Watch out
MacDonald’s!

Here Comes the
Health Foods

by Mike McEachran
photos by Michael Shafer

Is the age of MacDonald’s finally coming into being? Are we to accept the corporate offerings of Jack-Burgers, Taco City Specials, or driven in a sea of Colonel Sanders’ chemically fried foods?

No friends, there are alternatives to the massive onslaught on your palates by the corporate offerings of Jack-Burgers, Taco Heaven, and Organo Blackwell, the 29-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, stonedground flour, and organically grown produce, all of which we offer here at Foods For The Family,” explains the bearded Blackwell, “...that are 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 Ascension, 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. Nature’s photos by Michael Shafer

December 1972

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Do It Yourself and Save

Where to go to fix your car

by Patrick McDermott

photo by Mylon Chuckovitch

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 bargain 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, socket sets and screwdrivers are a plus for any serious backyard mechanic.

Armed with your repair manual, the next stop is a shop where there is sufficient lighting, space and where all the necessary tools are available. One such place is Shade Tree Auto Hobby Center, located at 205 E. Camino Real. For $4 an hour, one can sit in his car with hand tools, dwell meter, timing light, torque wrench, floor jack, 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 Associated Students, Inc. 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 checkout system is free, the student merely exchanges his student body card for the tools he needs.

The entire shop is in the process of replacing a "riffy-iffy," 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 11 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. Outfit!
Have Kayak, Will Travel
by Lisa Driller

At first glance, you may think those kayaks down in Crandall Gym every Wednesday night are being pioneered by Baboons. But look again and you will see that they are members of the Cal Poly Outings Committee kayaking around. Kayaking, a gracefully rugged sport, was introduced by the Baboons. They originally built the compact little boats out of eel skin and used them on their hunting and fishing expeditions.

Today, the one-man kayak used by the Committee is built of fiberglass and is used as an activity vehicle which requires skill in maneuvering through white water rapids.

The kayaking class held in Crandall Gym every week is taught by Dr. Neubert, Outings Advisor; Jim Kelly, and is assisted by David Thomas and Dale Quinnette.

According to Jim, the four of them had decided that they wanted to "expand the Committee's interest in kayaking," after having enjoyed the sport themselves. Rod remembers a recent trip on the river. "Last Spring on a river trip, we were going down a river in a raft. We saw a kayak sip by us. We knew right then that the Committee would rather be in a sports car kayak 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 art of gong down a river—man kayak. The best way to learn is to get on a white water river," said Dale.

Jim hopes to put his preaching and teaching into practice soon. "This quarter I plan to start taking trips down river 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 poles 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 swimming pool goes," said Rod.

The second basic but vital skill is the sculling roll. This skill comes in handy frequently as there is always danger of flipping the kayak while going through rapids. "Using your body and the paddle, you can easily flip yourself upright without leaving the kayaking," said Jim.

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

All four of these adventurers have a knowledge they would like to share with anyone...seriously 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 them enjoy it in the future as a recreation. I like to be able to broaden peoples interests," said Jim.

Once you learn the skills and get pretty good at them, the real fun starts, according to David. "You can start exploring rivers like the Nacimiento, Stanislaus, Tuolumne, 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 dynamic! I can express my feelings through my physical ability to get through those rapids."

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

Kayaking is just an indication of the interests of 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 Booties car. "We were underground for 10-15 hours crawling around places the width of our bodies after repelling into a 75 foot cave. Some of the geologic island natural limestone formations we saw were the most beautiful and unusual anywhere," he said.

Then there was the time they went in 100 feet down the Arroyo Becco Bongas. They went rock climbing up steep places where they had to slide tied to a rope in mid-air and rappel down a 100 foot waterfall the next day.

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

But Willie Wiggins, 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 grub dinner, I thought we were going to gather nuts and berries like Dall Gibbons, but it turned out that we only made it as far as the back of Rob's grocery store. That is when I learned what grubbing was," he said.

Carl Rosenbarg, Committee Chairman, enjoys taking members on bicycle touring trips. To keep the boot of building up to a minimum Kathy Chase, Becky Lynn Patterson and K.K. Lufkin, members, held sewing workshops where such items as sleeping bags, knicknacks and pillows 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 let people get to know you," said Dale. So, if you happen to be in the area of the University Plaza, and pass by the Sheep Route, (the Committee's meeting place of the rock) go ahead and on in and see what is going on for this weekend. No previous experience needed to apply, will train.


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Judy Chase, Realtor
The Avila House:
Guarding Poly’s Border
by Karl Kohlenberger

Rising up out of the hillside amidst the eucalyptus trees, is a picturesque reminder of those Spanish days. Sitting on four acres of land is one of the last remaining Spanish mansions, complete with tiled roofing, bark ing 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 fruit trees and lots of fresh air.

The present residents of the Avila house 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 cement jungles of the Yosemite Dorms.

The house was built in 1881 and in 1886 the Daniel family bought it, along with 180 acres which included a dairy where the La Granada Restaurant now sits. The Garcia spread also encompassed the area where the administration building and tennis courts are now.

This property, land was used primarily for farming, and the ranches and vast homesteads were occupied by Spanish and Italian descendants. Names like Alberti, Cerrano, and Bianchi dress the landscape with huge, sprawling ranch mansions.

Cal Poly at that time was an elite institution. Total number of students then was about 300, (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 1886. Mrs. Avila was born in the Laguna Lake area and is a long time Olsbano.

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

Mr. Avila is a part time teacher in Economics out at Gusta College. 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 wanted 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 more recent styling. One thing every room has in common though, is a fireplace. Years ago central heating was unthought 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 almost total picture of San Luis Obispo and it’s surroundings, (including the roof tops of Yosemite Dorms). 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 chased away at the acreage and in 1968, 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 busts, but that’s pretty irregular.’

Students last year and the year before used the Avila’s water tanks, (water originating from spring inside the hill) to mow a downhill strip of hillside for a manmade, mud-slide, rollercoaster. 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...’

(Continued on page five)
Graduating? Oh yeah?

If you think graduation procedures start sometime early in June and consist of a picnic, breakfast, and a veritable walk across the football field, you are in trouble. For students who are really ahead of the game, June graduation began during winter registration. The knowledgeable senior stopped at a obscure little table directly in the flow of traffic to the door out of the gym and filled out a evaluation request card.

Last fall the seniors were being into the evaluations office in the administration building at quarter to complete the form. The only slightly retarded senior with June graduation aspirations will fill out the request during spring registration, and the rest of the seniors will wait until just before the April 21 deadline, when it may be too late to do anything about the different opinions the evaluation office may have of the senior's standing.

On receiving the evaluation request, the evaluation office does a final check of the senior's grades and requirements and makes an updated curriculum form showing the classes the student 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 was to fill a science 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 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 evaluator will have the student check her name, social security number and address on the approved forms. She will also gently explain why she can't give credit for six-week classes if the student will wear casuals.

The graduation application is, in effect, a contract. The university lists the classes to be completed to graduate, and if a little haggling, with five and ten on both sides (the student gives, the university takes), the senior capitulates and agrees to take the biased (choose one) biology-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 a 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, it today.
Although many of us had been to the summit during the cool summer months, a winter ascent would surely test our knowledge and skills.

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.
The Sierras

Kirby Jones

From an elevation of 8,400 feet, the guide books call it the mountaineers route. We later called it awesome. We talked of Whitney's history; the first ascent in 1873 and the climb of Carleton King and John Muir, who had reached the summit via a steep couloir up the northeast face. We hoped to find our escape up this chute of snow, ice and rock just as he did. We discussed the example of energetic alpinists to establish observation points on the summit. Due to violent winter storms, high winds and cloud cover, these endeavors were soon abandoned and all that remain are a few stone markers.

We talked of the weather, the most crucial variable in all our plans. A group from Cal Poly was turned back last winter by snow and sixty mile per hour winds. They were very close to the top and we all feared such a disappointment. A storm could mean white out conditions too harsh to travel in. The elevation and terrain would provide us with enough to combat. Bad weather might be the defeating factor. The skies were clear, however, and the sun was shining. We had three days before the first storm prediction, enough time to reach the summit. This had been a freak winter, leaving the Sierras with much less snow than normal, but the warm season had also pushed avalanche conditions well into the critical range.

We arrived at Whitney Portal with enough daylight left to climb in a single push up the north fork of Lone Pine Creek; here we made our first camp. The snow was spent, snow-slopes through the high powder and slowly adjusting to the elevation gain. We found the snow condition to be particularly troublesome. Although the snow should provide the needed support to keep above the powder, the slope was such that the shoe would "fall" down hill with each step up. The problem was soon solved by stripping crampons from the snow shoe bottom. The crampons helped us firmly to the steep incline.

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

Each member of the group seemed to have his day of combined fatigue and altitude sickness. Lungs, making breathing a conscious effort. Nearing the top of the coulior, we were met by two other climbers from Cal Poly, Jim Kelley and Ken Wilson who were on their way down after having successfully scaled the east Buttress of Whitney, a difficult class five rock climb. They assured us that Mt. Whitney did have a top, so we continued with renewed (light) vigor. Reaching the couliors east, the summit lies at the crest of a short class four scramble over featureless slabs and boulders. Branding stop a 14,496 foot mountain, surrounded by the Sierras washed in winter's hard to describe. Words cannot explain why it is called the "range of light." Pictures cannot reproduce the icy wind and cold granite. In every direction were the lakes, ridges, peaks and passes that we had heard and read about. We had even been to some of them, but they looked somehow different from our new perspective. Looking back over our ascent route, each of us felt the climb was well worth our trouble.

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

Is The Grass Really Greener Now?

by Teri Stradtman

cartoon by Jeff Guy

The California Highway Patrol Officer's eyes lit up when he peered into the special blend tobacco can and spied the incriminating green plant substance.

"What is this?"

After a silent moment, the driver of the stopped vehicle spoke up.

"I'll say it's mine."

Lee then became one of the first ten San Luis Obispo residents to be cited for marijuana possession in accordance with the newly enacted decriminalization law.

The law, which came into effect on Jan. 1, lowers the penalty for possession of one ounce or less of marijuana. Instead of a felony, possession is now a misdemeanor, subject to a traffic-type citation with a maximum $150 fine.

Lee, his partner Buzz, and two passengers, all San Luis Obispo residents, were cruising down the highway at 70 m.p.h. when they were stopped. It was an early evening several weeks ago and they were returning from Northern California to San Luis Obispo. They'd had a few beers and were smoking a pipe in the back seat when the CHP officer pulled them over for speeding.

It was only after Lee got out of the car that the officer noticed the small tin can on the floor board amongst half a dozen empty bottles and a few unopened beers.

As all the goodies were at Buzz's feet, he was asked to get out of the vehicle and stand with Lee.

"It took him about fifteen minutes to search just the front passenger area of the car. He threw my Bambi doll over the car in the process," Lee recalls. "John and his old lady were passed out in the back seat, but the officer made them get out, too, when he searched their area."

The officer's evidence found included their hash pipe as a "nice enameled stash box with about half a gram of pot in it."

Both items, as well as the can, were confiscated.

But doesn't the new law make it not unlawful to have paraphernalia? Ah, yes, but if there are resin in or on the instrument, it becomes evidence. So you can have it but can't use it.

Because of the stipulations of the new law, the victims were not under formal arrest, as would be the case in a felony situation. Hence, the trunk wasn't searched. Lee suggests that the law saved them from a more serious bust because of what might have been found in the trunk.

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have been in the trunk. Lee appeared in court and was fined $88 for the two 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 outward 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 intoxicating component) in a person. Officer Newman notes that the spectrophotograph 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 hooter?" asked the bartender. It was a local bar in good of 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 indifference, nor the establishment's owner can be held responsible in a case such as described above.

Then why are most San Luis Obispo city restaurants and bar owners so leery of pot smoking in their establishment?

"I'm not against pot, it's just a hassle," says John "Jack" Conroy, part owner of the Dark Room on Monterey Bl. 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 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 liquor license to consider. Revocation of his license was a factor he mentioned as being most at stake if pot was smoked in his establishment.

According to a spokesperson for the Alcoholic Beverage Commission, however, the liquor license would be in jeopardy only if an owner was aware that his establishment was being used "as a depot for selling pot." In this case, the law enforcement authorities would have to file a report with the ABC. The ABC could not just on its own sole authority, repeal a license in such an instance.

Donald D. E. Englar, a member of the San Luis Obispo Police Department since 1963, provides some interesting information on the enforcement of the new marijuana law in town. He emphasizes that marijuana is not illegal and that possession has been simply changed from a "liable offense to a salable offense."

He also states that "small amounts of marijuana are less severe," and that the department will enforce the laws just as the public wants them enforced. Unlike the Los Angeles County with their "Chief's" scales, the San Luis Obispo police are "eye-scaling it." There are certain guidelines which they go by, however. According to their scale: one ounce equals: 50 home rolled cigarettes, 6-8 inch in diameter, or 31 Marlboro sized cigarettes, or 10 "bomber" cigarettes, 1-1/2 to 1-1/8 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 charge, one to three months in jail (county) and or $800 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 marijuana law was a step in the right direction. Possession of marijuana is just illegal, but a misdemeanor. Party because of this new toleration in the law, non-smokers, the older generation included, will slowly be exposed to the reality of marijuana's presence in society.
University Graphics: by Mike McAllahhan

University Graphics 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 Graphics 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 1973. 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 its 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 student 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 three 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 overtaxed at most 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 ones 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 aspects 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 Printets, 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 foremen are responsible for keeping up in terms of operating hours and supplies, and for the final presswork once it is done. The publications manager delegates the special publications work to a 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 1979 is Donald Kelly who controls the three-unit web offset press. Kelly is responsible for the training of his work crews and the working operations of printing up to three webs simultaneously and of four color photography. 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 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 time keeping, shop planning, and billing. Erickson also is over a production supervisor, who

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concentrating on the "growth" area for U.G.B., 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.B. 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 Graphics Systems here at Cal Poly, which is the only one of its kind in the country, and said 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.B. 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.B. 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.

One of the more important positions in University Graphic Systems is the controller, who is basically the financial manager for the team and is responsible for the bookkeeping duties, financial analysis, and has overall control over inventory, payroll, and sales accounts. John Blois held the salaried job last year and Jim Rinder is now the new controller. According to Blois, the inventory and accounting data are stored in a computerized system on campus and are utilized for monthly financial reports.

"Our biggest expense is the great labor costs, directly related to the high turnover of personnel and the continuous training program," comments Blois. "...close on the heel of labor is the printing cost expense which would take into account the costs of such things as paper, film, chemicals, press supplies, etc.

"A few years ago, U.G.B. was on rocky ground financially but because of better internal control and more efficient use of facilities, we have managed to stay on fairly even keel. Even though our main objective is the educational aspect and the profit motive is secondary, we still have to be very aware of our financial standing since our budget is set up through the foundation which gives us the opportunity to function for another year.

Apparently it is also the responsibility of the controller to prepare the annual progress report which U.G.B. must submit to Cal Poly Foundation sometime in June for an overall evaluation of the business enterprise. Bob Leque, the new General Manager for 1979, 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 to the job as a challenge," comments Leque 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 finding a way to give the students more opportunities to practice their graphic skills in a real world situation."
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