caves. They went rock climbing up steep places where they had to sleep tied to a rope in mid-air and repelled down a 100 foot waterfall the next day.

During the winter time, backcountry skiers make snow caves to spend weekends in that sheds them from the cold. Over quarter break, two groups of a few people climbed Mount Whitney and one group of three scaled the North Palisade skiers.

But Willie Wigington, an active member with many mountains and rivers of experience behind him, claims his most unusual experience to be an Outings Committee pot-luck dinner: "When they told me it was going to be a grab dinner, I thought we were going to get her nuts and berries like Suel Gibson, but it turned out that we only made it as far as the back of Bob's grocery store. That is when I learned what grubbing was," he said.

Carl Rosenfield, Committee Chairman, enjoys taking members on bicycle touring trips. To keep the cost of building down to a minimum Kathy Cheep, Bally Lynn Patterson and K.K. Lufen, members, hold sewing workshops where such items as sleeping bags, knickers and gloves are made.

But the general consensus of all Committee members was that they enjoy the people in the Committee above all else. "I like the people the best. Although they all have different sorts of backgrounds, they are all united in a fun sort of way, through the outdoors," says Kathy.

"We're always looking for new input from people. Even if you don't have any of the skills already, we're always willing to teach you in exchange for being part of our committee and to put up get to know you," said Dale.

So, if you happen to be in the area of the University Plaza, and pass by the Eepee Route (the Committee's favorite place of the rock) go ahead on in and see what is going on for that weekend. No previous experience needed to apply, will train.

Outpost

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We have established our main office at 21 Santa Rosa Street, where we have recently completed restoration of the historical Fazett property including the working windmill. That's on Highways One near the corner of Foothill and Santa Rosa, not far from campus.

You might enjoy seeing how the home has been restored. There is plenty of parking space, and we would be pleased to assist you with your real estate program.

 Cordially,

Judy Chase, Realtor
The Avila House: Guarding Poly's Border
by Karl Kohlenberger  photos by Dave Stubbs

Rising up out of the hillside amidst the eucalyptus trees, is a picturesque reminder of those Spanish days. Rising on four acres of land is one of the last remaining Spanish mansions, complete with tiled roofing, barking dogs, and lots of room. The long winding driveway takes you through a number of fruit trees and rose bushes and the Spanish architecture reminds you of those glorious days past, when there were plenty of orange trees and lots of fresh air.

The present residents of the hillside manor are Mr. and Mrs. Frank Avila. Together with their youngest son and two dogs, the Avilas occupy the four bedroom house which rises above and behind the forest jungle of the Yosemite Domes.

The house was built in 1881 and it was the Garcia family who bought it, along with 180 acres which included a dairy where the Santa Granda Restaurant now sits. The Garcia spread also encompassed the area where the administration building and tennis courts are now. The main house, which was used primarily for farming, and the ranches and vast homesteads were occupied by Spanish and Italian descendants. Names like Alberto, Cerrano, and Bianchi dot the landscape with huge, sprawling ranch mansions.

Cali Poly by that time was an elite institution. Total number of students was then about 800, (no enrollment problem).

Both Mr. and Mrs. Avila are of Portuguese descent and have lived in the house since 1961. Mrs. Avila's maiden name is Garcia, and it was her parents who bought the house in 1896. Mrs. Avila was born in the Laguna Lake area and is a long time Ojibawan.

Mr. Avila is originally from around the Pismo Beach area and to see the record straight, the name 'Avila' is of no relation to Avila Beach.

Mr. Avila is a part-time teacher in Economics out at Cal Poly. He also enjoys working in the gardens around the house which includes taking care of several different kinds of rose bushes and numerous fruit trees, including almost twenty different kinds of Avocado trees.

Mrs. Avila wants this house a week at the public library in town, while also taking care of the house which is a big job indeed. To help out with the varied chores Mrs. Avila does have a girl come in once a week to work and Mr. Avila frequently hires a student to help with the gardening.

Inside the house is a warm atmosphere along with comfortable furnishings and plenty of room. One section of the house remains in the style of those Spanish days. The furniture is elaborately styled; high-backed chairs, velvet cushioned sofas. While the other section of the house, since being remodeled, is of a more recent styling. One thing every room has in common though, is a fireplace. Years ago central heating was unheard of and fireplaces were the main source of heat.

The house was originally two bedroom until the Avila's expanded and added two more bedrooms and also increased the size of the kitchen. The house is now 3000 sq. ft. which isn't extremely large, but it is definitely bigger than most homes in San Luis.

The expansive view out of the living room window gives a total picture of San Luis Obispo and its surroundings, (including the roof tops of Yosemite Domes).

With the onslaught of progress and the increasing size of Cal Poly, the once huge Garcia homestead has become nominal in size. Cal Poly through the years has chiseled away at the acreage and in 1908, a final half acre was purchased to finish the Grand Avenue entrance to the campus.

There have been some minor problems between students and the house in the past, but surprisingly there have been no real serious problems and everyone has usually respected the boundaries of private property.

According to Mr. Avila, 'Every now and then, the kids climb the fence separating the house from the dorms and have beer basts, but that's pretty irregular.'

Student's last year and the year before used the Avila's water tanks, (water originating from spring inside the hill) to mow an downhill strip of hillside for a man-made, mud-slide, roller coaster. Students unknowingly began to use Avila's only source of water.

Mr. Avila said after the experience, 'The students were kind and left after being asked.'

(Continued on page five)
Graduating? Oh yeah?

If you think graduation procedures start sometime early in June and consist of a picnic, breakfast, and dinner leading up to a walk across the football field before all the other schools on your list, you are in trouble. For students who are really ahead of the game, June graduation began with spring registration. The knowledgeable senior stopped at an obscure little table directly in the flow of traffic to the door out of the gym and filled out an evaluation request card.

Last well-read seniors have been hopping into the evaluation offices in the administration building all quarter to complete the form. The only slightly retrained senior with June graduation aspirations will fill out the request during spring registration, and the rest of us will wait until just before the April 21 deadline, when it may be too late to do anything about the different opinion the evaluation office may have of the senior's standing.

Reaching the evaluation request, the evaluation office does a final check of the senior's graduation requirements and makes her an updated curriculum form showing the classes she has completed. This is the first chance most students have to compare what they think they've been doing against what the powers-that-be think they've been doing.

Sometimes the comparison leaves the student high-and-dry, as it did with Jake, who was told by one advisor, who shall remain nameless, that an anthropology class would satisfy a life sciences requirement.

To make a long story short, it doesn't, at least not in Jake's major. But he is lucky in one way: Since he applied for June graduation during winter registration, he still has spring quarter to correct the mistake.

With the evaluation will come a form letter which may ask the senior to do one of several things, the least painful of which is to request for the senior to report to the evaluation office to pick up her application for graduation. This means the office has decided it is just barely possible she may graduate.

The smart senior will allow a minimum of two hours and will wear shoes designed for walking.

The office will have the senior check her name, social security number and address on the already prepared forms. She will also gently explain why she can't give credit for whichever class it is the senior will want revoked.

The graduation application is, in effect, a contract. The university lists the classes to be completed at graduation, and after a little haggling, with all and any on both sides (the senior gives, the university takes), the senior capitulates and agrees to take the blame (chose one) biology or English-major class she hoped to escape.

Once the signature is on the form, the student is told to take the papers to her department head for a signature; to the bookstore, to pay fees and order cap and gown; to the placement office for signature; and finally back to records.

Since the university recognizes the limitations of students, the instructions are also printed on a form, to take home and study at leisure. However, it wouldn't be wise to study too long, that April 21 deadline for June graduation isn't as far off as it sounds, its today.
In the middle of last quarter on what was otherwise an uneventful regular school day, I calmly wandered into the Escape Route. Being the center for the A.B.I. Outings committee, the Escape Route was bustling with activity. The frantic rental of back-packing equipment, phone ringing and well seasoned back-country veterans sprinkled liberally around the room was the scene.

Colorful posters on the walls and windows announced the upcoming outings. "Backpacking in the Grand Canyon" and "River Rafting Down the Klamath," all promising adventure in the great outdoors. Amidst this chaos, something caught my eye. A small notice was taped to the rental desk "Mt. Whitney trip, winter mountaineering over quarter break."

I put my name on the sign-up list, the first step of what was to become a truly memorable trek into the highest of the High Sierras. For nearly a month after that day, the weeks were filled with endless details, arrangements and anticipation. Needed gear had to be borrowed and prepared for the trip. Crampons, snow shoes, ice axes, tents and seemingly a million necessary items had to be readied for the ascent. A menu had to be planned, food bought and organized. Many times I found myself mumbling, "What have I gotten myself into?"

Though we thought the preparation would never end, five of us left for the Sierras early Friday, March 19. Tom Kessler, David Ghat, Bruce Petrovsky, David Dixon and myself left classes and books behind for a needed break. Having arranged for friends to endure the trials of registration, we allowed ourselves seven days for the trip, hopefully plenty of time to reach the summit, and return.

During the long drive East, we discussed again what we knew about the Whitney area. Although many of us had been to the summit during the cool summer months, a winter ascent would surely test our knowledge and skills. Mt. Whitney, at 14,499 feet in elevation, is the highest point on the continental United States. Our route would begin at the Whitney Portal, five miles to the east.

"I think I've finally reached the end of my rope."
The Sierras

Kirby Jones

But of a day

On the summit, high winds made mittens and parkas essential.

Ice flows at the base of Mt. Whitney.

Each member of the group seemed to have his day of combined fatigue and altitude sickness.

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Elevation again, kept needed oxygen from our lungs, making breathing a conscious effort. Nearing the top of the couloir, the wind was howling and blowing a continuous dust cloud. The wind was howling and blowing a continuous dust cloud, making breathing a conscious effort.

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Ice flows at the base of Mt. Whitney.
The New Marijuana Law:

Is the Grass Really Greener Now?

by Tori Stradtman

cartoon by Jeff Guy
Habitability

Mint Sw

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joints worth of marijuana found in his car. Others who appeared in court for the same reason were also fined the same amount.

Had Lee been obviously under the influence of marijuana, he could have been, even under the new law, taken to jail. It is no longer unlawful to be under the influence of marijuana; except when so intoxicated that one cannot care for the safety of oneself or others. This applies to driving.

How do the law enforcement agencies determine symptoms of one who has allegedly indulged in the smoking of pot? CHP officer Donald Newman answers that, "the person smells slightly of marijuana and has the same outwards symptoms as one who has had too much to drink." These symptoms include bloodshot eyes, slow reactions, and poor perception.

The peculiarity is, however, that San Luis Obispo County has no way of testing for THC (marijuana's principal cannabinoid) content in a person. Officer Newman notes that the spectrophotography equipment necessary for determining this is far too expensive for the county's needs. If no hard evidence exists, the case may be dismissed.

"OK, who's got a hooten?", asked the bartender. It was a local bar in good ol' San Luis Obispo during slow hours. There were only a few "regulars" inside. Someone did have one, and the joint was actually passed between several patrons. They were asked to put it out.

Except if overly intoxicated, one can not legally be arrested for smoking in a public place. A citation can be issued to the owner of the pot and the individual searched and removed of all evidence. Neither the judge nor the establishment's owner can be held responsible in a case such as described above. Then why is most San Luis Obispo city restaurant and bar owners so leery of pot smoking in their establishments?

"I'm not against pot, it's just a hassle," said John "Jack" Conroy, part owner of the Dark Room on Monterey St. A pleasant spot for eating and drinking, which is frequented most often by young people, the Dark Room does at times encounter pot smokers.

"I ask them to put out the joint, but not to leave," Jack continues, "If they refuse to put it out, I ask them to leave. If they don't leave, I call the cops."

A much larger local watering hole is The Graduate. Manager Steve Winchester explains that he doesn't think the new law has really changed anything in regards to his business. Winchester says he's "not down on pot, but neither am I an advocate of its use." If someone were to smoke inside, he says that he would ask them to leave.

"The older generation still shuns marijuana" and so he believes that allowing pot smoking would be bad for business, his reputation, and for non-smoking customers.

"Besides," he adds, "If one gets away with it, the whole place would be full of smoke." The Cigars is a rather new, more conservative establishment. Owner-Manager Scott Morlan was a little leery about being questioned regarding marijuana. Morlan, like the owners of the other places, says he would ask a pot smoker to put out his joint if he found smoking on the premises. Only if the person refuses will he ask him to leave. The next step would be to call the cops. "I've got too much to lose," states Morlan. He said he has his business reputation as well as his hard liquor license to consider. Revocation of his license would be a factor he mentioned as being of most stakes if pot was smoked in his establishment.

The newer marijuana law is not legal and that possession has been simply changed from a "liable offense to a controllable offense."

He also states that "small amounts of marijuana are less severe," and that the department will enforce the laws like the public wants them enforced."Unlike the Los Angeles County with their "Chief Ed" scales, the San Luis Obispo police are "eye balling it." There are certain guidelines which they go by, however. According to their statistics: one ounce equals: 50 home rolled cigarettes, 8-18 inch in diameter, or 31 Marlboro sized cigarettes, or 10 "bomber" sized cigarettes, 1-1/8 to 1-1/4 inch diameter.

If the quantity seems to be close, the officer will cite the offender with a misdemeanor. But, if the pot is later found to weigh more than one ounce, the individual can be reclassified to be in violation of a felony. One ounce or more amounts to a felony in (county) and-or a $500 fine.

It seems the new marijuana law has not made it much more legal or safe to smoke in your car or even in a public place. What about at home? According to Englar, the legal actions taken against people found using marijuana in their home "depends on the nature of the call and the attitude of the individual." He adds that the department could legally search a home if there was reasonable cause.

The new law was a step in the right direction. Possession of marijuana is just as illegal as a "misdemeanor. Party because of this new tolerance in the law, non-smokers, the older generation included, will slowly be exposed to the reality of marijuana's presence in society.

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University Graphics:  
by Mike McClanahan

University Graphic Systems fills the gap between theory and practice for many students in the Graphic Communications Department at Cal Poly and offers that premium commodity which employers seek from today's college graduates, "practical experience."

University Graphic Systems is a student production team which has existed since 1968, but the present organization with its emphasis on modern printing management techniques was initiated in 1972. U.G.S. is a student-managed business which functions as a full-service printing operation, but doesn't compete for commercial work with local printers. Because the operation is an educational endeavor, guidance and financial support are received from the Cal Poly Foundation in addition to some aid from the State Printing Office and several local firms.

The major policy making body for the U.G.S. is the board of directors comprised of the Graphic Communications Department head, instructor-advisors for each of the three divisions, department technicians, and the current student general manager. Phil Magnus, U.G.S.'s outgoing head honcho for 1975-1976 was responsible during that time for the entire printing operation, keeping the three printing divisions operating smoothly. He also served as a liaison between these divisions and the board, plus Magnus was required to present a quarterly report to the directors which included financial standing, number of students involved, expansion, and numerous other items.

"We employ about 85 students here in U.G.S., which is about one sixth of the department, with about 17 supervisory positions to be staffed," explains Magnus. "Our system attempts to stress these primary objectives: those being education, sound business knowledge, and the ability to produce "quality" printing for our customers.

"Some of the problems that we encounter include trying to make do with the available production time and facilities we have, which are both overstressed at times. You have to remember that all of the people that work here are also full-time students and cannot afford to spend an excessive amount of time working for U.G.S. These conflicts and the usual one that any business venture would encounter are very "real" in the sense that they provide us with situations identical to those happening every day in the industry... consequently this has provided me with great management experience; primarily learning to work with people from the aspect of management and just basic lessons in human relations."

Magnus began as a "line worker" and worked his way up through the ranks of U.G.S., spending time as a division manager and ending up in top-level management. Under the student general manager are three printing divisions: Publications, Web and Printers; each having a student manager at the helm. These division managers are selected by the student general manager with the assistance of the outgoing general manager and division managers. The choices of division managers are then subject for approval by the board of directors. In addition to top management positions there are also the supervisors, student foremen and the working crews just as in the industry.

The main responsibility for Richard Buss, the new student manager of the Publications Division is putting out the Mustang Daily, which is printed four days per week. Besides the daily paper, this division handles output, alumni material, various special publications and student opinion supplements. Buss hires working foremen and the foremen hire students to operate the phototypesetter, paste-up ads, do page make-up, camera work and make litho printing plates. The foreman are responsible for jobs in terms of operating hours and supplies, and for the final press run to be completed. The publications manager delegates the special publications work to an publications supervisor who acts as a liaison between the customer and the division, and has all the responsibility of a working foreman.

The new Web Division manager for 1976 is Donald Kelly who controls the three-unit web offset press. Kelly is responsible for the training of his work crew and the working operations of printing up to three webs simultaneously and of four color portfolios. The manager must allocate funds for maintenance of equipment and training, and must keep accurate records of web waste, make ready time, crew efficiency and quality of production. All the work done by the Publications Division is printed by the Web Division, which is responsible for the newspaper after plate-making. Printers Division's new boss is Brad Erickson, who directs an office supervisor that handles mailing, rate planning, and billing. Erickson is also over a production supervisor, who
Learning and Doing

concentrating on the "growth" area for U.G.S. and to get more graphic arts people into the program." 

Herschel L. Apfelberg is a faculty member in the Graphic Communications Department and is actively involved in an advisory capacity with the student production team. "U.G.S. has definitely become more management-oriented lately, mainly because of the tremendous need for the participating students," says Apfelberg, "...this professional orientation toward the craft affords the individual students the chance to find out where they fit in; be it in technology, sales or just learning about themselves in relation to the printing industry.

Apfelberg refers to the faculty role as "monitoring" the University Graphic System. "We (the faculty) are here to assist when needed and allow the students to manage independently as much as possible. One of the biggest problems is the extreme contrast between the classroom and working situations...one minute the general manager is just another student in a classroom borrowing lecture notes and in the next he finds himself in a managerial position over those same classmates that he borrowed notes from. It can be very difficult for the manager and the workers under him to adjust to this type of situation...but of course this provides the kind of problems that are faced on the actual industry." 

Professor Apfelberg won a Golden Key Award presented by the International Association of Printing House Craftsmen for an outstanding article which appeared in Graphic Arts Monthly entitled, "Practical Training for Graphic Arts Students," in the article Apfelberg explained and described the University Graphic Systems here at Cal Poly, which is the only one of its kind in the country, and the importance of such a program. 

All the students who participate in these activities are paid for their work depending on the number of hours spent on the job which must be done during the student's free time. 

The services performed by U.G.S. are priced by methods similar to those used in a regular plant. These would include hourly machine rates, cost of paper, ink, plates, student labor, and other overhead expenses. The only thing missing is an addition for profit, since U.G.S. is an educational and not a profit-making enterprise. Students bill their services through a department technician, who in turn bills the foundation. No money other than payroll is handled by the students directly.

"We spent time just as the former manager Magnus did on the work crews, starting as a line foreman two years ago and serving as production supervisor for Printek last year. "I'm looking toward the job as a challenge," comments Lequeque enthusiastically on his new position. "We certainly have many problems to iron out, but with a little hard work, cooperation and desire I'm sure that we will improve in many areas...I still plan on
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