

El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE *

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SAN LUIS OBISPO, CALIFORNIA

WEDNESDAY, OCTOBER 25, 1950

Assembly Tries New Approach Adds Girls, Limits Speaker

Trying a different approach on assemblies, today's program features outside feminine talent and is designed to be full of action from start to finish, Bill Lidderdale, ASB vice-president, said this morning.

Band music and trampoline antics are scheduled to get underway even before all students are seated in the stands. Outside feminine talent refers to Junior college and High school members of the Renee and Lamar dancing group.

Besides girls, the program also includes SCSA Champion Paul Wild on the parallel bars, four men including SCSA Champion Loren Jones working out on the bouncing trampoline, two boxing matches with members and former members of the Cal Poly team, music by the band and some pinpoint bombing by a member of the San Luis Obispo Flying association.

Five Minutes Only

Another radical departure in student body meetings is the five minute limitation placed on the guest speaker, Walter Dougherty, former ASB president for 1941-1942, Lidderdale said.

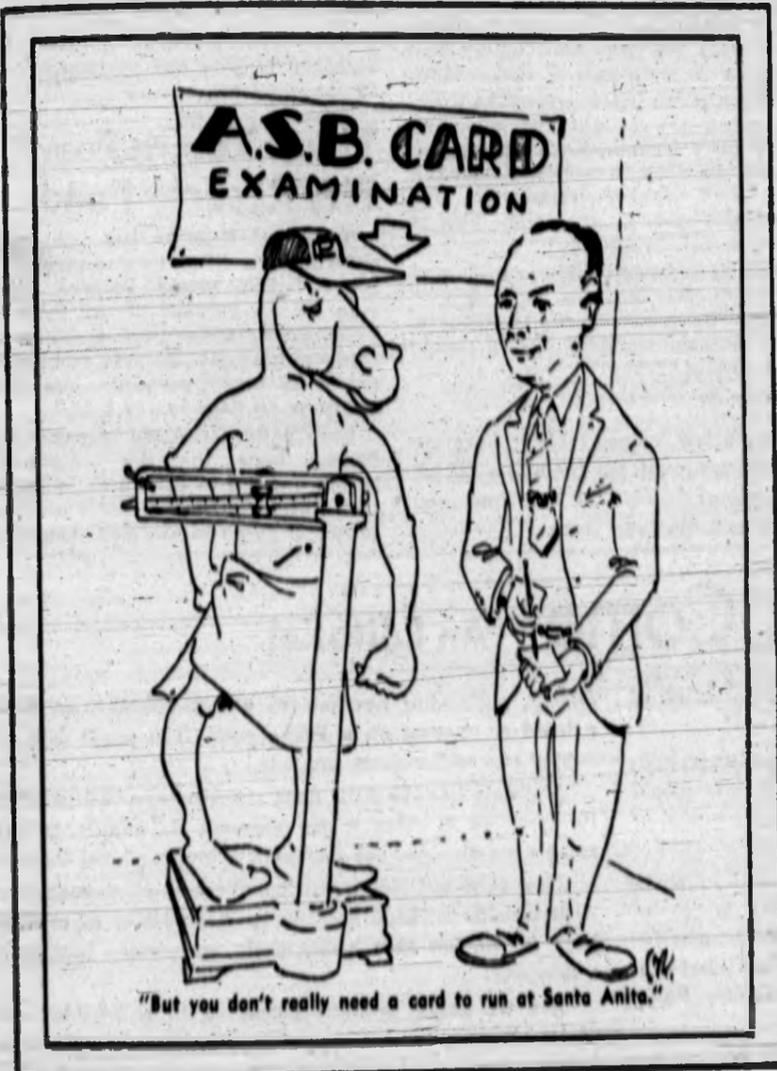
Climax of the assembly comes when M. C. Martinsen, aeronautics department head, drops 2000 free chances for merchandise awards. Ten percent of these chances will contain prize winning numbers.

Will Publish Winners

Winning numbers will be selected this week and published in the Nov. 8, issue of "El Mustang." Prizes include merchandise orders at El Corral.

Today's assembly program is scheduled as follows:

- 11 a.m. Band music and trampoline.
- 11:15 Parallel bars.
- 11:20 Boxing matches.
- 11:30 Renee and Lamar dancing performance.
- 11:45 Band music.
- 11:50 Walter Dougherty, guest speaker.
- 11:55 Plane releasing prize tickets.
- 12 noon, End of assembly.



Student Body Hits Big Business Bracket

Our organization, ASB, may be compared with a large corporation. The Student Affairs Council functions as a board of directors. Inter-club Council is the mediation board. The Advisory Commission is the legal staff. The Graduate Manager is an expert hired as a consultant and an auditor.

It promotes a giant extravaganza called Poly Royal to show-off its accomplishments. It fields athletic teams in football, basketball, baseball, track, boxing, swimming, wrestling, tennis and ad infinitum, to display its prowess.

Composed Of Clubs

Our organization in addition to its board directed activities, has sub-organized itself into smaller groups which provide for the welfare of individual interests. We call the smaller groups clubs.

Annually the organization grosses a figure that puts it into the big business bracket. Careful budgeting controls expenditures, but that very budget poses a problem.

Budget Is Compromise

A budget is always a compromise between the desires of the stockholders, through their mediation board, decide to de-emphasize one activity and increase another, the budget is apportioned accordingly. But if stockholders expect no de-emphasis on any function of their organization, the budget must always result in the same percentages and the same totals.

If stockholders want to expand the operation of their organization more capital must be invested. Even with-

out rising prices stockholders cannot expect an increase in dividend from a decrease in premium.

Up to a point the corporation-student body comparison can be used. In one big factor however, there is little similarity. That factor is production. A student body creates no specific product that can be sold on the open market. An association of students in addition to the services it gives to its members, creates intangibles called "good will," "pride" and "reputation." Such terms can't be exactly defined, but every business man knows and reckons the existence of these items.

While of no fixed value, these abstractions are bought and sold, and their price is high. Each corporation knows of other corporations through just such ethical standards. Our organization is no exception. This is how we will be known.

With us accomplishment is evidenced in many activities, and each activity brings its measure of recognition. The stockholders must finally decide how far that recognition is to reach.

Poly's low budget athletic program speaks for itself. No one major CCAA athletic championship has ever been won by a Mustang team.

ASB Lists Bankroll Under Heading Of 'General Fund'

The bankroll or operating expense of the Associated Students is totaled under the heading, General Fund.

A multitude of items are paid for by this fund. Dances, at \$100 apiece, assemblies at \$50 apiece, Chamber of Commerce dues, College Union dues, Rally committee expenses, sweaters for rally committeemen, yell kings, and songleaders, student activities awards, office supplies and equipment, gratuities and insurance are all bought from this account.

In addition the General fund pays salaries for bookkeeping, stenographic, and clerical help. It pays a large part of the Rose parade float expense. Incidentals like telephone bills and transportation come from the "general."

Last year more than \$7,000 was required in this one account.

Think You're Poor? Pity Reserve Fund

The SAC Reserve has been aptly described as "the man wearing the barrel." The slight reserve, which receives six percent of the SAC appropriation, goes into a buffer or contingency fund. Reserve monies pay debts in other accounts and exist solely as an "ace in the hole."

Eventually, Graduate Manager L.D. Starkey hopes that the Reserve will be big enough to earn a little income of its own. Until the small nest egg grows, it stays in the SAC incubator.

The Time Has Come—An Editorial

Associated Students of Cal Poly stand on the brink of bankruptcy.

Do we cut all athletic events, dances, musical entertainment, Poly Royal, publications and student government benefits, just attend classes and eat three meals a day, or do we get behind our student body?

The state doesn't care. It figures that it does its share when it constructs several million dollars worth of buildings, supplies instructors and installs equipment for \$18 per student (present tuition charge). If we want athletic teams or any of the other things we have now, it's up to us.

ASB funds and contributions are the only sources for fielding intercollegiate athletic teams, putting on school

dances, publishing newspapers and yearbooks, outfitting a band or putting on a Poly Royal. The state does not supply money for these projects.

Not only has the ASB done these things, it has helped its members in other ways. Through its efforts, reduced rates were obtained for members attending local theaters.

Now shirt-tail riding non-members want to cash in on ASB benefits without backing it. A majority of students have joined, but face losing their investment because of a minority.

Are we going to limit ourselves to a lopsided academic education, or are we going to balance it with entertainment and social activities? It's up to us to decide right now—next month will be too late.

Small Budget Wrecking Sports; ASB Funds Suffer Huge Drop

Cal Poly's athletic program will have to operate on a budget \$3500 smaller than last year's, said LeRoy Hughes, director of athletics, when interviewed last Wednesday.

The present athletic budget calls for about 41 percent of the total ASB funds. This amounts to \$10,660, Hughes said. Last year's athletic budget amounted to \$14,145. Hughes attributed the deficiency to the slumping sale of ASB cards, currently \$10,000 behind last year.

Last spring, Hughes submitted a tentative budget calling for an athletic outlay of \$18,150. This amount was described by Hughes as "conservative." Anticipated income for this year is presently estimated at \$24,000, said Hughes.

At the present time, about 55 percent of the students have purchased ASB cards, Hughes said.

Total Breakdown

Below is a list of the present cash outlay for each sport.

Football	\$5449
Baseball	986
Basketball	986
Track	686
Swimming	310
Boxing	310
Wrestling	310
Tennis	310
Gymnastics	442
Golf	106
Intramural	215
Incidentals	250

Hughes pointed out that this budget makes no provisions for awards. He cannot say, as yet, where the money for awards will come from. Hughes originally requested \$1200 for awards.

When asked what the football trip to Occidental cost, Hughes submitted a list considered an "absolute minimum." The amount, \$250, made no provisions for anything other than essentials, said Hughes.

The list:

Bus rental	\$800
Meals for 46	400
Hotel	100
Incidentals	550

Boosters Lagging

Contributions from the boosters, said Hughes, has been small "for one reason or another." The amount received can do no more than cover the cost of pre-season training. He is hoping for but "not counting" on additional funds.

Coach Hughes emphasized the fact that it is largely up to the students to raise the needed money through the purchase of ASB cards. Otherwise, he said, Poly will have to drop some sports or other activity.

Thus far, said Hughes, the school has been consistent with CCAA policy in fielding teams in all sports and not just a few.

Little Chance Held For Casaba Tour

Any lengthy trip on the part of the Mustang basketball team this season appears out of the question at the present time says LeRoy Hughes, director of athletics. Only \$986 has been appropriated for the cage sport and this will do little more than pay expenses for CCAA games, says Hughes.

Last year's budget of \$1808 allowed for the southwest tour that gained considerable notoriety for Poly. The trip, proclaimed by Coach Ed Jorgensen, as a great success, covered much of Arizona and New Mexico.

Basketball stands little chance of making money for the ASB fund because of the limited seating capacity of Crandall gym. Half of the gym is reserved for ASB card holders and half for general admissions.

Much unfavorable comment was heard last year about the \$1.25 admission price to home basketball games.

L. D. "Tut" Starkey, graduate manager, said last Friday that no decision concerning ticket prices had been reached by the board of athletic control.

Poly Athletic Fund Can't Pay Out Cash

Shortly after the war, the cry of "proselyting" was heard from coast to coast among most of the larger colleges and universities.

Chief complaint was that several well known service football players had been paid as much as \$10,000 to enter certain colleges for the purpose of playing football. Biggest cries were raised against southern colleges.

If this was true, and it was held to be so by many of the top sports authorities, then Cal Poly's present athletic budget would do no more than pay guarantees to just one of the players.

Poly Royal Wows 'Em! Best Bet Yet

The biggest thing to hit the county of San Luis Obispo each year is Poly Royal. Annually it attracts more than 10,000 visitors to this area all of whom spend at least three days here. Reactions among individual visitors run all the way from amazement to tired feet, and no one has ever complained about a lack of things to do or see.

From its small beginning in 1938, Poly Royal has expanded to the point that it now assumes the proportions of a 80 ring circus. It occupies so much student time during the Spring quarter that few if any students are not in some way connected with the big production.

Paradoxically it is the biggest thing the student body does, but it takes money to finance, which signifies the large part of volunteer help given by students. However, the expenses of Poly Royal must be met many months previous to the event, and the Poly Royal Board must be assured adequate working capital before any kind of a program can be planned.

Running true to her sex, the largest single Poly Royal expense is its queen. Importing a queen from far, far away is not a niggardly undertaking. But who can doubt the value and prestige a queen gives to the male domain at Cal Poly.

Altogether, Poly Royal is not something to do without or even to be de-emphasized. It is a unique show. 10,000 people can't be wrong.

Cal Poly was voted into the CCAA in January of 1947. Sole dissenting ballot was cast by San Jose. Reason given—limited drawing power.

'El Rodeo' Spends \$11,000; Paper Cost \$200 Weekly

"El Mustang," weekly ASB newspaper, requires more than \$200 to publish a regular eight page issue, and "El Rodeo," ASB yearbook, cost more than \$11,000 last year.

Both are published by the student body and receive financial backing from it. "El Mustang" becomes self-supporting through advertising revenue by the end of the Fall quarter, but uses student body money until its own sources catch up.

"El Rodeo," on the other hand, receives only a small part of its finances from advertising space. Book binding, fine paper stock and widespread use of pictures required to turn out such a book make it an expensive publication.

Money obtained from ASB card sales does not meet full cost for the annual. Last year card holders had to help make up the difference by paying an additional dollar, and non-card holders had to pay the full \$6. On "El Rodeo" alone, card holders received one-third of the original card cost.

Out of "El Mustang's" weekly \$200, printing takes \$100. Pictures cost \$2 to \$5 each and from four to six are used in each eight page issue. Equipment and supplies, labor, advertising commissions and postage for 485 mailing copies take up most of the rest.

A full page in "El Rodeo" cost about \$48 to publish last year. The 1949-50 issue had 256 pages in it.

Publications Dig Deep Covering Activities

Student Body Clubs Schedule 15 Dances

College dances are an integral part of student life at colleges over the country; they play no less of an important role at Cal Poly.

Fifteen dances, where students may trip the light fantastic, sponsored by campus clubs are scheduled this year. They are, however, paid for out of the student body general fund.

One hundred dollars to finance each dance is provided by the Student Affairs council. Seventy five dollars of this goes to pay the "Collegians" orchestra who provide the smooth music for dancing in a variety of styles and moods, from Stan Kenton to Guy Lombardo. Twenty five dollars more provides for atmosphere, the crepe paper and materials used for decoration.

A quick check on the slip stick shows that dances alone deplete the ASB treasury by about \$1500.

Where to Get Them!

Associated Student Body cards may be purchased at the Graduate Managers office, Room 26, basement, Ad bldg.

Board of Publications and Publicity Control spends 15 percent of student body funds to publish "El Mustang," "El Rodeo," "Goal Post," "Frosh Handbook" and "Poly Royal Pictorial."

One of four ASB governing boards, Publications receives the second largest apportionment of funds, led by athletics. It is responsible for the general policies of student publications and publicity activities.

Under its direction, students are kept informed of weekly happenings through "El Mustang" and receive a round up of the year's events in "El Rodeo," the year book. Nationwide publicity is gained by "Poly Royal Pictorial," 15,000 of which were mailed out last year.

Don Johnson, former "El Rodeo" and "El Mustang" editor, is chairman of this year's board. He works in close conjunction with the business manager and various editors in determining the amount of money needed by each publication.

Additional publications handled through the board's business manager, but containing no editorial matter, include Frosh football programs, basketball programs and baseball programs. These are supplied to attending people for their benefit. "Goal Post," the football program, works on a self-supporting basis and contributes to the athletic fund. "Frosh Handbook" is designed to acquaint the newcomer with Poly's many activities.

Dances, Stunts, Close Harmony Offered By Musician's Local

In an institution that includes no music major in its curriculum, the Poly music units are exceptional. Music is all extra-curricular, but the quality of the effort shows no half-hearted spirit. Student opinion reflects favor and pride in Poly music groups and that pride is justly founded. But because no music major is offered, all funds necessary to support music groups must come from outside sources. Except for a few instruments, instructional funds are not available.

The value of college music groups is inestimable. No "Collegians" means juke box dances or none at all. Football games, assemblies, parades with-

out a band leave a feeling of half measure. The Glee Club is an amazingly effective public relations medium as well as a group of musical distinction. Most people feel that college without music would be like *beracht* without an egg.

The average Poly marching band numbers 60 men. The Glee Club includes another 60 and the "Collegians" arrange for still another 14 to 16 players. Most of the band members own their instruments, and the state owns the big stuff such as sousaphones, drums, baritone saxes, glockenspiels, and string bases. Musical instruments are mostly hand-made and are not sold at the five and dime.

The Glee Club men buy their own uniforms as do the "Collegians" their suits. But marching band uniforms represent an investment to the student body of about \$40 apiece. The band also attends two away from home football games during a usual football season, and the Glee Club and "Collegians" always tour for a week during the spring.

If the music groups were unaided financially, they could not exist on the revenue they supply themselves. The time they spend in rehearsal and performance is at least worth the promotion of their product, and their product is worth buying.