Students unite to raise funds for peace

By Chris Banks

Cal Poly and Cuesta College students will come together Thursday night in an effort to raise money for the Great Peace March for Nuclear Disarmament.

Members of Students for Social Responsibility and Cuesta Students for Peace plan to march from the University Union to Farmers Market in downtown San Luis Obispo. Tim Russell, president of Cuesta Students for Peace, said other local peace movement organizations have been invited to join the march.

Russell estimates there will be approximately 50 to 100 participants. The marchers have been asked to obtain pledges from friends, families and local businesses, he said. The money raised will be sent to support the Great Peace March.

In March, the Great Peace March left Los Angeles with the plan to travel across the United States and end in Washington, D.C. in November. The effort is geared toward drawing media attention in order to attract volunteers and donors to the movement to abolish nuclear weapons. Plagued by bad weather and financial and insurance difficulties, the Great Peace March lost many participants early in the trek. Currently, about 50 marchers are in Grand Junction, Colo., said Lionel Johnston, media coordinator for the Thursday March.

One of the goals the two clubs hope to achieve by sponsoring the march through San Luis Obispo is to be able to support the Great Peace March for one day, said Russell. It costs about $10 to support one marcher for one day. Russell said they had hoped to collect $3,000, but he said he doesn't think that goal will be reached. The recommendation said.

Four mechanical engineering students are responsible for the creation of the adaptive playground. It's unique in that everything is hand-operated.

One student developed a slide and a wagon with a pulley system to the ramp of the horse mounting set so children can pull themselves up the ramp on their own.

Another student constructed a swing set for four people made of two opposing benches with a small table between them as a means of hand propulsion. The petting zoo has nearly every kind of farm animal, including a cow, a goose and several goats. Santa Lucia dorm residents built a pig pen, but Currier is still waiting for the donation of a wine to live in the structure.

The main purpose of the ranch is to teach riding.

Senior projects help children and disabled

By Sandy Bradley

A horse gets a bath at the Rancho de los Animales to prepare it for a horse show for the handicapped.

Military science course

Students learn survival

By Mary Eddy

In an unusual three-hour lab period, students in a wilderness survival class learn the proper way of slaughtering small wild animals.

The lab is one of five labs in Survival Wilderness 1, offered by the military science department, that stresses skills necessary to survive if stranded in the wilderness. "In this lab we emphasize Cal Poly's learn by doing theory," said Sgt. W.D. Stanley, class instructor.

The lab, which is held in Poly Canyon, is divided into groups of four students. Each group is given a rabbit and chicken to slaughter and prepare for consumption. The chickens are killed by wringing See SURVIVAL, back page

Lottery allocation proposals submitted

By Taffy Renkowitz

All four proposals on lottery funding are expected to be presented at an Academic Senate meeting on Tuesday, May 21.

According to Brown's report, the Student Affairs Council endorsed funding for three areas: endowment funds, new equipment and centers of excellence.

"The council and its subcommittee both felt that establishing an endowment which would generate income on an ongoing basis that could be used in a flexible manner to support ongoing programs and/or provide seed money for start-up of new programs, would be very beneficial and would offer something to the university community that does not now exist," Brown said.

The council's rationalization of new endowments was that the majority of students indicated that a serious educational deficit was
Foreign travel: Americans are paranoid

No guts, no glory. No pain, no gain. Live a little. Go for it. Travel abroad.

Ever since the United States bombed Libya on April 15, Americans have been bombarded with warnings from the media to restrict travel to the region. The media is calling this year the one to vacation in the U.S. of A. Featured stories in newspapers and magazines encourage Americans to hop in their motor homes and see the beautiful land of the free and home of the brave.

While this is ideal for the American tourism industry, it is drastically hurting it abroad. Those hurt the most are active Americans who have availed of this fear which has been heightened in the past few weeks.

British Prime Minister Margaret Thatcher is sending a message that Britain is safe to visit. Antony Acland, the head of Britain's diplomatic service, delivered a speech calling on Americans to travel to Britain.

It is also not lost on many that the odds are against an individual American graduate in June, many have thought of traveling to Europe to keep in keeping abreast of any developments. El Corral get praise in newspapers and magazines encourage Americans to hop in their motor homes and see the beautiful land of the free and home of the brave.

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One of the standard campaign promises in the recent U.S. elec­ tion was that the administration plans to make America "safe and secure." It is certain that the public and the military personnel will be more vocal about the importance of fighting terrorism.

The tourism industry is campaigning as well. Pan American World Airways purchased a full-page (a prime spot on the back of the front page section) in the Los Angeles Times yesterday, emptying potential travelers that they have initiated an ALERT program, one that will "screen passengers, employees, airport facilities, baggage and aircraft with unrelenting thoroughness." The advertisement goes on to say "Europe against the way, feel exactly as we do. Security in every airport served by Pan Am has been strengthened enormously."

All these attempts at appeasing the fears of Americans are self-interested, 'tis true, but there is truth in their words.

As many senior Cal Poly students are preparing to graduate in June, many have thought of traveling to Europe this summer — or at least thought of it prior to April 15. The Mustang Daily Editorial Board encourages students to continue foreign travel plans and not be implicated by threats and fears. The British and the Greeks are right when they say the odds are against an individual American being harmed by or involved in a terrorist incident.

To deny oneself a trip to Europe is to deny oneself a great education.

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Point of order

UU needs a lesson in successful business

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Soviet reactors may be started up

MOSCOW (AP) — Izvestia quoted a member of the government investigating commission Tuesday as saying the three remaining nuclear reactors at Chernobyl are being prepared to resume operation. He did not say when they would restart. The government newspaper also said radioactive waste from the April 26 disaster at the Ukrainian power plant would be buried where a new reactor was to have been built.

It said radiation remained very high in parts of the plant, but quoted an official overseeing the cleanup as saying the temperature of the destroyed reactor had declined to about 390 degrees Fahrenheit.

The last report on the reactor temperature, given Saturday by Deputy Premier Ivan Silaev, put it in the range of 390 to 480 degrees.

Another newspaper acknowledged that many residents of Kiev, 80 miles south of Chernobyl, tried to flee the city of 2.4 million after the reactor explosion and fire. It blamed their fear on "enemy radio voices" from the West.

The Soviet Union did not acknowledge the accident until 68 hours after it occurred, when high levels of radiation had been reported in Scandinavia and Sweden demanded an explanation.

The government gave little information initially.

According to Izvestia, Silaev's place on the government commission investigating the accident and supervising the cleanup has been taken by Lev Voronin, another deputy premier who heads the state supply committee.

No explanation was given for the change.

The paper quoted Voronin as saying the cleanup team has an operations program extending at least to June 15, and was getting the other three reactors ready for a restart.

Izvestia opened its report by saying no one could go near the No. 4 reactor and the ruined building that housed it because of the high radiation.

It said a 19-ton bulldozer flown in from Chelyabinsk, an industrial city in the Ural Mountains, was helping build a heap of radioactive waste that would be buried where the plant's fifth reactor was to have been constructed.

The account did not say when the cleanup would be completed.

Correction
Cal Poly Rodeo coach Clay Robinson was misidentified Tuesday in the Poly Fight Song story.
Soviets liven up most-watched news show

MOSCOW (AP) — The Kremlin is trying to spruce up its TV image by slowly changing "Vremya," the evening program that is considered the primary news source for 80 percent of the nation's 240 million television viewers.

"Vremya," which means "time," recently has experimented with modern graphics, live reporting from abroad and qualified success this week, but the nation's 240 million television "time," recently has experienced a major shift.

Broadcast from Moscow in four live versions and five taped versions for nine Soviet time zones, it pre-empts both national channels and all local ones.

Officially the most-watched broadcast, "Vremya" carries the authority of the Kremlin. When Soviet leader Mikhail S. Gorbachev wanted to address the nation on the Chernobyl nuclear accident, his speech opened "Vremya."

"Vremya" issues the first reports on Politburo meetings and other major events. When a Soviet leader dies, senior anchorman Igor Kirillov appears to inform the public.

There is no precise estimate of the program's audience and some non-conformist intellectuals make a point of not watching. But Gosteleradio, the state TV and radio committee, says 80 percent of all TV viewers use "Vremya" as their primary information source.

The main format is an announcer reading from a script. The program is more formal than Western news shows, despite attempts to improve the presentation since Alexander Ak- syonov took over last December as head of Gosteleradio.

Leonid Lipovetsky, the show's assistant editor for international news, says the Kremlin doesn't pass on every item.

But "Vremya," like all Soviet news outlets, is closely controlled by the party. Every staffer works for Gosteleradio, whose chairman holds a minister's rank and serves on the party Central Committee.

The extent of state control was demonstrated by the Chernobyl accident, which wasn't reported on "Vremya" for three days.

"Vremya" is invariably introduced by a shot of a clock ticking away the last 30 or 40 seconds until 9 p.m. That is followed by the new logo - a stylized globe, glowing red star, a white line like an orbiting satellite and the word "Vremya."

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CASP-8986

Surfing museum schedules opening in Santa Cruz

SANTA CRUZ (AP) — Everybody's surfing this weekend when enthusiasts celebrate the opening of the Santa Cruz Surfing Museum.

Sponsors say at least 15 surfing clubs from the continental United States and Hawaii are expected to be represented at the events, which include surfboard races, a paddleboard race and a display of classic "Woody" amphibious vehicles.

The surfing museum is the result of efforts by the Surfrider Foundation, the Santa Cruz Longboard Union, the Santa Cruz Surfing Club and the city.

The event will feature a lighthouse at Point Santa Cruz to house the collection of surfing memorabilia.
Middle-aged students are hard to find on this campus, as Cal Poly has one of the youngest student populations in the California State University system. According to the latest statistics released by the Cal Poly Office of Institutional Studies, in the fall of 1984 there were 474 students over the age of 35 at Cal Poly, or 2.9 percent of the student body. In contrast, 11.5 percent of the students in the CSU system were over 35 in 1984.

Is the college experience of older students different than that of younger students? To find out, Mustang Daily talked with three older-than-average students about what prompted them to go back to school and how they are adjusting to a young undergraduate campus.

Middle age — a time to relax and enjoy the fruits of decades of hard work. Unless your name happens to be Clara Barton, or Don Erickson, or Barbara Kahn.

These three people are Cal Poly students, although they certainly aren't typical. At 54, 52 and 46, respectively, they are at least as old as many students' parents. In fact, both Erickson and Kahn have children who have attended Cal Poly.

Although they are three very different people, they share a common approach to their studies. They have a thirst for knowledge, the wherewithal to try to quench that thirst and the wisdom to know the thirst will never be satisfied.

In 1930, when Clara Barton graduated from high school, women went to school under one of three conditions: if they had plenty of money, if they were going to enter a specialized field such as nursing or if they wanted to get married. As she didn't belong in any of these categories, Barton went to work.

She soon found she needed a college education, so she attended night school at the University of California at Los Angeles for five years, earning her administrative credential. She worked her way up through the Social Security Administration, where she met her husband. When she realized her age would be no problem, "I finally dawdled on me. I'm just as smart as they are."

Barton may be right. After three years she has a cumulative grade point average of 3.89 at Cal Poly. She said her husband 'teases her about her academic achievement by telling relatives, "Clara thinks she's failing if she gets a 'B.'"

On that first day of classes Barton was actually more concerned about how students would accept her than she was about her course work. She didn't stand out at Cuesta, she said, because there are quite a few older students there. But on the average Cal Poly students tend to be younger. She was happily surprised when students were receptive toward her. "Thirty years ago we wouldn't have accepted someone of this age."

Barton said she continues to get along well with other students. "We're a fellow undergraduates; I'm one of them. But of course I don't go to the parties."

She said one of the contributing factors to her pleasant experience at Cal Poly is the belief that simply because she's older than most students, she's not necessarily wiser. "Some older people have that problem — they think they're smarter than young people."

Barton would recommend going back to school to anyone. She said too many women of her generation missed out by not receiving a college education. This is regrettable, she said, because her liberal arts education has enabled her to better understand the world's problems. "It just makes your life better if you know what the hell is going on."

Following his retirement as a lieutenant colonel in the Air Force, Don Erickson talked to some business people about getting a job. They told him that in order to get the position he wanted, he needed to get more experience with computers. Last quarter, at the age of 52, Erickson enrolled at Cal Poly as a computer science major. Erickson says of his time at Cal Poly: "I'm having a ball."

Erickson received a bachelor's degree in management from the University of New Hampshire and a master's degree in systems management from the University of Southern California while on active duty in the Air Force, but decided he wanted to work with computers. Although he had a lot of experience with computers while in the military, Erickson had little academic preparation. "There weren't many computer science courses when I went to school the first time," he said with a smile.

Erickson chose Cal Poly because his and his wife's, Marguerite, an elementary school teacher, liked the area and were...
familiar with the university. Their son, an industrial engineering major, graduated from Cal Poly in 1984. Erickson said his brother, who graduated from Cal Poly in 1987, kidded him about returning to college. Said Erickson: "He gave me a hard time about keeping up with the young'uns."

Although he is now comfortable on campus, Erickson said it wasn't always that way. "I was a little apprehensive at first, especially with the students here. They're a hard group to keep up with."

There are both advantages and disadvantages in attending college at his age, Erickson says. "Some things are harder. I can't stay up all night like some of the kids can. But I've had a lot of experience. Some things come easier to me."

Erickson said one advantage he has over younger students is he doesn't have the same social pressures. "I don't have to check out the local dating situation, and I've already had my first drink."

One thing which puzzles Erickson about his younger colleagues is their willingness to accept "C's" in courses outside their major. He said he studies just as hard for a psychology class as he does for a computer science class, and he can back up the statement with a 4.0 grade point average. He feels it is unfortunate that many students don't put more time into their general education courses. "They don't put the effort in if it's not in their major. Life is all the rest of that good stuff."

Barbara Kahn is practically an institution at Cal Poly. She began her studies here in 1972, which means she arrived on campus before most professors. Of course, she hasn't been enrolled for the entire 15 years. The 46-year-old mother of six is a single parent, and she has taken up to five years off at one time to raise a newborn child.

A history major, Kahn hopes to get her bachelor's degree this year. She has no definite career goals. Rather, she is attending Cal Poly because she loves to learn and she loves history.

She said she has always gotten along well with students, although when she started some faculty members made her uncomfortable. Kahn said professors would sometimes give her the impression that she didn't belong there, that she was taking a seat which could be better utilized by a younger student. She said she doesn't get this impression anymore and thinks it may be because there are more older students at Cal Poly now than there were 10 years ago.

Kahn said the students in her classes are friendly to her and do not treat her differently than other students. An exception to this treatment occurs when a student believes the popular notion that older students get better grades. "When younger students see me in class, they will sometimes say, 'There goes the curve in this class.'"

Kahn said raising a family has always been her first priority, indeed that is the reason she left school in the first place. She still has two young daughters at home, though two other children also live in San Luis Obispo, and often visit. One daughter, Kathy, is a speech communications major at Cal Poly, and an All-American discus thrower. As her daughter also plans to complete her studies this year, Kahn hopes the two of them can graduate together.

In one sense, the collegiate experience has humbled Kahn. "The more I learn, the more I realize how little I know." This realization has helped to expand her horizons. "If I could do anything, I would travel to see what I've learned about."

Kahn recommends that anyone considering a return to college should go for it. One big advantage, she said, is the experience keeps a person's mind young. Kahn said she would have returned to college sooner if she had not been so interested in raising her children. "I didn't abandon the learning process; I just postponed it."
NBC tells of spying off Soviet Union coast

WASHINGTON (AP) — U.S. submarines have collected intelligence in the Soviet western areas for 25 years, according to experts who said Tuesday that NBC told the Kremlin nothing new by reporting undersea eavesdropping.

CIA Director William Casey has asked the Justice Department to weigh criminal charges against NBC-TV for mentioning the intelligence program and identifying its code-name as "Ivy Bells." But government prosecutors have yet to file charges.

The official Soviet media have remained quiet over the latest flap between Casey and the U.S. news media. But as early as Aug. 28, 1961, at the height of an East-West crisis over the divided German city of Berlin, the official Soviet news agency Tass complained that foreign submarines "have committed a number of violations against the state sea coast of the Soviet Union," saying "the observations for intelligence purposes are unacceptable."

The NBC report in question aired Monday on the "Today" show.

U.S. subs began spying against the Soviet Union at the end of the Eisenhower administration, said American University professor Jeffrey Richelson, the author of books on U.S. and Soviet intelligence.

Five protesters are arrested on Nevada nuclear test site

LAS VEGAS, Nev. (AP) — Five members of a Colorado peace group were arrested Tuesday about 12 miles inside the southern part of the sprawling Nevada Test Site, the Department of Energy said.

DOE spokesman Joe Boyer said the anti-nuclear protesters were some 25 to 30 miles from any testing area being monitored. They were captured about noon after being spotted by security guards in a helicopter.

Boyer said the five would probably be charged with misdemeanor trespassing and taken before a justice of the peace in nearby Beatty.

Representatives of the Rocky Mountain Peace Center in Boulder said four men and a woman rode onto the testing facility over the weekend in an effort to halt or delay a nuclear test.

In 1974, The Washington Post described a similar espionage program which it said was called "Holystone." That report angered Pentagon officials, who later told reporters it had caused the Russians to improve offshore security.

The following year, The New York Times published more detailed articles on the Holystone program, quoting high-level intelligence and administration sources describing it as a valuable tool for gathering information at little risk to the collectors.

However, the article said, the specially equipped Sturgeon E-class submarines in Holystone had been involved in a number of mishaps, including:

- Two collisions with Soviet submarines;
- The grounding, and eventual escape, of a Holystone submarine off the eastern coast of Soviet Union;
- A damaged conning tower on a Holystone after it surfaced underneath a Soviet ship during a Soviet naval exercise. The U.S. sub escaped despite an intensive hunt by Soviet ships.

Among the intelligence coups in Holystone, the 1975 article said, was photographing the underside of a Soviet E-class submarine, apparently in Vladivostok harbor, a naval port on the Soviet east coast.

Review sought for Diablo rates

SAN FRANCISCO (AP) — A consumer group asked the California Supreme Court on Monday for a review of a rate hike it contends was illegally approved by the state Public Utilities Commission in connection with operation of the Diablo Canyon nuclear power plant.

In its petition, the San Francisco-based Toward Utility Rate Normalization said the interim rate hikes approved for Pacific Gas & Electric Co. last December was illegal because the commission did not determine if the boost was based on justified costs.

"Even if the PG&E had a cash-flow problem, it is not legally entitled to charge its ratepayers for the solution unless it has established that the expenditures causing the problem are just and reasonable — a condition indisputably not met in the Diablo Canyon case," said the petition.

PG&E spokesmen Jim Kilpatrick called the petition "spur-of-the-moment," and said hearings to determine the reasonableness of Diablo Canyon construction costs are not scheduled for another year.

"All the (interim) rates in the rate cases are refundable," he said.

The commission granted a 1 percent hike in rates, about $53.8 million, for operating and maintaining one of the nuclear power plant's two reactors, Kilpatrick said.

PG&E is seeking to have all of the plant's $3.6 billion construction costs charged to customers.

TURN maintains that more than half of the plant's construction costs were due to bad management and ratepayers shouldn't be burdened with them.

Petitions contesting the December decision were filed with the PUC by TURN and others, said O'Neill, but the commission ruled in April that they had no legal merit.

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The Mustang Daily Humor magazine, Void Where Prohibited, is back with more wacko stories, columns and articles posing for satire. Can you hardly believe it? Watch newstand for your copy tomorrow. Brush after every meal. Look both ways before crossing streets. Be all you can be. Read.
**Ag marketing**

Class offers taste of 'real world'

By Megan Hampel

Students enrolled in one agricultural marketing course are facing the 'real world,' and putting the Cal Poly motto of 'learn by doing' to the test.

Agricultural Management 406, taught by professors Daniel Block and Gib Crowell, requires students to develop a complete marketing campaign for an agricultural company.

This is an intensive class offered for agriculture marketing majors at Cal Poly, said Block. "Each student really puts in 100 hours outside of class in the 10-week period," he said.

Students organize themselves into groups of four or five to work on a specific campaign. They begin by either obtaining a client themselves, or by using one Block has pre-arranged. Companies range in size from earnings of $50,000 to $500 million, and although some of them don't understand the extent of the course at first, about halfway through they realize that this is a lot of serious work," said Block.

Students go through all the steps of a major campaign. They do all the primary research that deals with facts, figures, and surveys, and then put together a slide show and presentation to give to the company.

Cathy Kolmeyer is a senior agricultural management major who had the class last quarter. Her client was the Artichoke Board in Castroviejo. "The Artichoke Board has a real problem which limited our group in designing a campaign for them. We were only able to rely on public relations a lot," she said.

Kolmeyer's group created a new logo and slogan for them. "Seek the Unique" was the slogan the group gave to the company. "This was my first real-world project and we had to really put out," Kolmeyer said.

Tammy Wise, a senior agriculture management major, had the class last summer, and was also chosen by the National Agri-Marketing Association at Cal Poly to work on the marketing campaign for the national competition this year.

For the class, Wise worked on a campaign for a Chilean fruit importer. The company wanted to know what people thought of buying fresh fruit in the winter because most people believe it is kept in storage houses until being sold, said Wise. "This campaign goes all the way from A to Z," she said.

Wise also worked with four other students on a campaign to represent Cal Poly at the NAMA convention in Dallas, Texas in April. Working on this project is the same as the class project, Wise said, but it takes more time. "Wise and her group worked on a campaign for Northrup King, an international seed company, which was designed to promote the sale of watermelon seeds to commercial growers, and Wise's group worked on it for almost five months. "At first we just met three or four times a week, and by the last week we were meeting twice a day to practice our presentation," she said.

The group's time and effort paid off as they won the national competition, which is the third time Cal Poly has placed first in the 17 years they have attended. "The NAMA team put in over 3,000 hours of time into this competition," said Block, who was named adviser of the year at the convention. Although no one is paid for their campaigns, all of the groups are reimbursed by the company for their expenses. Wise's group had more than $1,500 in expenses that Northrup paid them for, but not all campaigns are that expensive. Kolmeyer's campaign for the Artichoke Board cost about $150. "Since the students are not professional marketers we will make a donation to the agriculture department," said Block.

"This class really helps from the standpoint that you get to apply what you've learned in class," said Wise. "In most cases a student is not just a group that works on a campaign, you actually have a job. You don't get to apply your knowledge, but this challenges you to take the things you've learned and use it," she said. "It proves that we can utilize the concepts that we've learned," said Wise.

Suzanne Beumont is a senior agriculture management major who had the Northrup King campaign while taking the class. "It is a great class for those who want to learn everything you've learned," she said. "You complete an entire project, and you get guidance from Dr. Block," she said. "But you are actually doing it all yourself."

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**Cables on Golden Gate Bridge are 50 years old**

SAN FRANCISCO (AP) — Some thought it would be impossible to stretch cables for a suspension bridge across the windy Golden Gate.

But a half-century ago, a crew of spider-like workers proved it was only extremely difficult.

On May 20, 1936, workers finished spinning 80,000 miles of wire — enough to circle the Earth three times — into 80,000 miles of wire — enough to spin 265 tons of wire a day, far more than had ever been attempted.

RoebUng doubled the number of spinning machines, thereby doubling the tonnage to 122 per day. He then decided to have the teams carrying the spinning wheels travel only to midspan and then transfer the loops, instead of moving from anchor to anchor.

That doubled the tonnage again to 244 per day.

Winter rains and high winds often delayed work and the construction of the bridge fell behind schedule. But RoebUng pushed the speed of the cable work and set a new record of 271 tons per day.

At 2:13 a.m. on May 20, 1936, the final strand of wire was wrapped in place. The cable job had been completed in only six months and nine days by running wire 444 percent faster than ever before.

By RoebUng's efforts, the bridge was completed four months ahead of schedule. He was expected to do the work himself, but his death in 1937 prevented this.

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**Guide wires were hung from the towers and precisely calculated to sag to the 475-foot level at midspan. Spinning began on Nov. 12, 1935, with the $3.8 million contract to be completed within 14 months.**

**Cables for the George Washington Bridge in New York had been spun at a record speed with the spinning wheels turning at up to 750 feet per minute. Sixty-one tons of wire were added each day in that job.**

**But the dimensions of the Golden Gate job required RoebUng to spin 265 tons of wire a day, far more than had ever been attempted.**

**RoebUng doubled the number of spinning machines, thereby doubling the tonnage to 122 per day. He then decided to have the teams carrying the spinning wheels travel only to midspan and then transfer the loops, instead of moving from anchor to anchor.**

**That doubled the tonnage again to 244 per day.**

**Winter rains and high winds often delayed work and the construction of the bridge fell behind schedule. But RoebUng pushed the speed of the cable work and set a new record of 271 tons per day.**

**At 2:13 a.m. on May 20, 1936, the final strand of wire was wrapped in place. The cable job had been completed in only six months and nine days by running wire 444 percent faster than ever before.**

**By RoebUng's efforts, the bridge was back on schedule.**

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Student in one agricultural marketing course are facing the 'real world,' and putting the Cal Poly motto of 'learn by doing' to the test.

Agricultural Management 406, taught by professors Daniel Block and Gib Crowell, requires students to develop a complete marketing campaign for an agricultural company.

This is an intensive class offered for agriculture marketing majors at Cal Poly, said Block. "Each student really puts in 100 hours outside of class in the 10-week period," he said.

Students organize themselves into groups of four or five to work on a specific campaign. They begin by either obtaining a client themselves, or by using one Block has pre-arranged. Companies range in size from earnings of $50,000 to $500 million, and although some of them don't understand the extent of the course at first, about halfway through they realize that this is a lot of serious work," said Block.

Students go through all the steps of a major campaign. They do all the primary research that deals with facts, figures, and surveys, and then put together a slide show and presentation to give to the company.

Cathy Kolmeyer is a senior agricultural management major who had the class last quarter. Her client was the Artichoke Board in Castroviejo. "The Artichoke Board has a real problem which limited our group in designing a campaign for them. We were only able to rely on public relations a lot," she said.

Kolmeyer's group created a new logo and slogan for them. "Seek the Unique" was the slogan the group gave to the company. "This was my first real-world project and we had to really put out," Kolmeyer said.

Tammy Wise, a senior agriculture management major, had the class last summer, and was also chosen by the National Agri-Marketing Association at Cal Poly to work on the marketing campaign for the national competition this year.

For the class, Wise worked on a campaign for a Chilean fruit importer. The company wanted to know what people thought of buying fresh fruit in the winter because most people believe it is kept in storage houses until being sold, said Wise. "This campaign goes all the way from A to Z," she said.

Wise also worked with four other students on a campaign to represent Cal Poly at the NAMA convention in Dallas, Texas in April. Working on this project is the same as the class project, Wise said, but it takes more time. "Wise and her group worked on a campaign for Northrup King, an international seed company, which was designed to promote the sale of watermelon seeds to commercial growers, and Wise's group worked on it for almost five months. "At first we just met three or four times a week, and by the last week we were meeting twice a day to practice our presentation," she said.

The group's time and effort paid off as they won the national competition, which is the third time Cal Poly has placed first in the 17 years they have attended. "The NAMA team put in over 3,000 hours of time into this competition," said Block, who was named adviser of the year at the convention. Although no one is paid for their campaigns, all of the groups are reimbursed by the company for their expenses. Wise's group had more than $1,500 in expenses that Northrup paid them for, but not all campaigns are that expensive. Kolmeyer's campaign for the Artichoke Board cost about $150. "Since the students are not professional marketers we will make a donation to the agriculture department," said Block.

"This class really helps from the standpoint that you get to apply what you've learned in class," said Wise. "In most cases a student is not just a group that works on a campaign, you actually have a job. You don't get to apply your knowledge, but this challenges you to take the things you've learned and use it," she said. "It proves that we can utilize the concepts that we've learned," said Wise.

Suzanne Beumont is a senior agriculture management major who had the Northrup King campaign while taking the class. "It is a great class for those who want to learn everything you've learned," she said. "You complete an entire project, and you get guidance from Dr. Block," she said. "But you are actually doing it all yourself."
WASHINGTON (AP) — There are no poor members of the United States Senate: only the well off, the merely wealthy and the very rich.

Financial disclosure forms released Monday also show that senators bestow literally hundreds of gifts on them, ranging from the .45-caliber pistol and 12-pager shotgun that Sen. Phil Gramm, R-Texas, received to the World Series tickets that came by way of Sen. Nancy Kassebaum, R-Kan.

But first, there is the wealth.

The 100-member Senate contains a Kennedy, a Rockefeller, a political leader who amassed a fortune in real estate, the family fortune of the man who earned total compensation of $27,286.

In many cases, the key phrase that led to the listings of $92,320, did not include the holdings of family trust funds.

Sen. Larry Pressler, R-S.D., appeared to be one of the Senate's least wealthy members, listing assets of $92,320, liabilities of $21,000 and an income in 1985 of $40,447.60. His wife works for Gray and Co., a public relations firm in Washington, but her salary is not required on the form and was not disclosed.


Forbes Magazine estimates the West Virginia fortune of $250,000 and up. He reported income of between $124,861 and $1.1 million.

Wealthier members reported income of between $124,861 and $1.1 million.

The total included the $370,000 and up, did not include the holdings of family trust funds.

Sen. John Danforth, R-Mo., whose family owns the Ralston Purina Co., and who reported assets of between $6.1 million and $9.9 million and above, reported income of $816 from the sale of hay.

Several senators reported taking trips at others' expense.

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"The Alternative," a new student paper, offers varied opinions

By Sally Kelsev

A new campus newspaper called The Alternative has been established at Cal Poly in an effort to permit students to have more of a chance to voice their opinions, said the manager and founder of the paper.

"We want more student opinion to be available to the student population each week, something the Mustang Daily can't do with it's one-page editorial (section)," said Laine Johnson, a senior in mathematics who is responsible for starting the paper. The best way to describe the paper's relationship to Mustang Daily, he explained, is that "Mustang Daily is '30 Minutes' and we're 'MacNeil-Lehrer.'"

The Alternative is planned to be published weekly, probably every Tuesday, and will consist of about eight pages for each issue, Johnson said. "We're going to solicit articles from the student population, outside people and respected people in the community, such as congressmen or members of the Socialist Party or Diablo Canyon," he said. "The Alternative will focus on student views and opinions and be only lightly oriented toward news because Mustang Daily fulfills that function," he said.

The paper will include anything students want to write as long as it isn't libelous and will present as many sides of every issue as possible, Johnson said. He added that if a person or organization is attacked they will be provided with space to respond and an attempt will be made to contact them so the response may be published in the same issue.

The format of the newspaper will consist of four pages of opinion articles, a page similar to the Mustang Daily On the Street feature but with more responses, a photographic/graphic section, a page for poems and other literary pieces, a record and concert review section and some news and features, said Johnson.

The idea for The Alternative began about three weeks ago, he said.

Funding for the first issue of the paper came from the founders and three advertisers. Johnson said other advertisers have expressed interest in the paper.

The staff of the newspaper consists of Johnson, who is temporarily acting as editor; Harold Kramer, editorial manager; Rich Davis and Scott Thomas, who are responsible for the graphics and design; and Donna Taylor and Cindi Carter, who are reporters. Johnson said they are all volunteering their time, but if the paper is a success he hopes to have a paid staff and add more people.

US Senators prove they have power and wealth

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**Landry, Zoller ace Division II foes**

By Gita Virmani

After winning the NCAA Division II championship, the first team title ever won by Cal Poly, members of the Cal Poly men's tennis team were to win the Mustang's first individual title.

Seed as the No. 1 doubles team in the tournament, Paul Landry and Bob Zoller won the doubles title in five consecutive matches. They beat a doubles team from Abilene Christian University in the finals.

"We won in three sets to the best of seven," Zoller said.

Because they took the doubles

**Everyone knows Akeem: especially the Lakers**

Houston (AP) — Houston Rockets guard Robert Reid says the surname Olajuwon is unnecessary in identifying what is becoming one of the most awesome forces in the NBA.

"Akeem needs only one name like Ulysses or Hercules," Reid said. "Everybody knows Akeem."

"I see him as a young Moses (Malone) who doesn't know the meaning of quit or lose. I see him as a future legend like Kareem Abdul-Jabbar is now."

Olajuwon, a seemingly unstoppable blur under the basket, is establishing a piece of his legend in the Rockets' NBA Western Conference playoff series against Abdul-Jabbar and his Los Angeles Lakers teammates.

"Olajuwon is the greatest reason the Lakers are trailing 3-1 in their best-of-7 playoff and face elimination unless they win when the series resumes in Los Angeles Wednesday night."

Olajuwon has led the Rockets on a three-game winning streak against the Lakers in the series, bringing them within one game of facing the Boston Celtics for the NBA title.

The Rockets thumped the Lakers 105-93 Sunday for a 3-1 lead in the series. Olajuwon scored 40 points. On Friday, Olajuwon scored 40 points as the Rockets won 117-109.

After each game, the Lakers and Rockets have lavished praise on Olajuwon. He has the Lakers wondering where he'll turn up next.

"It's very difficult for any defense to cover him because he's so quick," Los Angeles forward Maurice Lucas said. "We have to be aware where he is at all times."

Bob Zoller, above, was seeded No. 6 individually in the NCAA tournament, but the team of Landry and Zoller was the No. 1 seed with a 23-4 record in doubles going into the tournament.

**Baseball players get post-season honors**

By John Greanna

The Mustang baseball team selected their team awards for the recently-concluded 1986 season.

Voted as the team's Most Valuable Player was Mark Renfree, a senior, who started the season playing in the outfield and then switched to catcher to replace the injured John Croxton. He finished the season batting .312 overall and .340 in league games.

"He should have received some all-league recognition too," said coach Steve McFarland, "but he just missed by a few votes. He was the runaway team MVP. His teammates realized how important he was to this team."

Selected as the Most Improved Player was Dave Poier, the team's shortstop. Poier should have also received a Purple Heart. He set the Division II record for innings pitched with the most pitches, with 14.

The Teammate Award was shared by Dominic Costantino and Harvey Martinez and the Coaches Award went to Tom Harrington. The Coaches Award is for the person who we feel contributed the most, but doesn't get the recognition they deserve," said McFarland. "Tom had a great attitude all year long and contributed a lot to the team."
**PEACE**

From page 1

The clubs also hope to expand community awareness of the peace movement, said Russell. "I feel awareness is the crucial thing with any cause," he said.

"I hope that when people see us walking downtown they'll stop for a minute and think about what we're doing and why we're doing it," Russell added. "It'll feel good to the public. It'll feel good to the peace movement, said Russell. * * * I hope that when people see us participating in the march will be taught some songs to sing as they walk downtown."

Referring to the participants in the Great Peace March, Russell said, "It's really a group that's really making a commitment. These people are giving up almost a year of their lives for the peace movement. I think we all felt bad that we couldn't go ourselves. We wanted to give something to the Great Peace March and this smaller march is how we can help."