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, twirler Jill Zellbell, works out during halftime (Daily photo by Dave Stock). Gloria Chaflin, eyew director (pally photo by Dannie Steere). Upper 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 1800's, the progressive thinkers saw technological advance as a way to ease people's everyday struggle for survival. Creative minds set to work devising machines and methods to improve life. Technology was a panacea to free people from the drudgery of constant work and to allow them to pursue the arts, education and each other. Individuality and creativity sat to work on the human condition. Old adages were challenged, but, with subtle manipulation, to think and feel. Society is turning into one big situation comedy; the good Cosmopolitan-Christian Thor look, the heterodox politician, the materialism all with fins at it. The movement toward "natural" lifestyles is an illusion, people, somewhere deep in their subconscious, feel threatened.

But even the naturalism is constrained. What gera, alfalfa sprouts and grannies are pre-packaged. The rocky shirts are mass produced to be sold insensitively at E-mart. (I've seen three other people in my Wrangler shirt, but what the heck, it was a good buy.)

In another strenuous effort to save our inner selves from manipulation, the 1970's featured awareness and sensuality training, encounter groups and psycho-analysis. All these shirts were cut from the same cloth too, however, and as a result in one awareness and one sensuality. The answer to interpersonal preservation can be found within the person. Thought processes and emotions must be preserved from the constant onslaught of sensations.

Technology is a wonderful and beneficial thing, but its terrain is steeping into disturbing areas. We must avoid technology.

Conserving carefully

Others, it takes a close call, a good war or a crisis for people to respond to a 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 through to consumers. People were reminded of the need to conserve and spontaneous regeneration followed. But after awhile, the shock wore off and we went back to our present.

Likewise, at one time or another, electricity, natural gas, wood and coal have all shivered through the same eerie patterns.

The most recent shock treatment in California was brought about by prolonged drought. The drought in the capital, like a prime exemple of each water, has been tested 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 raised A full 360 degree watering pattern, even though only half the water hits the grass. The other 180 degrees is healthy, dormant decorum and sleek.

But it appears the same Resources are leaving the grass and assuming there is no further need to worry. The grass is brown, brown, dying water runs down from the skies while brushing teeth and washing dishes.

Waste abound in gardens and sports. Lawns are mowed until they overflow and well-watered oceans form.

Interestingly enough, a prime example of each 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 raised a full 360 degree watering pattern, even though only half the water hits the grass. The other 180 degrees is healthy, dormant decorum and sleek.

We delight in gadpeta, from the constant onslaught of sensations.

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Conserve carefully.

Expecially in Northern California, water became a precious commodity. People were forced into responsible use of the substance. But it appears the same Resources are leaving the grass and assuming there is no further need to worry. The grass is brown, brown, dying water runs down from the skies while brushing teeth and washing dishes.

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Fellowship forms are now available

Inquiries about Danforth Graduate Fellowships have been answered by the Danforth Foundation, according to Professor Grant D. Vanossi.

The Fellowships are available to all qualified persons who have a serious interest in careers in teaching in colleges and universities. Students also may plan to study for a doctorate in any field of study common to the undergraduate liberal arts curriculum in the United States.

Approximately 60-65 Fellowships will be awarded to college seniors who are recommended by campus liaison officers. Another 33 to 40 awards will be made to postgraduate persons who apply directly to the Foundation.

Applicants for the bachelor’s awards must be college seniors and may not have taken undergraduate graduate level programs of study beyond their college level work. They must be nominated by liaison officers of their undergraduate institutions by Nov. 15, 1977. The Danforth Foundation does not accept direct applications for the bachelor’s Fellowships.

The Foundation is currently making a special effort to bring qualified persons from the racial and ethnic minorities into the profession of teaching. Approximately 23 percent of the awards are expected to go to Blacks, Mexican-Americans, Native Americans and Puerto Ricans.

The Danforth Graduate Fellowship is a one-year award but is normally renewable until completion of the advanced degree or for a maximum of four years of graduate study. Fellowship stipends are based on individual need but will not exceed $2,500 for single Fellows and married Fellows with no children. Fellows who are married or are "head of household" with one child, can receive up to $3,500. There will be additional allowances for additional children.

The Fellowship also covers dependent tuition 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 Cal Poly Danforth Associates: Dr. Kay Perryman (Bio Sci), Dr. Allen Miller (Math), Dr. Don Hensel (History), Mrs. Beverly Hessell (BA & B Ed), Dr. George Mach (Math), Dr. David Chipping (Physics), Dr. Dale W. Andrews (Administration), 411) or Prof. Venerable (Chem).

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EL CORRAL’S
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If you are a student, YOU can be a winner in El Corral’s "PICTURE POSTCARD CONTEST" just submit your most creative photograph of Cal Poly’s campus in the form of a color print to the Customer Services desk inside the bookstore. Entries will be accepted from October 3rd through 8th.

Students are limited to two entries. All photos submitted will be posted Oct. 4th-5th in the UU for judging by you, the student body. Winners will be announced at a later time.

The first and second place winners will receive $60.00 gift certificates from El Corral plus the bar entries will be printed and sold as original postcards. The photographers will be credited with their names on the postcards.

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*Only currently enrolled Cal Poly students are eligible.

**All entries become the property of El Corral Bookstore. Any students who wish to have their photographs returned must include a self-addressed stamped envelope with their entry.

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(Cont. on page 7)
**Community improvement sought**

By RICHARD PRICE

Sunday, October 4, 1977

Daily Madden

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 Offiee Miller announced last week.

Miller said Oct. 6 is the date when the results of a summer-long effort to assess community needs will officially be on record 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 $10,000 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 has never had before," pointed out Josie Zimpler, assistant coordinator.

Zimpler explained that the assessment program is part of a neighborhood service. The first phase of the project is a list of community needs.

A citizens' committee, a group of Cal Poly and Cuesta College students and members of the Human Relations Committee also 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 to an extent where the community has to offer." But Zimpler 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 to express their own ideas of what the city needs.

The meetings, held Sept. 27, 30 and 31, brought out a total of only 65 people, according to Miller Robinson, the Los Angeles consultant who designed the program.

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 future," were asking for few community services.

"There was more concern with cultural matters," he said. Meanwhile, Human Relations Committee Miller said he was pleased with some of the results of the meeting. In particular, he pointed to one suggestion that called for wider access to copies of City Council agenda and minutes.

Some of the other suggestions heard at the meeting:

- More extensive child care services for infants under the age of 2.
- Access for the handicapped to a wide variety of facilities, including the city bus, swimming pools and post office.
- More community parks.
- Expanded legal aid services to lower income groups.

Miller explained that after Friday's meeting the third phase will begin with 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 expanded or possibly diverted to other tasks.

Presently, the Human Relations Commission is conducting three social service agencies: Hot Line, Grandmother House and Grass Roots 11.

Zimpler also handles a wide variety of individual needs.

"We spend a lot of time mediation tenant-handled disputes," Miller said. "One of the possible results of this list will be to establish a running city committee to look over the housing disputes which will have to concentrate on other matters."

But Miller's main concern until Friday is involving everyone with a suggestion by having students and any groups of people say ideas or ideas to call his office. The Human Relations Commission wants anyone with a thought on human needs to San Luis Obispo who were unable to attend one of the neighborhood meetings to call to tell the commission at 544-9231. City offer their comments.

**Poly Band: High steppin' for fun**

Enthusiastic, spirited and fastly are words often used to describe Cal Poly's 131 disclosed 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 band spends more than 11 hours a week in organized rehearsal for each halftime show. The students behind the drive of the band is not the two units of media which each According to Karen Stone, first woman president of the band, the key to loyalty is the contradiction that develops. "Besides loving to play and march, people find 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 Cal Poly Band has traditionally been a very spirited 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 more maturity attitude toward the art of music within the group. "Previously we have prided ourselves in our marching and maneuvering (M&M). But this year's band has the potential of becoming the best marching grouping ever," said Johnson.

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

Combining declines in the cost of pork and pork chops, along with seasonally stable prices for a variety of other items, helped offset increases, mainly in the price of beef.
Munchies meet their match at Poly

By LAURA CHAIKIN
Daily Staff Writer

Buttering from a can of the supermarket! The Campus Produce Store can provide relief with its line of fresh produce and dairy products, including items like goat's 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 senior 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 "unique family store," he said. "In almost all cases, the products here are at least as fresh as other stores, and often fresher," Moy said. "Often the milk on the shelf in the afternoons was in the cow that morning. Things like the sweet corn have quite a reputation. It is often picked at 10 or 11 in the morning and is in the store by noon."

Things will last, Moy said. Fresh dairy products and produce are put out daily.

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

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

Good milk cheese is an example of the unique items often found in the store. "We get some strange projects out of our students," Moy said. "A few years back a student took slim milk and mixed it so long to get a sort of pudding. It was cooked and we used it as a dessert topping."

Items in the store are priced competitively with other stores, he said. Prices are often the same said in some downtown locations. The students set most of the prices.

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

Moy explained that a student involved in a project for the store signs a contract with Cal Poly Foundation which then finances the project. If there is a profit made it goes between the foundation and the student who signs the contract in the store. It can or should fall or something unfortunate happens to a student project, the foundation absorbs the loss.

The store is located in the food processing building on the north end of campus.

Hours are Monday through Friday noon to 5:30 p.m. on Monday 11:00 a.m. to 3:00 p.m.

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REMEMBER: 1 DAY ONLY!
Bulldogs overpower Poly

What it usually the best and hardest fought game of the season turned into a one-sided affair when Fresno State came to town and manhandled the Mustangs in Cal Poly's home opener Saturday 23-3.

In a packed house of 8,332, 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 TDS in the final period.

Fresno had a different idea; and whenever the home team had the ball, there would be a brick wall of white jerseys to stop any sign of gain.

It was not a night of luck, or just who was the better team. It was a night of frustration for the Mustangs, and for the Bulldogs, 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.

Bulldog quarterback Dean Jones, 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, Jones accounted for a 33-yard touchdown run in the first quarter. He also reached paydirt from one-yard out 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 sentiment, and could explain the game better than any report.

A Fresno coach stated, as the clock ticked off the final seconds, "I've been waiting for this for five years."

The Cal Poly cross country team finished 5th 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 very, very pleased."

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.

Miller was ecstatic with sophomore Jim Schenkel who was Poly's top placer. Schenkel covered the six mile Woodward Park course in 30:31, good for sixth place.

Junior Mitch Kinsky finished 14th in 31:14 while junior Robby Bray was 15th in 31:20.

Tom Wynnecki of University of Nevada Reno was the top finisher with a time of 29:54.

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Bulldogs have his number. (Daily photo time of gaining any yardage as a sureman of Harriers place sixth)

JIMMY CHILDLS is shown having a hard

(Daily photo by Dave Stock)

of gaining any yardage as a sureman of

by Dave Stock)

HARVERS place sixth

By Dave Stock

W M o K INCE N Y helps pace the Mustangs to a sixth place finish at Saturday's Fresno Invitational. (Daily photo by Dave Stock)

MITCHE KINSKEY helps pace the Mustangs to a sixth place finish at Saturday's Fresno Invitational. (Daily photo by Dave Stock)

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