THE PRIDE of the Pacific, in rehearsal and performance: Upper left, the powerful trumpet section of the Cal Poly Mustang Marching Band during halftime of the Fresno vs. Poly game last Saturday (Daily photo by Dennis Steere). Upper right, Steve Bradbury releases after legato his sousaphone through rehearsal (Daily photo by Dennis Steere). Lower right, twirler Jill Zelich, works out during halftime (Daily photo by Dave Stock). Gloria Chanin, eyew director William V. Johnson intently during the band's first show (Daily photo by Dennis Steere).

Strike up the band!

See story on page 4.
Technology needs trimming

When the industrial revolution began in the early 1900s, the post-progressive thinkers saw technology as a great engine that could aid people's everyday struggles for survival.

Creative minds set to work devising machines and methods to improve life. Technology was a panacea to free people from the dreariness of constant work and to allow them to pursue the arts, education and each other. Instead, society is being strangled by the proliferation of “things.”

We forget in gadgets, from a vapid-mind Disneyland's automation and all the way back to Detroit.

Although there have always been detractors from technology, the steady proliferation of "things," has continued unabated.

But perhaps there is a point of diminishing return. Instead of simply saving our lives, technology is now controlling them. Mass production, assembly lines and impersonality are by-products of rampant technology.

Exceptionally, we have created a homogeneous society.

Internally, the last bastions of individuality remain in our minds and emotions, but even these minds are being challenged.

Gandhi's mind-think of 1940 is a thing of the past. Much maligned Madison Avenue, in concert with all other social institutions, is urging us toward a sameness of character.

Campaigns not only encourage us to dress and live alike, but with subtle publicity, to think and feel alike.

Society is turning into one big situation comedy; the song Cosmopolitan-Christian Church look, the h_IMAGES: Priests materialism with file at 11.

The movement toward "natural" lifestyles is an illusion. People, somewhere deep in their subconscious, feel threatened.

But even the naturalism is contrived. Wheat germ, alfalfa sprouts and granules are pre-packaged. The funny clothes we mass produced is to be sold insensitively at K-mart. I've seen three other people in my Wrangler shirt, but what the heck, it was a good buy.

In another subversive effort to save our inner selves from manipulation, the 70's fashion awareness of sensuality training, encounter groups and psychodrama.

All these shirts were out from the same cloth too, however, and one result is over-approval and one sensuality. The answer to introspective preservation can be found within the person. Thought processes and emotions must be preserved from the constant onslaught of sensations.

Technology is a wonder and beneficial thing, but its tentacles are creeping into disturbing areas.

We must avoid technoshock.

Conserving carelessly

Others, it takes a close call, a good scare or a crisis for people to respond to an given situation.

The case in point concerns conservation of: natural resources, particularly water and energy.

It took an oil embargo in 1974, high prices and rationing to get us through to conservation. People were suddenly reminded of the availability of water and energy.

But after awhile, the shock wore off and we went back to our gluttony.

Likewise, one time or another, electricity, natural gas, wood and coal have all been burned through the same way.

The most recent shock treatment in California was brought about by prolonged drought.

Especially in Northern California, water became a precious commodity. People were forced into responsible use of the substance.

It is appearing the same phase is over. People are now reverting to their habits of the green past assuming there is no further need to worry.

The skies is blue, long showers, letting water run down the drain while brushing teeth and washing dishes.

Waste abound in gardens and parks.

Lawns are watered until they overflow and well-watered处处生鱼.

Interestingly enough, a prime example of such waste can be seen at the California Regional Water Quality Control Board Building on Laurel Lane here in San Luis Obispo. Someone at the building insisted on allowing the rainwater a full 360 degree watering pattern, even though only half the water hits the grass. The other 180 degrees is healthy, dormant areas andash. Why not get the sprinkler at 180 degrees to cover only the lawn? Apparently, the Board is concerned only with the quality of water, but not communally the quantity.

At any rate, let this serve as a reminder. The drought has not yet been neutralized, nor is the ideal endless source of energy developed.

Instead of this little effort to save resources. This doesn't exist eating the fruit from the tree to water the plants, or walking seated in the darkness looking over a sand.

It simply means not being so careless and extravagant with resources at limited.

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Fellowship forms are now available

Inquiries about Danforth Graduate Fellowships have been handled by the Danforth Foundation, according to Professor Grant D. Vermorel. Applicants for the Danforth Graduate Fellowship must be graduate students who have completed at least one year of graduate study. Fellowship stipends are based on individual need. All Fellows are required to maintain residence in the United States. Approximately 60-65 fellowships are awarded each year, with 25 to 30 reserved for students who have a dependent child.

The Danforth Graduate Fellowship is a one-year award, and may be renewed up to a maximum of 4 years, contingent upon satisfaction of the requirements. Application forms are available from the Danforth Foundation.

The Danforth Graduate Fellowship is also open to students who are married or are "heads of household" with one child. Applicants must be currently enrolled in graduate study beyond their college level work. They must be nominated by their college, university, or graduate school. The Danforth Graduate Fellowship is a one-year award, and may be renewable up to a maximum of 4 years.

The Danforth Foundation does not accept direct applications for the baccalaureate Fellowship. The Foundation is currently making a special effort to bring qualified persons from the racial and ethnic minorities into the profession of teaching. Approximately 33 percent of the awards are reserved for blacks, Mexican-Americans, Native Americans and Puerto Ricans.

The Danforth Graduate Fellowship is a one-year award but is normally renewable up to a maximum of 4 years graduate study. Fellowship stipends are based on individual need, but will not exceed $2,500 for single Fellows and $5,000 for married Fellows with no children. Fellows who are married or are "heads of household" with one child, can receive up to $5,000. There is a $500 allowance for additional children.

The Fellowship also covers travel and fees.

The Danforth Foundation, established by the late Mr. and Mrs. William H. Danforth in 1927, is a national, educational, philanthropic organization dedicated to enhancing the human dimensions of life. Interested students who would like further information are invited to contact any of the following: Mr. Roger Danforth, Mr. Grant D. Vermorel, and Mrs. Beryl Danforth. Applications for the Danforth Graduate Fellowship must be submitted by March 1.
Community improvement sought

By RICHARD PRICE

Daily Chief Western

San Luis Obispo residents and students with ideas on how to improve the community have until Friday, Oct. 6, to submit their suggestions as part of the official city program, Human Relations Coordinator Cecil Miller announced last week.

Miller said Oct. 6 is the date when the results of a summertime effort to assess community needs will be officially recorded during a public meeting beginning at 7:30 p.m. in the Council Chamber of City Hall.

The assessment program, which began last spring with a $30,000 appropriation from San Luis Obispo City Council, is designed to provide the council with a guideline in determining priorities for future city services and programs.

"This is something the city never had before," pointed out Jackie Zimpher, assistant coordinator.

Zimpher explained that the assessment program is a part of the city's comprehensive plan. The first phase of the plan was a listing of a list of community needs.

A citizens' committee, a group of Cal Poly and Cuesta College students and members of the Human Relations Committee, then drafted a list of items which city residents and visitors lack, "things people need to maintain their dignity, live productive lives and participate in the community that the community has to offer."

But Zimpher noted that the list lacked credibility until it was validated by city residents.

Validating the list, part 2 in the assessment program, entailed a series of three neighborhood meetings to allow citizens, especially those in their own ideas of what the city needs.

The meetings, held Sept. 27, 38 and 39, brought out a total of only 66 people, according to Miller. Robinson, the Los Angeles consultant who designed the program, "I was disappointed in attendance at the meetings." Robinson said.

Robinson, speaking during the final neighborhood meeting at Hawthorne School, said the assessment list corresponded closely with citizen suggestions.

But he said he was surprised by the fact that people attending the Hawthorne meeting, "designing for the other 99 percent," were asking for fewer community services.

"They're more concerned with cultural matters," he said. Meanwhile, Human Relations Coordinator Miller said he was pleased with some of the suggestions coming out of the meeting. In particular, he pointed to one suggestion that called for wider access to copies of City Council agendas and minutes.

Some of the other suggestions heard at the meeting:

- More extensive childcare services for infants under the age of 3.

- A center for the handicapped to a wide variety of facilities, including the city bus, swimming pools and post office.

- Expanded legal aid services to lower-income groups.

- Miller explained that after Friday's meeting the third phase will begin to prepare a statistical survey to be conducted in San Luis Obispo throughout November.

- He said the random sampling will be the final step in the assessment program, but he maintained it is difficult to predict what City Council will do with the list once it is completed.

"We will rank the list in order of priority," he said, "but I have no idea how it will be used. Of course, the city will first try to get existing services for some of the needed services.

He said it was conceivable that the duties of his own office would be suspended or possibly diverted to other tasks.

Presently, the Human Relations Commission is holding three social service agencies, the Lans, Graham House and Grass Roots, 2. The commission also handles a wide variety of individual needs.

Miller's main concern until Friday is involving everyone with a suggestion by Friday. "We have told students with any complaints or ideas to call his office. The Human Relations Commission wants anyone with a complaint to human hands. San Luis Obispo who was unable to attend one of the meetings was invited to call the commission at 643-1562 to offer their comments.

Poly Band: High stepping 'for fun

Enthusiastic, spirited and flashy are words often used to describe the 131 disciplined students at Cal Poly, better known as "The Pride of the Pacific," or the Cal Poly Marching Band.

Although there is no music major at Cal Poly, the marching band has sped more than 11 hours a week in organized rehearsals for each halftime show.

This year the pride of the drive behind the band is the ten units of music ensembles, according to Karen Stone, first woman president of the band, the key to loyalty is the chemistry that develops.

"Besides loving to play and march, people feel that friendships made in the band are lifelong ones," she said.

Proof of this loyalty was apparent at the recent Poly vs. Fresno State football game. More than 60 band alumni attended.

The Poly Band has traditionally been a very spiritual group," commented William V. Johnson, director of the band. Johnson said he feels what is different about this year's group is that there is a more mellow attitude toward the art of music within the group.

"Previously we had pride ourselves in our marching and maneuvering (MM). But this year's band has the potential of being one of the best drum line groups ever," said Johnson.

From Associated Press

Supermarket shoppers got a break last month, with prices sagging down almost 1 percent, an Associated Press market basket survey shows.

Continuing declines in the cost of coffee and pork chops, along with Seasonal savings on a variety of other items, helped offset increases, mainly in the price of gas.

The AP drew up a random sample of items sold to food and nonfood items, which checked the price at one supermarket in Salt Lake City on March 1, 1973 and last month and compared the results at the start of each succeeding month.

Food prices take one percent dive

TUDER SHOFT

Food prices take one percent dive

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Food prices take one percent dive

TUDER SHOFT

Food prices take one percent dive

TUDER SHOFT
Munchies meet their match at Poly

By LAURA CHRISTMAN
Daily Staff Writer

Buffering from a seas of the month; the Campus Produce Store can provide relief with its line of fresh produce and dairy products, including items like peaches, milk, cheese, sweet corn and ice cream.

All items sold in the store are the result of student efforts, according to store manager, Carl Moy, a professor in the Dairy and Poultry Science Department.

Some products are the result of class efforts, some are individual student projects, and some are minor projects, he said.

The purpose of the store is to provide an outlet for class projects and to give other students a place to buy fresh produce, Moy said. It is a "campus family store," he said. "Almost all classes, the students sell, but not all classes own the store.

The store is located in the Food Processing Building 3 in the basement.

The store is open Monday through Friday from 10-11 a.m. and 4-5 p.m.

Milk is sold for 99 cents a quart, he said.

Moy said some of the Cal Poly students don't have additives that are commonly found in products elsewhere.

"Most better in the industry," Moy said. "We don't sell any coloring in ours," Moy said, "We also have the advantage of selling our products directly in the store. We don't have to add agents to prevent settling in our cottage cheese, because we don't have to ship it 500 miles across the highway.

"Most milk cheese is an example of the unique items often found in the store."

We get some strange products, even in stock," Moy said. A few years back a student took skim milk and watered it down to make a sort of pudding, it was not easy and would be used as a dessert topping.

Items in the store are priced competitively with stores, he said. Prices are often even more than in some downtown stores. The students set the prices.

"We usually have lower milk prices simply because we have no much milk to keep out of," Moy said.

Moy explained that a student involved in a project for the store signs a contract with Cal Poly Foundation which

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Bulldogs overpower Poly

What initially seemed like a one-sided affair when Fresno State came to town and humiliated the Mustangs in Cal Poly's home opener Saturday 23-3, turned into a one-sided affair when Fresno State cam to town and humiliated the Mustangs in Cal Poly's home opener Saturday 33-13.

In a packed house of 8,322, which set a school record for home attendance, the fans instantly watched the Bulldogs jump ahead to a 7-0 lead at the end of the first quarter. Poly retaliated with a Mike Peligfield field goal from 31 yards to cut the score to 7-3 in the second period. From then on the game belonged to Fresno.

The Bulldogs added two touchdowns in the second, 10 points in the third, and three more TDPs in the final period.

Cal Poly's longest gain of the night was 17 yards, twice achieved, once on a pass to Jimmy Childs in the opening stanza, and again in the final period on a run by Jeff Jones.

Bulldog quarterback Dean Jonet, who ran for 199 yards and passed for 137 yards during the Bulldog's loss to Montana State last week, again was running the ball and passing like it was going out of style.

Although his statistics are not too impressive, Jonet accounted for a 33-yard touchdown run in the first quarter. He also connected on a 35-yard pass in the second quarter for the Bulldogs' first two scores.

In the third and final quarters, Fresno substituted quarterbacks and running backs, but the Mustang defense, which was overmatched, was unable to stop them.

The substitutes alone scored four touchdowns, one in the second and third, and two in the fourth. The Bulldogs substituted from the second period on, including quarterbacks, running backs and receivers.

The whole night was summarized in a single sentence, and could explain the game itself, "It was a night to be long remembered."

Cal Poly's longest gain of the night was 17 yards, twice achieved, once on a pass to Jimmy Childs in the opening stanza, and again in the final period on a run by Jeff Jones.

The Cal Poly cross-country team finished fifth at the Fresno State Invitational Saturday and coach Steve Miller couldn't be happier. "I'm very, very pleased. We ran exactly like I thought we would," said Miller. "We're just not quite as fast as we were."

The Mustangs have been training straight through their early meets which means they don't let up the day before a meet. Naturally, their performances have not been a true indicator of the team's strength.

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Soccer triumph

A sharp defense and an aggressive offense were the keys to the Mustangs' victory over Cal Lutheran Saturday.

The Mustangs were out from the start in the game, and according to head coach George Parry, the game belonged to Poly from the opening few minutes.

Hugh Graham scored the first of the Mustangs' five goals, and goalie George Valenti kept Cal Lutheran to only two scores.

"I am very happy with the way that we played. I don't think the game was in doubt, so I choose to substitute early," Parry said.

"We have a real good depth and should be real strong this year," Parry said.

Parry and his team will host Chapman College at the Poly soccer field at 10 a.m. Oct. 15.

SPORTS SHORTS

Volleyball

Coach Daily Kent has a problem.

So far this season the Poly women's volleyball team has compiled a perfect 3-0 dual record and at times, has played brilliantly. At other times, however, the Mustangs' performance has resembled something more like Chinese fire drill.

Case in point: On Friday the Mustangs put together a victory over Whittier College in which their teamwork was real "incredible" for Kent. The Mustangs won 15-4, 16-14.

The next day in the La Verne College tournament the Mustangs won only three of eight games played. They started playing at 10:30 Sunday morning and Kent summed up the results by saying, "We are still in bed!"

Water Polo

The Cal Poly water polo team is now 2-4 on the season after splitting a pair of matches Friday. The Mustangs defeated Ventura Junior College 9-4 at Ventura in the morning then dropped a 9-8 decision to UC Santa Barbara in Santa Barbara that afternoon.

Junior Joe Graham scored five goals against Ventura while sophomore Ron Hansen scored three. Senior Pete Homer and junior Gerry Nowakowski scored two goals each against Santa Barbara.

Cook Bob Durini's squad will open conference play Oct. 15 when it hosts Cal Poly Pomona in a 3 p.m. match.

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