Taxes down the drain

Lost tax...I had the dubious privilege of reading the other day that the City Council approved a budget that showed a decrease in the property tax rate from 1.02 cents to 0.98 cents per $100 of assessed valuation. This would save the average homeowner about 64 cents a year. Of course, the homeowner would have to pay more in other ways for the same services. And the citizens would have to pay more, because the property tax is the only source of revenue for the city. And the city, in turn, must pay more taxes because it must have more revenue to finance the services it provides.

Newspapers and television stations are full of articles about how the property tax rate is going down in other cities. But, in most cases, the decrease is due to a decrease in the assessed value of the property. The city councilors and the mayor are not really decreasing the property tax rate. They are only decreasing the assessed value of the property. And the citizens are not getting a break on the property tax. They are just not being assessed the property tax on the new value of the property. They are still paying the same amount of property tax on the old value of the property.

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Taxes down the drain...
Coast offers an endless summer

By STEVE THORN
Daily Beast Writer
The days were warmer and shorter. The fog built up in the afternoon and made longer to burn off in the evening. But it was still too warm outside for some of the seashore dwellers to spend time in other parts of the world; the central coast still retains an endless peerage.

The 4th of July, a family holiday of no exception, was marked by a day in the sand and out-of-down guests with advantage of ever.

Yearbook editor chosen

The editor for the Cal Poly-Pismo yearbook has been chosen according to Ted Benter, chairman of the Publisher's Board.

Nancy Haney, a junior journalism major, was named to the position by the board. Haney was one of four applicants that sought the position.

Benter was editor of her high school yearbook from 1964 to 1967. He is a member of the Publisher's Board.

Negotiations to print the yearbook are still continuing between Associated Students and Cal Poly University for the use of the student instructional Services.

"If the contract is approved, it stands now and Haney, "We (ASP) will receive it per senior plan- niters, regardless of sales and costs," a means for the most market we can get, the more money we will receive."

The yearbook will "most likely be published" according to Haney.

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An Equal Opportunity Employer—men and women
Cleaners top grocery product usage list

BY GARY KAPLAN
Daily Staff Writer

According to a recent survey published in Progressive Grocer magazine, remarkably high numbers of people are using cleaning products incredibly since and yet, seemingly undernourished people.

Progressive Grocer, a trade journal for the food market industry, reported the findings of Target Group Index, a consumer survey which provides manufacturers, media, and advertising agencies with a detailed study of the purchasing and usage habits of the American consumer.

The survey is based on Target Group Index's 1977 study of over 8,000 adult shoppers.

The shoppers were distributed evenly throughout all geographical areas of the United States, income levels (from less than $8,000 yearly to $98,000 or more), age levels, race, and employment (full-time, part-time, or not employed).

The study ranked the 176 most used supermarket grocery products in terms of the percentage of people using the products. Of the top 16 products used, no fewer than six were cleaners of some sort. Those included the top three, toilet paper, face and hand soap, and laundry soaps.

Other cleaning products in the top 16 were scouring powder, paper towels, and all-purpose household cleaners. All were being used by over 80 percent of the people.

The highest ranked food product in the survey was bread, used by 90 percent and ranked fourth. Other food products ranked were all cereals (two brands, cereal, ice-cream, American style, corn flake, and salted crackers.

(To be continued)

LEGAL AID HELP NEEDED

Associated Students Inc. is looking students interested in investigating the possibilities of a legal aid program on campus. According to Prof. Burt Curti's statement, students interested in membership in the new organization are encouraged to earn a legal aid program for three years as chairman.

The contact for more information is Professor Burt Curti, SLOCC 226A.

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“Right on,” and what a place to live. Pools, tennis courts, Jacuzzi, fire outdoor atmosphere and an excellence food, private dining room and back. You can’t go wrong.
Evans brings her ‘happy trails’ to Poly

By DOROTHY NEWELL

While the National Women’s Conference in Boston was raising awareness about abortion and sex education, Dale Evans was in Chico Auditorium Sunday night promoting motherhood, God and country.

The popular western personality and wife of Roy Rogers performed, “An Evening With Dale Evans” as a benefit for the disabled students at Cal Poly. Evans’ show was largely a memorial of her life’s faith mixed with songs of patriotism and the Old West.

At a press conference Sunday afternoon, Evans revealed a decidedly positive attitude towards what she called “that mess in Vietnam.”

“The very highest fertility a woman can have,” said the petite, fair-haired starlet, “is to be a good constructive mother raising good children. I think it’s a good sign for women. But I am not for telling women they have to take the second role if they opt to be mothers and not the wives.”

Evans talked about her disastrous high school education – she dropped out to show business via radio and film and her 20-year marriage to movie star Roy Rogers.

“I just love your campus,” she said Saturday before the show. “I went to school of hard knocks.”

Evans has had more than her share of hard knocks. She was married, pregnant and deserted by her young husband as a high school student in Texas. After her marriage in 1947, she and Rogers lost two adopted children in accidents. Their one child that lived together was born with mongolism and died at age two.

Evans began and ended her show with, of course, “Happy Trails.” ASI President Paul Curtis presented her with a plaque declaring Nov. 12 “Dale Evans Day” at Cal Poly in recognition of her humanitarian efforts.

DALE EVANS (Daily photo by Dennis Steers)

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Football season closes with win

By CORKY BRITTON
Daily Sports Editor

In what could be called the Polar Bowl, two Cal Poly universities met in the final football game at Stadium as it now stands.

Visiting Cal Poly Pomona came up short in a last-game rallying effort, losing in its season-record by a 24-14 score. It put the Mustangs’ record at 6-4, while the Broncos slipped to 1-9.

The night marked several emotional moments for Cal Poly fans. It was the final game of the 1977 season, and marked the end of Joe Harper’s 15th year as head coach and athletic director. Harper is a man who had given many years of his life to Cal Poly.

Joey Burt, Cal Poly quarterback, who in recent months, received several awards from students, honoring him and his devotion to sports.

Reigning as the first-year lifetime membership of the Associated Students Inc., a lifetime pass to all events, a lifetime field pass (the first one ever given at Cal Poly), his and her warm-up suits, and a personal team bench for two to sit with the team.

It also marked the signing of college football careers for 14 seniors. They include Mike Peltz, Richard Norton, Jeff Jones, Mike Johnston, Rick Haycock, Bob Trudeau, Glenn Hawing, Kim Kiveloh, Andre Keys, Rick Krause and Jimmy Child.

Bob Trudeau

S U I N G

Pour day let’s reach was able ease valid •*

Trudeau bed his eeeed beef career day Saturday carrying the bell SO times for a total of 171 yards. The West Covina senior scored six touchdowns from his tailback position, moving the bell in from the 2 yard line and again from the 14.

SPORTS SHORTS

Swimming

Cal Poly’s women’s swimming team made a good showing last weekend in its first league meet at the Southern California Athletic Association conference meet held at the University of Southern California.

The Mustangs scored a strong 156-112 victory over the University of Redlands team to win their first place for the season.

Cross country

The Cal Poly women’s cross country team added another victory to its record Saturday by running away with the team title at the California AAU club cross country championship meet held at Fresno. Poly led 37th place on Friday.

VENOM

S I N A K

Pour day let’s reach was able ease valid •*

The combination of Andrea and Craig Johnston noted the Mustangs with 293 points, 9 points getting the 29th place.

Volleyball

It was a sad Friday night in Poly when the visiting University of Arkansas-Pine Bluff scored a 3-0 win over the Mustangs to complete the season.

That was the tenth loss of the year, and the team ended the season with a 0-17 record. The Mustangs ended the season with a 0-17 record.

FOOTBALL PLAYER OF THE WEEK

BOB TRUDEAU

Trudeau had his second best career day Friday carrying the ball 30 times for a total of 175 yards. The West Covina senior scored six touchdowns from his tailback position, moving the ball in from the 3 yard line and again from the 14.

Andre Keys

Keys, the 6’4” 210 pound senior from San Francisco caught a total of 6 passes for 97 yards in the Cal Poly win over Cal State Fullerton. From his slot position he posted six points with one of his passes scoring on an 11 yard gain.

 asbestos

S I N A K

Pour day let’s reach was able ease valid •*

It was a disappointing evening according to Harper, who saw his team gather 81 yards in penalties, was still able to net more yardage than the Broncos, in 38.

Pomona quarterback Craig Johnston passed for 29 yards, his longest being a 41 yard pass to Rob Chapski.

The combination of Andersen and Craig Johnston noted the Mustangs with 293 points, 9 points getting the 29th place.

Bouncing came fast in the opening period as the Mustangs bolted out of a scoreless tie and took complete control with a 14-0 rout for the score. Poly added the extra point with a 26-2-4 yard field goal that put the Mustangs on top for good.

Harper noted the game was high-scoring, and the defenses were good defensive showings and the presence of the fans.

Both teams played well defensively, Harper said. "We had a lot of penalties that marred the whole effort. There was a lot of good efforts, but the penalties ruined it all that.

Pomona noted that the goal for the team this year was the NCAA playoffs. The goal fell short, but next year is there.
Head volleyball coach to leave Poly

By JON HABTING

Daily Telegram, November 22, 1977

By JON HABTING

Daily Telegram, November 22, 1977

The man who introduced the sport to California, Tia Franklin, is leaving the United States to pursue a dream overseas.

Franklin, who has been Poly’s head volleyball coach for 11 years, has accepted a coaching position in Japan at the request of a former Poly student.

"I’ve been coaching volleyball for 26 years," Franklin said. "It’s time for me to move on."

Franklin, who is the only coach in Poly’s history, has guided the team to six state championships and four national titles.

"I’m proud of what we’ve accomplished," Franklin said. "But I’m looking forward to new challenges."
People don’t remember UFO attack

In California, A.P., The 5,300 residents of this quiet Southern Illinois community must have been busy at other pursuits last Aug. 2 because not one can be found who remembers the attack by flying saucers that destroyed the town.

According to a magazine called Official UFO, the town was attacked by a fleet of alien invaders. Chester’s sheriff-turned-freelance-writer Luke Graham said he called Channel 2 television in St. Louis to get Strategic Air Command jet fighters to repel the invaders, but was unsuccessful. The story recalls that Channel 2 television went black on Chester sets and all TV screens held the image of an alien figure.

Padre Productions has come out with a new publication entitled “An Uncommon Guide to the La Soledad Obispo, California.” And uncommon it is, since it appears to hold the most complete list of places to see and things to do in the area.

Put together by San Luis Obispo residents, the guide is alphabetically compiled. It begins with Sheehy’s and ends with zoo.

The book is illustrated by San Luis Obispo artist Cheyanne Lee, who said she is the original idea for the guide. Her drawings throughout are artful and whimsical.

People are quite happy, we want to hear back from you. We hope your experience was positive. We welcome feedback from you and will use it to improve our services.

The book is available at El Corral Bookstore and other bookstores throughout the county at $4.95. A review by Marola Malar of the Monterey County Tribune last week. The editor of Official UFO, Lachlan P. MacDonald of Cal Poly is editor and publisher.

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