Incumbent Talcott:

It's raining cats and dogs at the Animal Regulation Department.

What a dog-gone problem.

Poly are top at Pasadena again.

The point of no return.

Recalling diamonds in the past.

Mustang Daily.

Putting the polish on Poly.

Freshman—starting all over again.

About the issue

After weeks polishing their academic headlights, students were faced with high-stakes limited exams. Poly people, used to all too often, see no change for the 19th annual Poly Race—appropriately named "Breathe Out Air." The story, through, is not enough time to attend all the special events and classes with the people who have brought together here. There's still time to attend the Campus for the Social Sciences, who meet on Sun. 22.

The Mustang Daily has paid their dues preparing this special Poly Race edition in order to make the campus the most interesting place to be. To meet the needs of the campus.

Section two is your guide to Poly Race. It contains a handy map of the campus, a schedule of events and special features about selected Poly Race events.
Presidential opinions

(Pres. Kennedy's response)

The question assumes that everyone will know what is meant by the word "qualities." Since we are talking about an individual, specifically a graduating Cal Poly student, we probably would be correct in stating that "qualities" as applied to an individual means what the dictionary lists as "characteristics," "attributes," and "basic nature.

That being the case, I would hope that the graduate did not lose any of the socially-valued attributes he or she brought to the campus as a result of prior education in the family, the church, and the community. I would hope that he or she would have strengthened, as a result of experiences at Cal Poly, such positive characteristics as: courage, gentleness, honesty, humility, justice, mercy, optimism, reliability, temperance, truthfulness, virtue, and wisdom. Are the attributes just mentioned the totality of "good qualities" that I could hope for a single individual? Probably not, but again it depends on what different people believe are included under such abstract terms as "wisdom" and "virtue." Individuals have debated the issue for centuries. Plato wrote of a dialogue between Socrates and Protagoras. He has Protagoras say "Is there one quality which all citizens should have?" He answers himself by saying that the one quality is "justice and temperance and holiness" and, in a word, "virtue." But Socrates responds: "It is virtue one whole, of which justice and temperance are parts, or are these only names of one thing?"

I cannot reduce such a list of abstract "qualities" to a maximum of five, as the question implied I should, without resorting to dialectical tricks of defining all the "good qualities" listed and many others unmentioned, so that I can claim they all fall under five general concepts such as: love, wisdom, justice, virtue, and truth; or five others: faith, knowledge, temperance, patience and charity.

The question has stumped philosophers as well as educators for centuries. Perhaps a more specific and pragmatic answer could be given to this question: "What five things do you hope a graduate will be able to do better as a result of the Gal Poly educational experience? I hope that the educational experience, curricular and co-curricular, will have prepared each graduate:

1. To obtain, hold and progress in an occupational or career field of the individual's choice.
2. To achieve maximum personal development as a tolerant, helpful, human being able to confidently make discriminating judgments about life opportunities and problems.
3. To accept willingness responsibility in leadership roles as a citizen of our communities local, state, national and international.
4. To recognize the importance of learning as a life-long experience and be motivated to continual improvement through formal and informal educational experiences.
5. To understand and to help others to understand the need to use science and technology wisely for the benefit of all humanity.


Spring spirited...our Escadrille Viracle Suit by Hart Schaffner & Marx.


The good fairy
I. Conn West and Science North additions as faculty admit keep their dream of a new library alive.
The West addition will provide soils, mechanics and structures test to the new architecture building, the 12,000 square foot addition for Engineering West is nearing completion. Unbuilding began.

In the first years the committee had contacted the School of Architecture and Engineering. The committee, which distributes promotional materials for the city, allocated $1,500 to the Polv Royal Committee to help finance the queen's tour and posters. In addition, $1,000 was spent to place an ad with Sunset Magazine to advertise the festival.

"We feel that any activity as Polv is important and reflects well on the city," said Mrs. Punchea. "And it's definitely a prominent event."

In the past years the committee had budgeted $5000 for Polv Royal promotion but this was reduced in 1977 because less money was allocated for the committee's use, according to Mrs. Punchea. The city also promotes Polv Royal by subsidizing an extra bus route and thereby facilitating movement from downtown to the campus.

An Hond, a member of the city's transportation committee, said the bus shuttle has operated each year since 1974 and is heavily used. It's very popular due to the tremendous parking problems on campus.

Route maps are passed out at motels and restaurants in town so visitors can be made aware of the service. Operating every half hour, the shuttle will circle the campus going down Monterey and Santa Rosa streets, passing as many motels as possible. Buses will be made on campus at Vista Grande and the clock tower.

Construction at Polv ----- A new life science building nearing completion will help alleviate overcrowding of campus facilities. (Daily photo by Randy Pitch)

CONSTRUCTION AT POLY ----- A new life science building nearing completion will help alleviate overcrowding of campus facilities. (Daily photo by Randy Pitch)

WELCOME TO POLY ROYAL

Hurley's Pharmacy is still here in the familiar University Square location serving all the drug, cosmetic and sundry needs of the campus community. If you're new here, come get acquainted.

Current Specials

CoolRay POLAROID Sun Glasses
A truly wide selection 20% off

FILM — 20-exposure rolls of
110 - 126 - 135 reg. $2.00 now $1.80

NATIVE TAN sun tan products 25% off

CHECKS CASHED WITH A SMILE.

HURLEY'S
pharmacy
University Square
896 Foot Hill Blvd. - San Luis Obispo
Phone 543-9999

CAL PHOTO

30 THING FOR YOUR PHOTO NEEDS

24 Hour Photo Finishing

Except weekends and holidays

Cal Photo
889 Higuera Street
San Luis Obispo

HAWK'S
HUMANIST

Local and Imported Handicrafts
Very Reasonable Prices
As Always!

Chinese Imports
Post Cards
Gold Chains

AND MUCH, MUCH MORE!
1130 Morro (between Higuera & Marsh) 544-4203

NATIVE TAN sun tan products 25% off

CHECKS CASHED WITH A SMILE.
SOON!!

Ready for Fall!

82 NEW UNITS
41 1 Bedroom
41 2 Bedroom/2 Bath

Seven New Buildings - All Fully Landscaped
Pool Recreation Room
Outdoor Cooking and Picnic Facilities
Central Security
All Built-ins  All Electric
Agent on Premises After May 1
For reservations/information phone 773-5414

GRAY CONSTRUCTION
Pismo Beach
Dead bird puzzle

by WENDY J. HILL
Daily Sufi Writer

The sudden influx of birds last fall Cal Poly began to realize that their control was necessary. Poison treatments were used, but not without adverse effects.

In mid-December, a flock of sparrows, who ate the grain dropping all over the campus, Cal Poly began to notice the population. However, many people were out of town for Christmas. Thus, the sparrows were left to their own devices.

Recently, the area director has directed the college to maintain their continued bird reduction program in their problem areas without poison.

Johnson explained that poisoning birds is only undertaken when there is a sudden, uncontrollable rise in their number. Otherwise, a normal population can be effectively controlled with traps, which have been used here before.

"We use poison to knock the population down to control-site, and then go to trapping," Johnson said. "But if they get completely out of hand again, we may have to go back to poisoning."

KORB’S SALUTES

POLY ROYAL

Genuine Fakes!

Bust lines Fraculent Leather JACKETS

Stay Very Nice Styles ‘n Colors — Polka

Don’t Wait! Like ‘em at $24.99... Or $12.98... Or $9.97!

Hope You Like ‘em at $5.96

Spectacular Special!

That Fake Quality Corduroy BIG BELLS

Fashionably Silks at an Old Fashioned Price

$10.93

Gentlemen First Comes, First Served

Pre-wash Denim Long-sleeved Shirts... 10.02 Cotton... Front Zipper!

Don’t wait to wonder?

Summer Fantasies

Get ‘Em While It’s Hot!

All men’s Wool, Wool Blend and Acrylic SWEATERS from Your Favorite Famous Makers

at 75% off!

Co-ordinating Corduroy!

From Lamour ‘n Stuff for Dale Trim Fitting Blazers in Three Styles of Fashion Flares Cinnamon, Licorice, Mocha ‘n Oyster! Jackets $24.49... Pants to $24.49

at $9.93 Each

Prices Effective Thru 4/24/77

879 Higuera

In the Old Sears Building - Downtown

Weekdays — 9 till 9

Saturdays — 9 till 6

Sundays — 12 till 5

Good Ol’ Cash
NOW OPEN

WELCOME
TO OUR
NEW
STORE

Here's the New Store You've Been Looking For
Now We're Conveniently Downtown

BASF
HALF-PRICE SALE

PERFORMANCE
90 MINUTE CASSETTE

$1.99
3.99 list

With BASF cassettes, you get sound so clear and true, it's like the musicians are right there. You get low-noise, extended-range tape for exceptionally clear reproduction because BASF tape is literally polished to remove bumps and ridges that can cause background noise.

CHROMIUM DIOXIDE
90 MINUTE CASSETTE

$2.49
4.98 list

Here's the top of the line in cassettes: BASF Chromium Dioxide Cassette Tape. Gives you sound so clear and true, it's like the musicians are right there. You get this clarity because BASF literally polishes the tape, getting rid of bumps and ridges that can cause background noise.

STUDIO
60 MINUTE CASSETTE

$1.49
2.99 list

BASF cassettes with high-density ferric oxide tape give you sound so clear and true, it's like the musicians are right there. BASF, the people who invented audio tape in the first place, literally polishes the tape to get rid of bumps and ridges that can cause background noise.

BASF The Purist

CHEAP JIM'S DEAL FOR 1977: BILLBOARD'S TOP 77 ALBUMS

$3.77
$4.72

99 list
7.98 list

BEST SELLING ALBUMS — AT THE LOWEST PRICES — ALL THE TIME

Cheapest Prices — Largest Selection

LPs • 8-Tracks • Cassettes
Rock • Jazz • Soul • Western • Classical • Specialty

Recording Supplies
BASF • TDK • Memorex • Scotch • Maxell

LPs & Tapes under $2

Knowledgeable Personnel • Special Orders
Used LPs & Tapes — Bought, Sold & Traded

879 HIGUERA St.  544-0686
Campus Growth

The popularity of Cal Poly has reached a level unattained in the history of the State University and has presented a challenge for Cal Poly alumni and others interested in the journalism and public relations fields to respond and provide accurate information. Mr. Robert Kennedy in his Daily Poly Royal '77 wrote:

Campus pr, 1155,000 had been donated or promised to the university for facilities for the Spring quarter. Does the need for new library, or other facilities for students, exist at this time?

RESPONSE

The desire of prospective students to attend this institution for academic and personal reasons is more evident now than it has in some time. The shortage of library space is well known both at the Trustee and legislative level. You can be assured that we will be working with the Chancellor's office, the staff offices in Sacramento and the Legislature during the forthcoming budget hearings to do everything possible to receive support for this most important building.

I wish I could be as optimistic for additional instructional facilities. The fact remains, however, that currently there is a surplus of student spaces with the 18-campus CSUC system. It is extremely difficult to justify the construction of further spaces at San Luis Obispo when a student's educational objective could be accommodated elsewhere. We will endeavor to provide the facilities to support the programs that we have here. In the future, though, the task is going to be just a little more difficult.

THE CALCULATOR SHOP

When it comes to Calculators, there's one best place to shop in San Luis.

We feature

DISCOUNT PRICES: guaranteed lowest in town
QUALITY PRODUCTS: H-P, TI and others
LARGE SELECTION: for every application
PROFESSIONAL ADVICE AND AFTER PURCHASE CUSTOMER SUPPORT

THE CIGAR FACTORY has a Poly Royal Dinner for You!

the Factory Feed

FOR PARTIES OF 2 OR MORE

choice beef
baked potatoe
soup and salad bar
party extras

Early Bird Special
4-5 pm

Dining - 4:00 - 11:00
Serving the finest
Choice Steak
Seafood
Teriyaki Chicken
Bar-B-Qued Ribs

Entertainment featuring
MATEUS
Thurs, Fri. and Sat.
Man, those pads they offer at Tropicana Village are really something else!!!

Peaceful Surroundings

Hourly Bus Service to and from Campus
You're right on man, I've searched the streets from Piccadilly Square to SLO and never seen the like.

Tennis Anyone?

Fun Under The Sun!

Swim - Relaxation
The dugout: A day at the ball game

by KEVIN F. FALLS

Daily Sports Editor

The dugout is the centerpiece of a ball game. The lights are on, the players are ready, and the tension is palpable. In the heat of the game, the dugout becomes a sanctuary for the players. It's a place where they can gather their thoughts, prepare for the next play, and communicate with their teammates.

The players recognise the cue and start to ride the bull.

The Mustangs also notice something about the pitcher. The catcher is not calling the pitches, the Long Beach baseball coach is. Harr theorises the signs for the pitcher have to do with the touch of skin or cloth.

"I think cloth is curve," he says. Doc O'Bryan notes that the catcher keeps his hand on his knee. Somebody says that's because the cup has shifted down.

Matt Mullin, the starting third baseman, sits down next to the starter and offers some jargon to the junior. Ozzie Smith.

"Harr now has a free roam. Harr now has a blue dart. Make him come into your wheelhouse, now, baby. Make him come into your wheelhouse. What is a wheelhouse?"

“Watch out Danny he hit one your last time,” repeats Harr from in front of the dugout.

“I’m his brains,” smiles Moisch.

In the bottom of the ninth, the Long Beach State pitcher, Paul Dejazlars, is on the mound. He's faced seven innings so far and is on his last. He's the guy that sought to close down the last inning. Matt Mullin is a veteran of the situation with a bunt single down the third baseline. Harr is first. One out. Harr gives Cue the signals with clearly defined motions to the hat, belt and arm. The batman, now the opponent, can understand the visual signals. Erik Persoon acts as the interpreter. He(cue) gives the signals. One out.

The Mustangs go quietly in their top of the ninth. The starters come off the field. Harr is the second baseman. They are good teams, but they can't be. Nothing is more exciting than watching Ouie Smith knocking out the ball with his own body.

The score is still deadlocked at 1-1 after the ninth. Harr and Ozzie Smith singlet and steal on second, Erik Peterson strikes out. The Mustangs have one out.

"Look out Dregel, he hit one your way." It's a blur dart.

The players recognise the cue and start to ride the bull.

The Mustangs also notice something about the pitcher. The catcher is not calling the pitches. The game is on. In fact, no less than seven Mustangs are lined up on the centerfield, the California Collegiate Athletic Association.

It seems the only place where you can be left alone to study is the various Polystadiums. The losingest job on campus must be that of the ticket taker. You can't blame the coaches for not trying to get the students out to the games.

One night every student gets in free, another night, two students were allowed in for half price, and there were various other nights where you would not have one pay half price of a dozen. These nights did have a moderate effect on the star of the crowd, and the most successful night was for students who were allowed in free. This must say something for the students.

One of the many things missing.

The Mustangs, the way they play the game. Too conservatively? Can't be. Poly seems to be reckless on the bases, a sport they seem to occupy throughout the game. In fact, no less than seven Mustangs are lined up at the top of the 50 meters in the California Collegiate Athletic Association.

It seems the only place where you can be left alone to study is the various Polystadiums. The losingest job on campus must be that of the ticket taker. You can’t blame the coaches for not trying to get the students out to the games.

Assistant Coach Tom Wood put on many special nights when his baseball team was playing in the Mass Gym. One night every student got in free, another night, two students were allowed in for half price, and there were various other nights where you would not have one pay half price of a dozen. These nights did have a moderate effect on the star of the crowd, and the most successful night was for students who were allowed in free. This must say something for the students.

The players recognise the cue and start to ride the bull.

The Mustangs also notice something about the pitcher. The catcher is not calling the pitches, the Long Beach baseball coach is. Harr theorises the signs for the pitcher have to do with the touch of skin or cloth.

"I think cloth is curve," he says. Doc O'Bryan notes that the catcher keeps his hand on his knee. Somebody says that's because the cup has shifted down.

Matt Mullin, the starting third baseman, sits down next to the starter and offers some jargon to the junior. Ozzie Smith.

"Harr now has a free roam. Harr now has a blue dart. Make him come into your wheelhouse, now, baby. Make him come into your wheelhouse. What is a wheelhouse?"

“Watch out Danny he hit one your last time,” repeats Harr from in front of the dugout.

“I’m his brains,” smiles Moisch.

In the bottom of the ninth, the Long Beach State pitcher, Paul Dejazlars, is on the mound. He's faced seven innings so far and is on his last. He's the guy that sought to close down the last inning. Matt Mullin is a veteran of the situation with a bunt single down the third baseline. Harr is first. One out. Harr gives Cue the signals with clearly defined motions to the hat, belt and arm. The batman, now the opponent, can understand the visual signals. Erik Persoon acts as the interpreter. He(cue) gives the signals. One out.

The Mustangs go quietly in their top of the ninth. The starters come off the field. Harr is the second baseman. They are good teams, but they can’t be. Nothing is more exciting than watching Ouie Smith knocking out the ball with his own body.

The score is still deadlocked at 1-1 after the ninth. Harr and Ozzie Smith singlet and steal on second, Erik Peterson strikes out. The Mustangs have one out.

"Look out Dregel, he hit one your way." It's a blur dart.

The players recognise the cue and start to ride the bull.

The Mustangs also notice something about the pitcher. The catcher is not calling the pitches. The game is on. In fact, no less than seven Mustangs are lined up on the centerfield, the California Collegiate Athletic Association.

It seems the only place where you can be left alone to study is the various Polystadiums. The losingest job on campus must be that of the ticket taker. You can’t blame the coaches for not trying to get the students out to the games.

One night every student gets in free, another night, two students were allowed in for half price, and there were various other nights where you would not have one pay half price of a dozen. These nights did have a moderate effect on the star of the crowd, and the most successful night was for students who were allowed in free. This must say something for the students.

One of the many things missing.
by SCOTT CRAVEN
Daily Sports Editor

The highlight was a foot fall. Embedded in a world is a bronze disk about eight inches wide with the symbol of the NCAA. Below the larger metal is inscribed the words, “Division II NCAA Western Regional Champions.” The inscription reads in the determination and effort exerted by the Mustangs. The inscription was likely placed as a symbol of their fourth in history, the Western Regionals, entitling them to the NCAA tournament.

But greater success soon followed.

The next step was the Western Regional Tournament in Tucson, Wash. Poly lost one of their four teams invited to participate along with Seattle Pacific College, Hayward State, and Pomona.

The Mustangs were matched against Seattle Pacific in the first round and it was a game Poly completely dominated. It ran away with a convincing 73-58 victory.

But greater success soon followed. The Mustangs had to back to the Loggers' 31 home game winning streak if they wanted to dethrone them. As evidenced in the game, Poly was not intimidated by Puget Sound's past record. It came away with an 82-74 win in a game that was closer than the final score indicated.

The Mustangs stepped to the next rung on their way to a possible Division II National Championship. They traveled to the University of North Alabama where they met the University of Nevada at Las Vegas—of making it to the post-season playoffs. They finished with a 7-1-1 mark and the California Collegiate Athletic Association title with a 2-0-1 record.

Coach Coach Hooper had some good news on his team, right making the CCAA first team. They include running back Larry Keen, offensive tackle Kevin Kennedy, defensive lineman Mark Fuskus, and wide receiver Buddy Young.

Nearly 27,000 people watched the Cal Poly football team at Mustang Stadium compile a home record of 4-0-1 and come within one game—a loss to the University of Nevada at Las Vegas—of making it to the post-season playoffs. They finished with a 7-1-1 mark and the California Collegiate Athletic Association title with a 2-0-1 record.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

To compile a still to feel the repercussions of their dramatic season. Poly dominated the All-CCAA team, including three members of the squad. Leading the way was the Most Valuable Player Co. co-op, the 6-4 forward. Joining him were teammates Andre Keys and Jeff Kerl. They were the cornerstones of the squad. Wheeler was awarded the CCAA Coach of the Year.

After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.

The Mustangs dropped three of their next four games and plummeted in the rankings. But just as suddenly as they started falling, Poly turned around and got back on the winning track. After taking care of Portland State, Louisiana State University and the University of Minnesota, the gridders found themselves up against number-one ranked Louisiana State University and the University of North Carolina. The Mustangs won 129-64 in overtime. Poly had a chance to pull out a victory, but its last shot with three seconds left fell short. A North Alabama player was unceremoniously fouled, giving way to the final score.
FLAVORFUL DINING
featuring
OAK PIT BARBECUE
and
SALAD BAR

Open 5 to midnite
Seven days a week

Dinner Entertainment
6 to 9 PM
Live Music for Dancing
9 to 2 AM

Highway 101 and
Spyglass Drive

Reservations taken -
Phone 489-1503

D.W. GROVER'S
RESTAURANT
& SALOON

S P Y G L A S S I N N
SEAFOOD & STEAKS

Dine with a Beautiful
Ocean View

Breakfast from 7:30 AM
Luncheon from 11:30 AM
Dinner from 5 PM to Midnite
Entertainment & Dancing Nightly

For Reservations:
773-1222
773-1242

US 101 at Spyglass Drive
Shell Beach, California
PIGGINS & NOGGINS

GREAT SELECTION OF UNIQUE STUFFED ANIMALS
FRESH HAND-DIPPED CHOCOLATES BUTTERCREAMS & NUTS
IMPORTED HARD CANDIES
IN THE "NETWORK" 778 HIGUERA

WE GIVE A DAMN

* Complete Body Repairs
* Free Estimates at Your Home, Office or Tow Yard
* Free Towing
* Complete Paint Jobs at Prices You can Afford
* Serving the Motoring Public for the Past 46 Years

AUTO BODY COLLISION SERVICE
2550 South Broad Street
San Luis Obispo, Calif. 93401

WELCOME TO POLY ROYAL

SAN LUIS OBIPO ICE MANUFACTURE & SALES

-NEW MODERN PLANT-
Corner Pismo & High Streets - San Luis Obispo

DELIVERY TO ANY DESTINATION - STORES, LAKES, AMUSEMENT PARKS, RESORTS, ETC. IN REFRIGERATED TRUCKS
BLOCK ICE - PARTY ICE - DRY ICE
543-0785 CIRCLE POGOS & HIGH STREETS - SAN LUIS OBIPO

FRAMES
All Standard Sizes
"MINIS TO MAXIS"
1" x 1" to 24" x 48"
Custom Framing, Too
ZIPATONE
Leisure Arts

1545 Los Oano Rd.
Ph. 544-1222
Near Madonna Rd.
San Luis Obispo

WELCOME TO POLY ROYAL

INSTRUMENT SPECIALISTS
OF THE CENTRAL COAST

PREMIER MUSIC
Your Source of Quality
Founded 1969
986 Monterey S.L.O. 543-9510

Friar Tuck's

WELCOME TO POLY ROYAL

Plan on dining out while here.
Dinners 5 pm to 10 pm
7 days a week
SUNDAY CHAMPAGNE BRUNCH 10 til 2

NOW OPEN FOR LUNCH
The New HOFBRAU
11 til 2

Featuring
Hand carved sandwiches
Salads Beer/wine
Friar Tuck's
1022 Morro 544-3171 San Luis Obispo
Ag market earns praise

by BETSY SUSMAN
Poly Royal Coordinator

In size and quality, Cal Poly's School of Agriculture and Natural Resources ranks up there with the likes of Purdue, Cornell, Texas A&M, Ohio State and Iowa State Universities.

But in terms of the progressive ideas, Poly's ag program is leading the pack.

The August issue of Agri Marketing magazine included a cover story of the nation's leading schools of agriculture and what approaches he is reaching agriculture. The editors singled out Cal Poly as the only University in the nation providing a curriculum with classes in ag marketing, sales, and communications.

(Agri Marketing magazine serves those involved in marketing and communications in agriculture.)

David Schallie, Cal Poly ag instructor, says the field of agriculture and ag business is unique "because we are dealing with a certain type of person and product." A simple business background would not be adequate to deal with the farmer's needs and the traditional production approach to agriculture does not provide the student with necessary knowledge of sales and marketing techniques.

Due to inadequate training, the ag business world lacks new properly trained sales representatives. Referencing recent college graduates, agri marketing editors wrote: "We've taken a stand on what we consider a severe case of product liability."

In the department of Agriculture Management at Cal Poly, students can add an agriculture business management option. Both the ag management major and the business option provide classes in ag marketing, sales, communications, and production.

Jack Herlihy teaches an ag business communications class at Poly.

We try to teach students how to conduct a marketing campaign," says Herlihy. "In the second part we have them do an actual campaign in a company." Herlihy and companies often adopt student suggestions and campaigns.

Another unique feature of the program at Poly is an optional internship.

Students can get a job actually working in the agribusiness fields.

HASN'T'S HAS 'EM!

FOR GUYS!

Jeans
- Hang Ten • Lee
- L.A.P.D. • Wrangler
- Long & Short Sleeve Shirts
- El Dorado • Wrangler • Levi
- Hang Ten • Career Club

FOR GALS

Skirts & Gauchos
25% off
- L.A.P.D. • His For Her
- Love 'N Stuff • California Jam
- Topa
- Cinnamon Stick • Langtry
- Organically Grown • You Babes
- And Many Others

HASLAM'S PAN SHACK

Poly Royal '77

Mustang Daily

Daily No. 1 in state

It has come a long way Mr. Hearst—at least in the eyes of the professional journalists, who awarded the Mustang Daily first place general excellence for California collegiate daily newspapers.

The award, journalistically synonymous with the Hearstian trophy, was announced at the 28th annual California Intercollegiate press association convention held in Chico, California, in early March.

The Daily walked away from the traditional journalism powerhouse, University of Southern California, San Diego State and San Jose State last year's winner-to claim the honor. Prior to the first, Mustang Daily captured a third place first special section and an honorable mention in current single issue. The winning special issue was II page in depth exploration of the Diablo Canyon nuclear plant published last Spring.

Mustang Daily, the offspring of The Polytechnic Journal first published over 60 years ago, submitted five consecutive issues from Oct. 14 to Oct. 21, 1976 to notch the general excellence honor. The San Jose State Daily Spartan was runnerup, while the California State University Long Beach, CSUN, and the University of California Santa Barbara Daily News came third.

Solon & Company

ANNOUNCES

Poly Royal Savings Days

In El Coral Bookstore

MONDAY April 18 THRU

SATURDAY April 23

$10.00 OFF

All Gold Rings

OR

$49.00

FOR ALL "PLATRIUM RINGS"

12 WEEK DELIVERY

*Made-in-Solon & Co.

PLUS—enter the Drawing for a Free Ring

Miss Lee Cobber, the Solon Representative, will be in the El Coral to assist you in ordering your ring Wednesday, April 20 thru Saturday, April 22.

ORDER NOW AND SAVE

HASLAM'S HAS 'EM!

FOR GUYS!

Jeans
- Hang Ten • Lee
- L.A.P.D. • Wrangler
- Long & Short Sleeve Shirts
- El Dorado • Wrangler • Levi
- Hang Ten • Career Club

FOR GALS

Skirts & Gauchos
25% off
- L.A.P.D. • His For Her
- Love 'N Stuff • California Jam
- Topa
- Cinnamon Stick • Langtry
- Organically Grown • You Babes
- And Many Others

HASLAM'S PAN SHACK

541-0728

In The NETWORK
Poly transitions

by LAURA CHRISTMAN

Daily Staff Writer

It's been a year of changes—which
include deaths, promotions, new
appointments, and retirements —for
the faculty and staff of Cal Poly.

Three members of Cal Poly's faculty
and staff died since fall quarter.

On Oct. 3, 1977, Dr. Evan Richard
Owen, head of the Electronic and
Electrical Engineering Department, died
after a fight with cancer. He was 50.
Owen had come to Cal Poly in 1969 as an
assistant professor of Electrical
Engineering Department. Last summer he
requested that he be removed as department
head to return to a full-time teaching
position due to his health problem.

Harold P. Davidson, Cal Poly professor
emeritus who headed the music program as

Davidson, who was 68, was hired by Pres.
Norman D. Alexander, who was hired as
library director at Southern Oregon State College for the past nine years.

While new faculty members were
undergoing the hiring process, some of the
more seasoned faculty members were
involved in the retiring process. This year 10
employees were recognized as emeritus
members of the faculty and staff at Cal
Poly. This honorary title is given upon
tirement to those who have been
employees at Cal Poly for 15 years or
longer.

Those designated emeritus members of
the faculty with their departments and
years they joined the university are: Ellard
W. Britz, Engineering Technology, 1947;
Eugene A. Rittenhouse, director of the
University's Placement Department, 1949;
Dr. James T. Culbertson, Philosophy, 1953;
Dr. James A. Langford, Education, 1955;
Dr. Howard C. Brown, Mathematics, 1958;
Dr. Gilbert L. Hornfield, Mathematics, 1960;
Harry H. Scales, Education, 1958; and
Dr. William C. Langworthy, predecessor to Mustang Daily.

Two new deans were chosen. Dr.
Harold P. Davidson, who was hired by Pres.
Norman D. Alexander, who was hired as
library director at Southern Oregon State College for the past nine years.

Those designated emeritus members of
the faculty with their departments and
years they joined the university are: Ellard
W. Britz, Engineering Technology, 1947;
Eugene A. Rittenhouse, director of the
University's Placement Department, 1949;
Dr. James T. Culbertson, Philosophy, 1953;
Dr. James A. Langford, Education, 1955;
Dr. Howard C. Brown, Mathematics, 1958;
Dr. Gilbert L. Hornfield, Mathematics, 1960;
Harry H. Scales, Education, 1958; and
Dr. William C. Langworthy, predecessor to Mustang Daily.

During his employment at Cal Poly,
Hansen's Major Muffler

HANSEN'S MAJOR MUFFLER
544-8111

HANSEN'S UNION
& AUTO SERVICE
CALIFORNIA & TAFT

HANSEN'S TOWING

ACTION PACKED YEARS

Remember your good old Poly days?

Those jam packed years of learning, new adventures,
fun and good friends. Don't leave the good life behind just
because you've left Cal Poly. Open up a new can, pack in new
adventure and great fun while maintaining old friendships, as well as fostering
new ones by joining your Cal Poly Alumni Association.

You owe it to yourself to recapture some of those old experiences
and gain the new ones that come with being a member of this prestigious Association.

See the Cal Poly Alumni Association display and multi-media
presentation in University Union Room 219.
Sugar and Spice and all things nice... That's what sundresses are made of!

SPECIAL: T-TOPS
REG. $7.00
$4.90