Mozart T-shirt up front

by MARY BEARDON

Mozart Staff Writer

"Ever cowboys need Mozart," is a popular phrase, and now there is a new Mozart T-shirt in San Luis Obispo. Great excitement is generated as the t-shirts hit the market. According to Linda Schwenko, public relations director for the Mozart Festival, the t-shirt is a part of the summer returns of the festival.

Photo by Mary Reardon

The seventh annual Mozart Festival will take place Aug. 2 through Aug. 7. Having become quite popular over the years, the festival is now a wide area event that includes Los Angeles and San Francisco. According to Marchenko, the Mozart T-shirt has been as far away as the east coast.

The T-shirt design, like the posters displayed in town, is in part of a past Poly Gayle Arts graduate, Mark Croddy now with the University of Michigan. Designed some years ago, this logo has been used every year. Each year the color theme changes. This year Mozart appears in light blue on a dark background. "Due to popular demand," Marchenko said, "we decided this year to design a silhouette version available in the public. We don't want to turn into a souvenir. We just want the public to love the Mozart culture and feel the public support. All promotion is done with the use of advertising this year too, by putting Morart banners on the streets of the town. They will be saved for future Mozart Festivals."

According to Marchenko, we know that most of the people who are interested in the festival are aware of the public returns. The banners should be a large factor in drawing attention to everyone passing through town.

Anyone interested in joining the T-shirt design may try to do so through the San Luis Obispo Mozart office, 800 Cal Poly, San Luis Obispo, Calif. 93402. The T-shirts are available in sizes for men, women and children at $5 each and can also be available at Fotog's Artie in downtown San Luis Obispo. The silhouettes posters are available for $10 through the San Luis Obispo Mozart office.

"Due to popular demand," said Marchenko. "We don't want to turn into a souvenir. We just want the public to love the Mozart culture and feel the public support. All promotion is done with the use of advertising this year too, by putting Morart banners on the streets of the town. They will be saved for future Mozart Festivals."

A general rule in classical music concerts is no applauding between movements (as opposed to individual movements). The conductor will turn to face the audience at the end of the selection and not at the end of the movement.

There are exceptions. If a movement was so good that an audience feels compelled to applaud, their appreciation is welcomed.

"The word 'festival' implies, by nature, an uplifting experience—a good time. The atmosphere should not be stuffy, a place where a person can jump up and down with excitement. Every festival is different. For the most part, they are all fun at a rock concert.

Participants come from all over the state.

There are tremendous returns of artists," said Swanson. "They are housed with people in the community and many stay with the same host each year. They've developed great friendships, so it becomes easier and easier each year to set up housing for the eighty artists that come."
Reflections on the sounds of a festival in the making

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News Briefs

Graduate scores and grade point averages will be more
accurately reflected when Poly admits freshmen students for the 1975-
summer term, a Poly official said recently.

In the past, some high school seniors have been rejected randomly
by the Poly admission office, rather than by their grades and entrance
scores.

The new admission system gives more weight to the students and in applications for the 1975-76
academic year.

Applications of 1,500 wooden bleacher seats with 5,200 steel
barrier seats in Mustang Stadium has come a step closer to
realization.

The Board of Trustees for California State University and
the approved schematic drawings for the renovation. July
1, Poly officials who will be drawn up.

Dean of Admissions Robert Brown said plans are for construc-
tion to begin in time for the 1975 football season. He said
plans have been held for the project, with another $300,000
to be spent over the next four months to continue renovation plans.

Poly faculty member Howard C. Brown, former head of the
Environmental Horticulture department and now Dean of
Agriculture and Natural Resources has been honored as an
outstanding horticulture instructor.

He received the L. C. Chadwick Award from the
American Association of Nurserymen during his mean* of M
years of faculty work. The Poly graduate, who has been on the faculty staff
on since 1946, has credited with building the
department from about 30 student majors to over 700.

Financial Aid

 Wednesday July 20, 1977

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**Thursday, July 28, 1977**

**Festival Schedule**

**TUESDAY—Aug. 1**  
Viola Recital  
Westin Thomas  
M. Marais. Four Old French Duets  
L. van Beethoven. Variations on "The Magic Flute"  
R. Schuman. Mendelssohn  
Cal Poly Theatre 7:15 p.m.

**VIENNAAL**  
State At. (AST - I Mm. T DINAR  
(M. Marais, Four Old French Festival Schedule  
from suite No. 4 in E flat  
J S. Etc. Three selections  
Summer Mustang  
D a n n o

**T H U R S D A Y —Aug. 4**  
L. van Beethoven, Variation*  
B. Britton. Lachrymal, Op. 48  
A. B. Mourot, Symphony No. 8  
Cal Poly Theatre 1:15 p.m.

**W. A. Mourot, Symphony No. 8 in C major, K.73**  
36 In C major, "Linz", K.423  
R. Schumann, Marchen-  
co-iponaorad by Cal Poly A B I

**C a m b r i a, 1:15 p.m.**  
W. A. Mourot, Piano Concer­  
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**W. A. Mourot, Symphony No. 31 in D major, K.297**  
W. A. Mourot, Symphony No. 30 in C major, "Linz", K.425

**S A T U R D A Y —Aug. 6**  
W. A. Mourot, Serenade in B major, R.499 (Oakland  
Mission Concert  
W. A. Mourot, Serenade in B major, R.499 (Oakland  
Mission Concert  
W. A. Mourot, Serenade in B major, R.499 (Oakland  
Mission Concert

**F R I D A Y—Aug. 5**  
W. A. Mourot, Divertimento  
W. A. Mourot, Sym. No. 8 in F major, Op. 93  
W. A. Mourot, Serenade for  
Tone, Horn and String  
W. A. Mourot, Piano Concert  
No. 31 in A major, K. 488

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