Enterprise projects expand ag background

By Greg Colbert

What do bees, beef cattle and grapes have in common? They are all varieties of student enterprise projects open to Cal Poly students who wish to expand their backgrounds in agriculture.

Student enterprise projects are supported by the Cal Poly Foundation, which helps students finance their projects. When the project is completed, the Foundation receives one-third of the net profits, while the students divide among themselves. If the project loses money, the Foundation absorbs the loss.

Since the beginning of fall quarter, nine students have been involved in the bee enterprise project, said Mark Shelton of the crop science department. The three major aspects of the bee project are honey production, pollination of on-campus crops and keeping the bee hives empty of honey and full of bees.

Working with the bees requires an average of two hours a week. That includes checking on the colony's health and vigor, honey extraction and, during the winter, checking for an adequate food supply,” Shelton said.

One important aspect of the bee project is disease monitoring and prevention of disease. “We were fortunate that none of our hives had foul brood last year, but we had four colonies get it the year before that, and three colonies in 1983,” Shelton said. Once a colony has either of those diseases, the colony must be destroyed, he said.

Shelton said the project has three apiaries, or bee yards, on campus that facilitate the pollination of other crops within the department. “The bee project is a financial-ly prosperous endeavor for students,” Shelton said.

If bees are not the type of project a student is looking for, there is a wide assortment of other fruit and crop projects available. A grape project is currently underway, which has 20 varieties of table grapes and 10 varieties of wine grapes, project adviser Paul Fountain said. He said the project lasts 12 months, with the heaviest time demand for students being in the fall when harvest begins.

“Table grapes are marketed through the campus store, Farmers Market and some to retail and food services here on campus,” said Fountain. “The wine grapes, we sell to home winemakers. Last year, however, we were able to sell some of our Chardonnay to Corbett Canyon Vineyards here in San Luis Obispo,” he said.

Fountain said the benefits to students on the grape enterprise project are learning the annual crop cycle and, if passed, Panetta authors language legislation

By Susan Harris

An amendment was adopted last December by the House of Representatives to grant federal money to colleges and universities to encourage participation in foreign language programs.

U.S. Rep. Leon Panetta (D-Monterey, Calif.) said he authored the amendment to give schools incentives to teach foreign languages.

The bill will be introduced to the U.S. Senate in its next session and, if passed, Panetta hopes federal funds will become available by fall 1987.

“As technology shrinks the distances separating the nations of the world, we deal with foreign nationals more and more frequently,” Panetta told the House. “We are at an immediate disadvantage because of our limited ability to communicate in other languages.”

Panetta said the ability to understand languages such as Spanish, Russian, and Chinese, is important to our overall national security.

Under Panetta’s amendment, there will be three provisions that colleges can meet to receive federal money:

If a college has at least five percent of its student body enrolled in a foreign language course and makes foreign language study a prerequisite for admittance or graduation from the institution.

Colleges which provide study-abroad programs for academic work or internships can receive grants.

A college could receive money if it provides foreign language training for students studying to become elementary and secondary school teachers.

Teaching a foreign language is not an “educational fluff,” Panetta said.

By Chris Counts

A marketing research survey compiled by Cal Poly students last quarter not only provided students with invaluable on-the-job training, but saved local businesses thousands of dollars.

The survey, which comprised roughly half of the curriculum of Marketing 302, was directed at local businesses with an emphasis on improving sales and image within the student community. Such a survey, if conducted by a private marketing research firm, would cost a business in excess of $5,000, marketing instructor Stanley Smith said.

A ruby-throated hummingbird stops to take a breather. The birds can be seen in trees all over campus.

By Greg Colbert

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Daily should refuse bigoted advertising

Editor — I realize that Mustang Daily needs and wants advertising to cover the expenses of its publication. However, when the advertisements insult or demean a group of people or a nation, Mustang Daily should refuse to accept such advertising. I specifically refer to the Miller Lite Beer ad in your issue of Jan. 16, 1986 where the Miller Brewing Co. makes an attempt to enrich itself by belittling the Soviet Union.

WILLEM L. VAN WYNAARDEN

Most Americans fear nuclear war by 2000

Editor — Studies have shown that: Up to 70 percent of the U.S. population believes we will engage in a nuclear war before the year 2000, that a limited nuclear conflict would result in a great number of deaths, a high spread of communism, and economies which are irrevocably damaged.

Most Americans fear nuclear war by 2000

So one of America’s television networks canceled a production which depicted a Russian takeover of America; so the Finnish government canceled a television series about Russia — cancellations due in part to Russian criticism of such programming. So what? Well, I’ll tell you what!

Censorship of its own citizens has long been acceptable in Russia. The Soviet government encourages its critics — by locking them into internal exile, mental institutions, or worse. Talk to Alex Solzhenitsyn — he’ll tell you how much freedom the press has in Russia. Seeing how sensitive the Russian leaders are to negative publicity, it’s easy to understand why they’ve tried to stifle all world commentary on their actions. What’s a little harder to understand is the support this censorship gets from supposedly freedom-loving folks in America.

Their support usually takes the form of Rambo-bashing. I’m not defending or attacking the merits of Sly Stallone’s movies; I’m defending his right — anyone’s right — to say as much as they want to say. I’m also defending the right and ability of people everywhere to make good decisions after hearing all sides of the story.

Folks who say “Rambo” is a red-blooded, brash movie which would brainwash the impressionable public into hating Russians, are really saying that people aren’t smart enough to discern good ideas from bad ideas. Therefore, we’ll protect them by protecting their weak minds from exposure to things we judge to be evil or pre-judicial.

Now, these Rambo-bashers aren’t dumb. They cloak themselves in the guise of peace, love and understanding. But their underlying assumptions are actually anti-freedom, which explains why both the Russian leaders and American media critics want “Rambo” eliminated. Meanwhile, the public made “Rambo” the number one movie week after week.

According to Russian leaders and American journalists, people leaving the theater after viewing “Rambo” or “Rocky IV” were converted Russian-haters. Sure, and people who watched “Holocaust” on television became German-haters. People who watched “The Killing Fields” became Vietnamese-haters, and people who watched “Gone With the Wind” hated the Yankees.

Most movies, books, plays, epics — almost every creative effort has a hero and a villain. Good and evil battle, some folks look good, others look bad. That’s drama! Should we ban everything that criticizes anyone, for fear that someone may become biased by seeing reactive depictions? A lot of people are saying “Yes,” whether they realize it or not.

In fact, there’s not a movie made these days that doesn’t doff to someone. Steven Speilberg’s “The Color Purple” was praised from the Association of Black Women, but was violently picketed by the Coalition of Black Men. There’s so many groups protesting every little comment made about them by anyone (unless of course it praises them to high heavens), that it’s getting scary to express an opinion of any kind. What’s on, Who have I offended now?

So remember, this isn’t about movies, it’s about freedom and intelligence. People who don’t want movies like “Rambo” made or shows are against saying what you and I aren’t smart enough to experience a wide range of opinion and still have fair perceptions.

-Stallone has the right to create and distribute what he wants. People who think differently from Stallone have the right to do the same. May the best ideas win.

Pete Brady is a juniorjournalism major and a contributing co­umnist to Mustang Daily.
Car explodes in Beirut, kills 22

BEIRUT, Lebanon (AP) — A car packed with explosives, gasoline and oxygen bottles blew up in a huge ball of flame and shrapnel Tuesday on a busy street of Christian east Beirut, killing at least 22 people and wounding 102.

It went off 30 yards from an office of President Amin Gemayel’s political party, but authorities would not say whether that was the target.

A dozen passing motorists were killed in their cars by the fireball that engulfed the street. Witnesses said scores of pedestrians and shoppers were cut down by shrapnel or turned into human torches by blazing gasoline that sprayed over a 50-yard radius.

Terrorism policy topic of debate

WASHINGTON (AP) — Secretary of State George P. Shultz and Defense Secretary Caspar Weinberger are engaged in an unusually public Cabinet-level policy debate that could determine whether the United States someday attacks a country that backs terrorists.

Ever since U.S. forces withdrew from Lebanon after attacks on U.S. Marines, Shultz has advocated a get-tough stand toward terrorism that would include strikes against targets in countries — such as Libya — that support terrorism.

Weinberger, on the other hand, has warned against hastily planned strikes that could “kill women and children,” aggravate terrorism and lead to chaos that could undermine U.S. strategic interests in the Middle East.

Marcos denies report of secret dealings

MANILA, Philippines (AP) — President Ferdinand E. Marcos denied Tuesday a report in the San Francisco Examiner that a deal with a California businessman may have cost the Philippine government $50 million.

Marcos, asked at a business forum to respond to the newspaper’s allegations that he was involved in a secretive deal with businessman Vicente Chuidian, said, “Fifty million dollars? That’s the first time I’ve heard about it.”

In answering the question, Marcos did not address the issue of his own involvement, but he acknowledged a compromise had been reached with Chuidian and others who were defendants in a case filed by the Philippine government.

“Rather than continue with the trial, they proposed a compromise,” Marcos said.

The Examiner said Chuidian had bought three California companies involved in the semiconductor industry with a $25 million U.S. loan guaranteed by the Philippine government.

Chuidian later claimed the Marcoses failed to put promised money into the companies, and he refused to repay the loan, the Examiner reported.

The newspaper said Marcos personally supervised and approved efforts to reach a settlement with Chuidian, who it said allegedly planned to reveal links between Marcos’ wife, Imelda, and others close to the president in his businesses.

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IN THE HEART OF DOWNTOWN
Escort service gets new van for transport

By Rebecca Hanner
Staff Writer

A radio-dispatched Chevrolet van has been put into operation this quarter by the student escort service for on-campus nighttime transport.

The van makes it possible for students or faculty members to call the escort service by dialing 1409 on any on-campus phone and have the van sent to their location.

In addition, requests for driven escorts may be taken at the established walking escort service desks located in the University Union and the lobby of the Robert E. Kennedy Library.

When someone dials 1409, the escort service desk takes the call and then directly dispatches the van to the requested location.

Members from the 11 fraternities who have volunteered their time to the escort service will continue to be stationed at the University Union and Library desks for walking escorts.

The van escort service runs from 8 p.m. to midnight, Sunday through Thursday, and walking escorts are available on the same evenings from 7 p.m. to midnight.

The eight-passenger van was purchased by the Cal Poly Public Safety Department and there is no charge for the service.
Model search
Computer finds perfect ‘10’

By Christi Hale
Special to The Daily

A fashion design company is looking for a 5-foot-8-inch, 115-pound, middle-aged female with hazel eyes, strawberry blonde hair and size 7 shoe to model an outfit. If the company has been in connection with the World Model Association, chances are good that the company will find its model — within a matter of minutes — thanks to the ingenuity of a Cal Poly professor.

It is model selection by computer, a "high-tech" concept in an industry that does not jump at new ideas, according to art professor Bob Howell.

Howell, who has been working on the program for the last seven months, calls his idea a "model searching program." "Basically, it's a computer program that builds a database of information on models worldwide which covers about 150 characteristics," Howell said.

The process involves a model sent to Howell by a modeling agency. He photographs the model, asks the model to fill out a questionnaire designed to get information on hobbies, sports and interests. After observing the model, Howell rates him or her on the basis of appearance, personality and modeling ability.

Howell stores all specific information such as name, age and place of residence along with a large number of feature characteristics in a hard disc. These include: color of eyes, shade of skin, shape of face, condition of teeth — "almost any characteristic you can think of about a person."

The photographs taken of the model, usually ten shots, are transferred by Howell to a video disc or tape that stores the photos for future use.

The next part of his job involves working with clients interested in a specific type of model.

On the phone with a client, Howell punches into his IBM computer the specific characteristics of the client's request. Within moments, candidates that fit the description appear on the screen.

At this point, "I tell the client to turn on his screen and there is a picture of the model," Howell said.

The print, duplicated on a color screen like a television, is rapidly transmitted by satellite.

Howell said the hard part of the business is preventing people from duplicating the picture, despite the fact that duplication results in a photographically useless copy.

One advantage of Howell's program is that, aside from the time-saving factor of finding a model with the right characteristics, is finding a model who is located near the client.

"If a client wants someone in New York, I'll give him a model that's based in New York so they won't have to ship her in from California," he said.

For his work, Howell receives a percentage fee from both the agency and the model. His income varies, depending primarily on the wage of the model.

After seven months of work, Howell has about 3,000 models stored on his data base. He works with both male and female models ranging from age three to 80.

Howell said he will continue his model searching program. "I'm happy with it. I plan on continuing as long as it's profitable and fun," he said.
Publisher sentenced in conspiracy to ship arms to Iran

ORLANDO, Fla. (AP) — A California magazine publisher who is an expert on East Bloc countries was sentenced Tuesday to five years in prison on charges related to an alleged plot to ship U.S. Army weapons to Iran.

Paul Cutter, 48, of San Jose, Calif., was sentenced for his Dec. 16 convictions on one count of conspiracy and two counts of wire fraud.

U.S. District Court Judge G. Kendall Sharp sentenced him to five years on the conspiracy charge and five years' probation, to run consecutively, on each of the wire fraud counts.

Cutter, convicted along with an international arms dealer and a company that Cutter controls, faced a possible 15 years in prison. Sharp also fined Cutter's company, European Defense Associates, $100,000, although authorities have indicated the company will be unable to pay the fine.

During a six-week jury trial, Cutter, who also owns EDA Publishing Co., was described as the mastermind of a scheme to obtain 1,140 Army anti-tank weapons for shipment to Iran and use by the Ayatollah Khomeini regime in its war against Iraq. Arms dealer Charles St. Claire, 53, of Granada Hills, Calif., was convicted on the same charges as Cutter. He'll be sentenced March 24.


Cutter, who worked for the U.S. Information Agency in Moscow in the 1960s and had other connections with defense and government agencies stemming from his expertise in East Bloc countries, made a 15-minute statement to Sharp in which he attacked the government's case as "outrageous" and said it was similar to the way the Soviet Union convicts political dissidents.

"The trial was a cockeyed affair that doesn't belong in the American judicial system," Cutter testified.

He claimed he was entrapped by FBI agents who used a supposed paid informer as an informant.

Cross burns on bridge on King holiday

BAKERSFIELD, Calif. (AP) — An eight-foot cross was found burning on a Bakersfield bridge on the evening of the Martin Luther King holiday.

Kern County firefighters found a cross lashed to a bridge guardrail near Kern River Monday night. The wooden cross apparently had been wrapped in a blanket soaked in a flammable liquid, and the fire was quickly put out. No arrests were made.

The incident was reminiscent of cross-burnings by racist groups such as the Ku Klux Klan in recent years.

Earlier, Bakersfield clergy had organized a rally, candlelight march and church service in honor of the first federal observance of King Day, honoring the assassinated civil rights leader.

Williams is arrested with can of beer

REDLANDS, Calif. (AP) — Andy Williams was arrested with an open can of beer in his Rolls-Royce convertible and booked for investigation of drunken driving on his way home from Bob Hope's desert golf tournament, officers said Tuesday.

It was the second incident involving alcohol behind the wheel for the singer in a year.

California Highway Patrol Officer Harry Luciani stopped Williams on Monday afternoon after estimating Williams' speed at 65 to 70 mph and noting the entertainer had been "weaving outside of his lane in the vehicle,... westbound on Interstate 10," officer Robert Crain said.

"When he approached Mr. Williams, he noted that he had been drinking and he also had an open container in the vehicle. It was a 16-ounce can of beer," Crain said.

The singer agreed to a sobriety test at the scene, and Luciani released him on Monday afternoon after estimating Williams' speed at 65 to 70 mph and noting the entertainer had been "weaving outside of his lane in the vehicle,... westbound on Interstate 10," officer Robert Crain said.

"When he approached Mr. Williams, he noted that he had been drinking and he also had an open container in the vehicle. It was a 16-ounce can of beer," Crain said.

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Cross burns on bridge on King holiday

BAKERSFIELD, Calif. (AP) — An eight-foot cross was found burning on a Bakersfield bridge on the evening of the Martin Luther King holiday.

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Futuristic space game for adults gains popularity

Chicago suburb of Palatine sparked opposition from parents and local officials concerned about its impact on youngsters.

Some people question whether it's a good idea to have people joining in little groups and shooting each other," said Donna Kaminski, a village trustee.

She was on the losing side of the recent 4-2 vote that granted a special-use zoning permit to developers David Hubbard and Dennis Brinkman of suburban Crystal Lake.

Concerns about the game were resolved with a provision requiring parents’ permission for players under 18 at the Palatine center, to open in April.

Chicago Daily Wednesday, Jan. 22 1986

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Chicago Daily Wednesday, Jan. 22 1986
The physical and emotional results of nuclear war were discussed by a variety of experts in areas such as psychology, radiology and physics during a two-day peace forum at Cal Poly. Dr. Benjamin Spock, pediatrician and author of the best-selling book "Baby and Child Care," was the featured speaker for the seminars on Friday and Saturday.

The conference, titled "Preventing the Last Epidemic: Prescriptions for Survival," was presented by the ASI Speakers Forum and the San Luis Obispo chapter of Physicians for Social Responsibility.

On Friday, Spock discussed some of the tensions families face living in the nuclear age.

The increasing number of divorces in recent years, Spock said, has led him to believe that people haven't been properly prepared for marriage.

After a divorce, he continued, "All children develop problems for at least two years."

In addition to divorce problems, violence is another concern, Spock said.

The United States is by far the most violent country in the world, he said, pointing out that by the time the children of today are 18 years old, they will have seen more than 18,000 murders on television.

"Every time we see a violent act, we get desensitized and it acts as an inducement to become more violent," said Spock.

To help combat the fierce competition that Spock said he believes contributes to the tensions found in society, he advocates the elimination of student grades in school.

On Saturday, Spock spoke once more, in a discussion titled, "Looking into the Future." He suggested ways in which people could bring about change. When dismissing civil disobedience, he said, "San Luis Obispo has a great record for civil disobedience."

Spock stressed that to bring about change, hard work and persistence is necessary. "You don't get things in a hurry; you don't get things by being polite — you have to show you mean it."

Seventy percent of people favor a nuclear freeze yet they enthusiastically vote for a president who doesn't believe in nuclear freeze," Spock said. He said that voting discrimination, lobbying and writing letters are all steps to take to get a message across.

"You have to work and work to change government policy," Spock said.

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possible? discuss nuclear issue

During the Friday night performance of the forum, an audience of more than 500 people in the Cal Poly Male Gym heard Spock speak, along with radiology expert Herbert Abrams, and psychiatrist Judd Marmor. Abrams said that after a nuclear bomb explosion over a major city 1.5 million people would be killed due to the initial blast and radiation exposure, and most of the hospitals and medical services would be destroyed. This would leave more than 200,000 survivors without adequate medical care.

According to Abrams, the effects of radiation exposure from the blast would leave survivors with substantial internal organ damage.

"Radiation exposure completely infiltrates the body's different internal systems in different ways and can remain up to six months after radiation exposure. The effects are dually directed to the body," said Abrams, a professor of radiology at Stanford University and founding vice president of International Physicians for the Prevention of Nuclear War.

Additionally, Abrams said, a massive nuclear arms exchange would diminish the ozone layer of the atmosphere which will let in dangerous ultraviolet rays and increase the cases of skin cancer among survivors.

The reason the United States and the Soviet Union have not been able to reach any peace agreements, according to Dr. Judd Marmor, professor of psychiatry at UCLA, is because each side has a profound mistrust of the other and fears the "other will attempt a first strike.

Marmor said each side sees the other as "the demon in this climate of paranoid mistrust," and both countries mutually distort their perception of each other.

"We look at our side and their side from our point of view and we ignore our faults and our similarities and exaggerate our disagreements," said Marmor.

Hollingsworth ended by saying, "We created all this, we can stop it and that's good."

Kranzdorf said, "The possibility of entering an agreement with the Soviet Union while we entertain a full-board activities of watching activities for verification."

"With each month that passes it makes it harder for certain arms agreements to come back," Kranzdorf said.

Hollingsworth spoke about the aftermath of the bombings at Hiroshima and Nagasaki. According to Hollingsworth, nobody knew what the effects of the radiation from the bombings were going to be.

"The job of reconstructing what had happened went on for many years and is controversial," Hollingsworth said.

Ed Cal Poly political science professor Richard Kranzdorf, physics professor David Hafemeister, professor of medicine at UC San Diego, William Hollingsworth and Judd Bokser.

Bokser, whose background includes teaching first grade, said, "After hearing the effects of nuclear war, I was so horrified I decided to have nothing else to do with the subject."

She said she was unable to ignore the subject for long, and began to do research on nuclear war. Bokser said she was surprised to learn that "The picture the American public was getting about the nuclear arms race through the media was different from the information I was getting through my studies."

Bokser stressed the need of getting everyone involved in the
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Students ‘learn by doing’ in enterprise projects

From page 1

cycles of grapes, marketing strategies, pruning, harvesting, maintenance of equipment and contacts with industry. Three students are currently on the grape project, but Fountain is looking for three more students.

Although students spend anywhere from 80 to 150 hours of personal time working on an enterprise project, Fountain said the time invested is paid off by experience.

"A major advantage I see from the enterprise project is it gives students experience working with a commodity that future employers are looking for," Fountain said.

Other enterprise projects that are available throughout the year in the crop science department include deciduous fruits, lemons and avocados, citrus fruit, sweet corn, cauliflower, broccoli, lettuce, onions, beans, oats and cereal grains.

Many livestock enterprise projects, though open to any currently enrolled Cal Poly student, require students to have previous show experience, preferably at Poly Royal.

"There can be as many as 80 students and steers at Poly Royal, and our record is 100 exhibitors and animals," said Mike Hall, adviser of both the feeder calf and market steer projects.

Hall said experience on the summer quarter feeder calf project and showing at Poly Royal gives students more experience before moving on to the market steer or breeding cattle projects.

"Fitting and showing cattle is a job requirement for many commercial and purebred cattle operations," said Hall. Chris Varvel, a sophomore animal science major, has previously been on the feeder calf project and is currently on the fall quarter market steer project that will have an exhibit at the Great Western Fair in April.

"I enjoy working on enterprise projects. It's kind of like a hobby, and it's fun outside of the classroom," Varvel said.

Kurt Albrecht, a senior majoring in agricultural management, is working on his second calf project. "You get the experience working with cattle just off the range, tagging and medicating them. You also get experience working with other people in a team effort, which is good for everyone on the project," Albrecht said.

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SPINNING
Lady cagers win last three in row

By Lisa A. Houk

The momentum of the Thursday win did carry over to Saturday, when the Golden Eagles of Cal State Los Angeles, did not show its force until the second half. The Mustangs trailed by two at the half but rallied in the second half to win it by a spread of 13 points.

Even though the Mustangs gave their coaching staff a scare in the first half, junior Sherrie Atteberry was determined to win big things with the Mustangs, who lead the Mustangs in both scoring (144 points) and rebounds (75).

“Atteberry was a local out of Atascadero High School, appropriate for her shell against the Eagles to score 19 points and pull down 11 rebounds in the game.

“We were waiting for Sherrie (Atteberry) to regain her spark and Saturday she was everywhere,” said Orrock.

Blackburn, who is becoming a consistent scorer for the Mustangs, again found the hoop for 12 points, while the talented Madder added 10.

The Mustangs continued to host Chapman College Thursday at 7:30 p.m. in the Cal Poly Main Gym and this game will decide which team is second in the CCAA. Cal Poly Pomona is all alone in first with a perfect 4-0 season, while Chapman College is second with a 3-1 overall record.

“If this game against Chapman will be the key game of the season, no matter how you look at it,” Orrock said.

Mexico voyage set

Aboard two 100-foot schooners, the Cal Poly Sailing Club will take a seven-day voyage to Ensenada, Mexico during spring break.

The group will depart from Long Beach Harbor on Mar. 23, spend two days sailing to Ensenada, the Mustangs kicked into high gear to become a green and gold winning machine. The Mustangs, ranked 10th in Division II, fell the thrust of the Cal Poly offense as the Mustangs pulled ahead 36-31 at the half.

“We definitely wanted this game more than the Mustangs did,” said Sue Farmer, one of the assistant coaches for the Lady Mustangs. “We played some awesome offense and defense to pull up an upset.”

Northridge could only come within six points (63-69) with 2:33 left in the game, when Cal Poly widened the gap to 10 to claim a home court victory.

Cal Poly hoopster Janet Jorgensen was the main force behind the upset by hitting double figures in both halves for an impressive 22 total points. Jorgensen, a 5'9" junior, also gained the edge under the basket by snatching a record eight rebounds on the night.

Barb Blackburn, who has teamed up with Jorgensen in the scoring department in league play, again nails a record-breaking percentage going eight for 12 from the field. Blackburn also poured in a pair of free throws to level off her 18 points.

Other contributors to Cal Poly's 80 points were freshman Latina Thridge with 12 and Trish Oroo with 10. Blackburn, who is becoming a consistent scorer for the Mustangs, again found the hoop for 12 points, while the talented Madder added 10.

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Blackburn, who is becoming a consistent scorer for the Mustangs, again found the hoop for 12 points, while the talented Madder added 10.
Wells picked up the slack with 11 points. There were a couple of bright spots for the Mustangs though. Chambers performed a breathtaking dunk that would have made an NBA highlight film. He stole the ball, dribbled down the court, took off 10 feet from the basket, turned 180 degrees in mid-air and pulled off a reverse slam.

It also became apparent that the Highlanders were only human. They are in a good position with an early 3-0 conference mark, but would have to be rated even with Cal Poly, and Cal State Los Angeles.

"They (Riverside) are going to have to leave this small, noisy gym — which is difficult for visiting teams to play in — and play some games on the road, including one against us later in the season," Wheeler said.

Grapplers to leave for long Oregon trip

By Tim Robinson

The Cal Poly wrestling team heads north today, and it will be their third grueling road-trip in as many weeks. It will also be another test of survival, facing five teams in three days and ending with the Portland State Invitational on Saturday.

The Mustangs, who are now 6-8 on the season, returned from Cal State Fullerton with a split in their four meets and a fourth place finish. They opened the duals by dropping a narrow, 23-24 decision to defending NCAA Division II national champs Southern Illinois.

The Mustangs then went on to beat both Cal State Fullerton, 27-21, and easily outdistanced Arizona State, 34-15. Cal Poly had a chance to finish third in the duals, but were soundly beaten by New Mexico 33-13 to finish fourth out of eight teams.

The Mustang's losing record accurately portrays two different aspects of their season thus far. It not only reflects the type of competition they have been facing, it also tells the story of a team that has taken two rigorous trips through the teeth of some of the NCAA's best wrestling teams.

On their latest excursion, the Mustangs will face similar circumstances as they take on Oregon State and Portland State on Thursday, and then will meet Simon Fraser and Pacific (of Oregon) on Friday.

All of the meets, however, will take place in Portland, with the exception of the Oregon University meet which takes place in Eugene.

After the Portland Invitational, which runs all day Saturday, the Mustang wrestlers will return to face CSU Bakersfield on Jan. 28. The meet will be only the fourth home meet for Cal Poly this year. It will also be the last to last of the season before they take to the road for the NAIA State Meet in Portland.

Gymnasts lose

The Cal Poly women's gymnastics team finished second in a meet last weekend against CSU Northridge, Cornell and Southern Utah State.

The Mustangs lost to Northridge for the second time this season, but only by 1.4 points — the first time the Mustangs met Northridge they lost by 1.3.

Cal Poly dominated the uneven bars with four gymnasts in the top five. Kristy Brodner placed first with an 8.55, Paige Allen second with an 8.45, Renee Azari third with an 8.25 and Rhonda Richter finished fifth with an 8.15.

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Tennis season starts

By Gillian Greg

Entering the tenth annual Central Coast Tennis Championships as preparation for league play, the Cal Poly men's tennis team went to UCLA yesterday to open its season.

Cal Poly's Bob Zoller captured first place in the men's open singles, defeating Santa Barbara's Gus Anderson 6-4, 6-4, 6-0. In the women's open singles finals, Julie Fraser of Fresno State defeated Cathy La Sage from UC Santa Barbara 6-2, 7-5.

"UCLA is one of the best teams in the country," coach Hugh Bream said of the team's first league competition play. "We will have competition in every match, but I think we are capable of doing well."

Cal Poly will play in both Division I and II. Bream said the goal of the men's tennis team is to win Division II and use the matches against Division I teams as preparation for Division II nationals. Cal Poly is ranked third in Division II pre-season play.

Bream said, "We have a tough early season schedule and it will take time for us to develop." He continued, "The beginning of the season will reveal our confidence."

The team will face Division I teams at the beginning of the season, finishing Division II teams in a month. Although Division I teams are classified as a higher level, Bream said Cal Poly has composed well against them in the past.

This year's singles line up in order is Zoller, returning All-American Paul Lanrock, returning All-American and National Freshman of the Year in 1987 Todd West, transfer from Saddleback College; Tom Rakda, all conference player; Tom Salmon, National doubles champion last year; Dale Minney, freshman from San Diego.

In doubles Zoller and Landry will match up for first team play and West and Rakda for the second team. Hal Snavely will play third team doubles with Rakda.

Chapman College will again be the team'soughest competition in the West. Bream said Chapman College is currently ranked number one in the nation. "Our team match up evenly," Bream said. "It could go either way." Bream said the team has traditionally been strong in the doubles matches. "Doubles takes more strategy, communication and better shot selection than singles," Bream said.

"We may not match last year's 6-5 record," Bream said, but does feel this year's team will be better than last year's at the end of the season if the team "approaches it with the right confidence."

All proceeds from the tournament went to Cal Poly's men's tennis team.
MARKETING

From page 1

Among those participating in the survey were the Cal Poly video arcade, the Burger Bar, Polywood Video Rentals, the Second Edition, KCPR and the Children's Center.

Smith declined to identify the off-campus businesses participating in the survey.

Each business received a copy of the survey, which included a summary of the information compiled by the students.

Though students who compiled the survey received only college credit for their work, Smith said, they were hardly shortchanged.

"The course was designed to teach research methodology," Smith said. "First, students were taught the various steps of marketing research in class. Then they were able to apply the principles they learned in class and gain first-hand experience. The survey served as a great learning experience."

Smith said the businesses participating in the survey received only college credit for their work, Smith said, but in my judgment the survey was extremely comparable to research done by a private marketing research firm.

"Fifty-one students compiled the survey. The students were divided into teams of five or six to concentrate on a single business. "Students met with the management of each business," Smith said. "After working with the management, the students determined what operational decisions would be relative toward increasing usage or sales and bring about a higher level of service and customer satisfaction."

University Union Food Services Supervisor Jeannette Kimball, manager of the Burger Bar, expressed enthusiasm for the survey. "The survey helped us pinpoint areas of concern," Kimball said. "It helped us target our market areas. The survey showed us that while students have no complaints about our food or our service, we need to work on our presentation and our decor."

Joy Daly, assistant director of the survey, echoed similar enthusiasm for the survey. "The survey was extremely beneficial," she said. "It gave me data on how to improve our sales and how students view our services. I've taken many of their recommendations and used them. I think this course should be continued and I'm willing to support this type of learning experience."

LANGUAGE

From page 1

Panetta said, but is crucial for American business and security abroad.

Panetta said in order to advance language training, foreign languages should be taught in elementary and high schools.

"It is a circular situation. If we do not demand foreign languages in college, the high schools do not see it as necessary to teach it," said Panetta.

Dave Snyder, Cal Poly admissions officer said by fall 1980 students must have taken two years of foreign language training to get into a state college.

The CSU Chancellor's Office had not previously been notified of the adopted amendment.

SACRAMENTO (AP) — The lottery will double its "instant" prize to $50,000 and continue the growing multimillion-dollar jackpot feature in a new scratch-off game that begins unofficially today.

Lottery Director Mark Michalko said in a Capitol news conference that the 1-in-8 overall odds of winning some amount of money in the "California Gold Rush" game will be slightly better than in some previous games.

Michalko said the top instant prize of $50,000 in Game No. 4 will be won by those who find two matching $25,000 spots on their $1 tickets, along with a gold nugget symbol. The nugget also will double lesser instant prizes amounts.

The director said Game No. 4 will again feature a grand-prize drawing jackpot that starts at $3 million and increases $65,000 every time someone fails to win it. After its won, the jackpot returns to $3 million and begins increasing again.

The growing jackpot in the current Game No. 3, called "Three Of A Kind," will amount to $4,950,000 going into Saturday's "Big Spin," Michalko said. If none of the 20 grand-prize finalists win the jackpot Saturday, it will increase to more than $61 million. In Game No. 4, weekly "Big Spin" participants will no longer be drawn from the ranks of $100 winners.

More players will be chosen for a chance at the drawings, but fewer will be selected from each batch, so the number of "Big Spin" participants will remain the same at 130.

The new advertising campaign, centered on the lottery being "richer than ever" and "winking rich," represents a somewhat harder-sell technique than in past games.