

Mustangs And Aztecs Combine In Grid-Scalping Contest

With two big defeats marring a still young schedule, disgruntled Coach Roy Hughes sends his Mustang footballers against tough San Diego State tomorrow night. Kick-off is set for 8 p.m. and the game opens the Mustang's home and conference slate.

The "silver fox" gave no hints as to how he thought things looked on the recent road trip, but it's obvious he wasn't too pleased with the boys' behavior. Hughes added that tomorrow night's starting

lineup "is anybody's guess"—depending on the results of the week's scrimmages. However, if past performance means anything, the following group will probably see a lot of action against the Aztecs, whether they start or not.

At the ends you'll see punter Chuck Meras and versatile Bob Smith; tackles, Fausto Alcantar Yaeager and Chuck McGown; centers, Rod Harvey and Stan Sheriff; quarterbacks, Ron Davey, Bill Dias, and Bob Neal; halfbacks,

and Dave Pinnosatto; guards, Jim

All ASB card holders will be admitted free to tomorrow night's football game with San Diego State, upon presentation of this quarter's student body card. This ruling was handed down late yesterday by the Board of Athletic Control.

Eddie Chang and Alex Bravo; full-

backs Marjion Anoleh and Bob Lawson. That's just guessing, but those names will be heard from.

Poly's first two games were definite backbreakers, but the locals came through the ordeal with only one serious casualty. That was Ron Sevier, one of the top tackles on the squad. Sevier injured his back in the Bradley game and will be out of action for several weeks. Otherwise the Hughes-men are pretty sound, and team spirit

seems to be at a very favorable "high".

From this corner it looks like a tough Aztec team bowing to a tougher Mustang team—the coaching staff moaning notwithstanding! At any rate Polyites, 'tis time for all of us to support all of those football players. Be at the stadium tomorrow night and yell ahelluva lot for the green and gold from whistle to gun. No excuses, BE THERE!

Cochran Outlines Poly ROTC Plans For Now, Future

By Glen Johnson

Lt. Col. James M. Cochran, officer in charge of Cal Poly's newest addition, your ROTC, was quoted as saying that he was very pleased with the enrollment of this newly authorized program.

Present enrollment is 221. An increasing number of students will be joining the ROTC as the school years advance and within three years, Cochran estimates, an enrollment of 1500 students is expected.

Should Become Factor — "The ROTC should become a factor in student activities," Cochran stated. While the student pursues his academic studies for future employment he should also realize that the ROTC will help him with the wide-spread knowledge that is presented to the student who is the nation's top officer material.

A program of this kind builds men who will be leaders not only in the military service but in education, business, government and as good parents and citizens. It deals with manual protection as well as protection of an individual at large.

One of the ideals of your ROTC is the learning and practicing of the golden rule, "do unto others as you would have others do unto you."

Sadly Mistaken — If you think that the ROTC is only work you are sadly mistaken. "There cannot be all work and no play," he continued. Some of the activities that Cochran and his staff plan will be "Scabbard and Blade", a military society; a precision drill team and a military band. Plans are being made for both to perform at football games.

The initiation of an annual military ball has great expectations, according to Cochran. All of these activities will become a vehicle to promote Poly's ROTC and at the same time train men for the armed strength of the U.S. against world aggression, he concluded.

Men Eligible For USAF

United States Air Force reserve has a Squadron in San Luis Obispo. All Air Force reservists at Cal Poly are invited to join the 9879 Volunteer Air Reserve Squadron. They can see Dr. Robert Maurer, Ad building, Room 115, or Sgt. S. H. Trask at 798 Higuera street, Room 11, phone 110.

Any man 17 years of age can join the USAF reserve with parent's consent. He can be in basic army ROTC and the USAF reserve at the same time.

Enlisted promotions will soon be available to active air force reservists.

The squadron meets every Monday evening. In six weeks they will move into the new quarters on Higuera street.

Points can be earned for promotion and retirement. A correspondence course program is available.

Gridders In Car Crash May Miss Aztec Game

Bob Smith and Bob Lawson, Poly's two first string backfield men will be unable to play against San Diego State tomorrow night. This was the latest news available when El Mustang went to press.

The two men were injured in an automobile accident last Monday night when their car was struck by a vehicle bounding into their lane after collision with a cow. Smith, the most versatile of all Mustang players, suffered a slight concussion. Lawson, a star fullback, injured his face and back slightly.

El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

VOL. 13, NO. 3

SAN LUIS OBISPO, CALIF

FRIDAY, OCTOBER 9, 1952



Practice Makes Perfect . . . Cal Poly's own Collegians, popular campus dance band tunes up in preparation for tomorrow night's after-game dance in Grandal gym. Under management of Randy Bradley, assisted by Bruce Ramsey, the group promises to present a high-light year of musical entertainment. Five new men have seated themselves with the eleven old ones that are back from last year.

Photo By Jim Tanji

Cooperation Urged To Ease Campus Motoring Problems

With less parking space and more cars than ever before, student motorists are advised by Ernest Steiner, chief security officer, to cooperate in this year's accident prevention campaign.

Of this year's 980 parking spaces about 80 percent will be apportioned to faculty and employees and about 80 percent to students.

Steiner, who describes himself as an "extension of a pencil," cautioned all motorists to observe the following rules and the reasons behind them:

Leave Autos — Resident students are urged to leave automobiles at their respective dormitories, and not park in the already over-crowded central areas where no resident student parking facilities are available.

When picking up mail do not drive on the wrong side of the street. This area is congested by both auto and pedestrian traffic.

Only 15 m.p.h. will be tolerated in Poly Ninos, Poly Crest, and Poly View because of the many small children living there.

Single students living in Poly View trailers are asked not to park in the space reserved for married students, out of courtesy to the women and children who urgently need convenient parking spaces.

Make Stops — Make all boulevard stops. Failure to observe this rule has resulted in three campus deaths, according to Steiner.

When issued a citation take it immediately to the Student Affairs office, south east basement corner of the Administration building. This will avoid unnecessary bookkeeping and further disciplinary action.

Rooting Section Made Official

There's to be a special rooting section at football games! Student Affairs council, at their first regular meeting, last Tuesday, officially designated Section J of the stadium as the official rooting section. Admittance will be gained only if students and their guests are wearing official rooters hats and present their ASB cards.

Please Comply — Not official, but certainly something to remember and comply with, is the rally committee's recommendation that official rooters also wear white shirts.

"Even though the entire reserved rooting section may not be filled, men and their guests who do not have rooters caps, will not be admitted," says Bob McKellar Rally committee chairman. "We have an official section now and we are going to enforce it. We hope that every man that attends the game will wear his rooter hat."

Young Farmers

Ben Arnold, president of the Cal Poly chapter of Young Farmers, announces that there will be a business meeting next Wednesday, October 8, at 7:30 p.m. in Room 208, Administration building. All members are urged to attend.

Attention Fresh ! ! ! — A study laboratory has been set up for the benefit of students wishing to learn how to study effectively.

The session will meet for the first time next Monday evening at 7:00 P.M. in Lib. 105 A, and will be conducted between 7:00 P.M. and 9:00 P.M. every Monday and Wednesday evening thereafter. Students wishing to take advantage of this service are asked to bring their regular study assignments with them.

Marine Corp Men Give Locals Low Down On Program

Captain Carl D. Morrison and Staff Sergeant James Morrow, representing the United States Marine Corps Officer Procurement Program, gave El Mustang the low down on becoming leatherneck leaders.

Morrison, Officer Procurement Officer for Northern California, Nevada, and Arizona, explained that he was not recruiting for the Marine corps, but interested only in showing Poly students how they could be deferred without taking ROTC. Freshman, sophomore and junior students may sign up for the Platoon Leaders class which permits them to finish college prior to going on active duty as a second lieutenant. The only training required for this program are two six week summer training periods prior to graduation.

Will Be Deferred — If the student is selected for this program he will be deferred until he graduates. If for any reason he does not graduate or becomes ineligible for a commission he will be discharged.

According to Morrison, the Marine corps needs 5,000 new officers a year to meet the rapid expansion of the corps and the release of reserve officers completing active duty under the plan above.

At Least 17 — To be eligible for this program the applicant must be at least 17 years old at the time of enrollment, and be no more than 25 years old on July first of the year commissioned. The applicant must be a citizen of the United States. If a veteran, he must have been honorably discharged, and if a member of an armed forces reserve component receive a conditional release. If the applicant is less than 18 years of age, he must have the consent of his parents.

Homecoming Plans Indicate Biggest Celebration Yet

By Frank Tourn

Based on the theme "There Is Nothing Like A Dame", the Cal Poly Homecoming committee under the direction of Jim Webster began preparations this week for the biggest Homecoming celebration since McArthur's return.

Premier problem in the early planning is the quest for the Homecoming Queen candidates. Mustang Bill McNab has that pleasant shore well under way, and as early as last Monday no less than 25 beautiful Cal Poly Student Wives were in the running for the regal honor. McNab announced that a special judging panel would pare the original 25 candidates down to an exclusive quintet of domesticized "dolls". This final five will comprise the Queen and her court during coronation ceremonies at halftime of the Whittier game, November 1.

Halftime Coronation — The halftime coronation idea is something new in the Homecoming picture, as the crowning ceremony previously took place at a Friday night dance prior to the game itself. However, the '52 committee felt that the pageantry associated with coronation of a queen would be much more impressive if conducted before the eyes of all the alumni possible. Logical place for next Alumni to be at the same time—football game!

Dave Schubert, chairman of coronation proceedings, has already hinted that the '52 ceremony will put to shame any production seen heretofore on the local campus. His plans will be announced when definitely formulated.

Work Hard On Floats — Included in Homecoming plans is the traditional parade and the accompanying floats. With a theme like "There Is Nothing Like A Dame" the committee expects to see much action on the part of campus clubs when float-building time begins. Much talk has been bandied 'bout the green and gold campus about "how great things will be when girls get here," and that "Cal Poly will one day be the biggest and best college on the Pacific Coast—soon as we get Coeds."

Now is the time to put your creative genius to work. Mustangs—start thinking about those floats and make the finished product something your campus club can be proud of.

One Nomination For VP Received

The Student Affairs Council is still faced with the special election of a vice president. The vacancy in office was created by the resignation of John Matte, vice elect, when he resigned to accept the position of El Mustang editor.

According to the election code, the student body president may appoint a temporary officer, subject to the approval of two thirds vote of the SAC.

Ben Arnold, senior animal husbandry major, is vice president pro-tem, and so far is the only one who has petitioned for the office. Dates for the special election are:

Nominations—Sept. 29 - Oct. 10
Campaigns—Oct. 16 - Oct. 21
Election—Oct. 21 - Oct. 22

To be eligible for an associated student body office the candidate must be a regularly enrolled male student, at least in junior standing, have 1. grade average, and be carrying at least 12 units while in office.

The candidate must also submit a petition signed by at least 50 members of the associated student body. Anyone who can meet these requirements is eligible to run for

Special Notices

ASB Dance Committee will meet today, Oct. 3, at 4:15 in Ad building Room 314. Chairman Ben Arnold will preside.

Students who have a change of resident address should come to both information desk and

Recorder's office and change it on their official file cards.

ASB Assemblies Committee will meet Monday, Oct. 6, at 4:15 in Ad building Room 314. Chairman Ben Arnold will preside.

If you are a student having study problems, financial troubles and the like, see your adviser immediately. He is there to help you!

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"The aim of the student health center," says Dean Everett Chandler, "is to provide complete health service for our students, within practical limits."

To do this the health service has a professionally-trained staff and a complete laboratory of diagnostic equipment, including an electrocardiograph, basal metabolism equipment, and a 200 millamp Phillips X-ray.

The student health program and environmental sanitation program are under the direct supervision of Dr. E. D. Lovett, college physician. Dr. Lovett retired from private practice in Iowa to head the Cal Poly health service program.

The addition of the full-time physician to the staff last year has resulted in a more efficient and smooth-running health service program and has made possible considerable improvement in environmental sanitation as a preventive phase of the health service, said Dean Chandler.

The student health program is headquartered at the Health Center. The full-time physician, two registered nurses, and three student orderlies make up the staff. The service of four part-time physicians is available under a contract arrangement maintained with a local clinic.

The student pays \$3 a quarter fee for medical services. The service provided includes a physical examination and all major and minor surgery. In addition, the service includes visits within a

radius of five miles of the campus. Diseases of a chronic nature which the student contracted before entering college are not covered. Staff members are not eligible for service in the Health Center, except in emergency.

Located near the heart of the campus, the Health Center contains an eight bed ward and two double bed rooms for isolation purposes. In addition there is a waiting room, a combination nurse's chart and work room, and a combination drug storehouse and laboratory.

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BOTH are much milder with an extraordinarily good taste and, from the report of a well-known research organization — no unpleasant after-taste.

BOTH are exactly the same in all respects. There is absolutely no difference except that king-size Chesterfield is larger — contains considerably more of the same tobaccos — enough more to give you a 21% longer smoke, yet costs very little more.

Board Makes Continued Appeal For Editorship

An urgent appeal is once again being made by the board of publications for anyone among the 2400 students on campus . . . yes, ANYONE who is capable of assuming the editorship of Cal Poly's yearbook, El Rodeo.

Without such a man, the hundreds of seniors who have worked long and hard to graduate, the various departments and campus

groups who year after year look forward to being a part of the annual, none of these will be able to tell their story. Without such a man the college will be unable to pictorially and editorially close this school year in the time honored traditional manner so familiar to all of us.

If you can qualify your school needs you NOW! See Ken Kitch, Journalism department head, in Room 14, Administration building basement, for any additional information.

Postmaster McMillan Lays Down Postal Law

Official word on inter-campus mailing of notices and letters was announced today by Postmaster Phil McMillan.

Rulings are as follows: All notices should be on paper not less than six by eight inches.

All notices should be arranged alphabetically, giving the complete name and box number.

All notices must be at the post

office a minimum of three days previous to all regularly scheduled meetings.

Notices for special meetings will receive special attention, but every effort should be made to give the post office ample time to place in mail boxes.

"These requirements are made because the post office is to be permitted absolutely no extra help in the distribution of mail," McMillan said.

"Full cooperation of all student

Selective Service

Students are supposed to register on their 18th birthday or within five days thereafter. Students may register with the local draft board 76 at 757 Marsh street. Office hours are 8 a.m. to 5 p.m. Monday through Friday.

organizations will be needed to maintain any kind of mail service," he concluded.



JUST WHAT GOOD ARE PROFITS?

During the last 20 years a great many uncomplimentary things have been said about profits. Left Wing propaganda has been so successful that many honest Americans were actually beginning to wonder if maybe there wasn't something evil about profits after all. But the answer is plain if we understand one of the most important functions of profits in our economy. It is simply this:



The chance for profit constantly encourages the development of new and improved products. Because of the competition for profits, every business strives to put out better and more use-

ful products, with greater efficiency, at lower prices. (At Union Oil, for example, we're spending \$10,000 per day on research—and our competitors work just as hard as we do on product improvement.)

Because of this essential function of profit the American people have better products in greater abundance than the people of any other country. As a consequence, we enjoy the highest standard of living the world has ever known.

It's not hard to see, then, why the profit motive must be preserved. Yet present tax policies and government controls are discouraging production by destroying the profit motive. And without this incentive we Americans cannot

possibly show the progress in the future that we have shown in the past.



UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1896

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Fire Prevention Week On Docket

Cal Poly will observe National Fire Prevention week, Oct. 5 to 11, according to Ernest Steiner, Chief Security officer.

This campus is our home and we are asked to help make it safe for all by observing a few simple rules and regulations. Here are a few precautions to take and check regularly:

1. Inspect property regularly.
2. Detect fire hazards immediately.
3. Correct or report fire hazards promptly.
4. Safeguard all sources of ignition.

Social Dancing

Social dance classes, will begin Oct. 18 and continue to be held every Monday night at 7:30 p.m. for beginners and 8:30 for advanced, says Marilyn Mullen. Trained dance instructors will supervise. Place to be announced later. Sign-up ASB office if you are interested.

5. Remember that clean property is the safest.
6. Know what to do if fire breaks out.
7. Do not park cars within 15 feet of fire hydrant.
8. Do not smoke in hazardous places.
9. Do not keep hot plates and excess electrical appliances in rooms.

On campus report fires to 3800 or dial 231.

Students Urged To Take Part In Ad Training Offered

Majors from any department—freshmen or upper class—will have chance to secure special training in advertising and sales promotion this year with announcement that Ken Kitch, Head of the Ag Journalism department, will concentrate his El Mustang advisory duties on the advertising end. News Bureau adviser John Healey will add to his jobs that of supervising El Mustang's editorial side.

"Under the new plan," Kitch explained, "each man who qualifies will be assigned a certain group of downtown business men as his regular clients. The number of clients will depend upon the amount of time the student wishes to spend learning retail and service sales problems and helping shape advertising and promotional campaigns to meet specialized markets."

Gain Experience

"Experience will be gained in contact, planning copy and layout work," Kitch said, "and we are interested primarily in the student who wants this experience for later actual use in his own or an employer's business. Those with time to handle only one or two

clients will be welcomed so long as they are sincere in their desire to learn how a business man uses advertising to secure mass sales at low cost."

In addition to time spent in contacting clients, the advertising men will be expected to spend one hour each week in a group conference. Time for this will be set at the group's convenience. Students wishing college credit for this

learn-by-doing enterprise may enroll for Journalism 251, Practice Journalism, and work for either one or two units.

"It is an excellent opportunity for men who want to learn more about how to sell," said Kitch, a former professional advertising man, "and I'll welcome a visit from any student who wishes to talk about the project with me." His office is in Ad 14.

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"ONE MINUTE TO ZERO"

—Plus—

"FEUDIN' FOOLS"

Leo Gorcey and the Bowery Boys

Sunday, Monday and Tuesday

Linda Darnell Tab Hunter

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—Plus—

"CAPTAIN BLACKJACK"

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Fri & Sat Continuous Saturday from 8 P.M. 2 — Big Features — 3 Michael Rennie Debra Paget

"Les Miserables"

Shown Friday 7-9:15 Sat. 8:30-10:15

Bowery Boys

"Feuding Fools"

Shown Fri 8:15 Sat. 8:30-10:15

Extra Saturday Afternoon

Brand New Serial—Episodes No. 1

"Flying Disk Man From Mars"

Sun. Mon. Tues. Oct. 6-7 Continuous Sunday from 3 P.M. 2 — Big Features — 3

Technicolor Joan Peters

Walter Brennan Jeffrey Hunter

"Lure Of The Wilderness"

Shown Sun. 4:15-7:30-10:15 Mon.-Tues. 8:15

Technicolor Frankie Laine

"Rainbow Round"

My Shoulder"

Billy Daniels Charlotte Austin

Shown Sun. 8:30-10:15

Mon.-Tues. 7:00-10:15

Also For The Kidz

5-Technicolor Cartoons—5

Sunday at 3 P. M. (Only)

Wed. & Thurs. Oct. 8-9 2 Days Only

2 — Big Features — 3

Not Recommended For Children

5—Academy Awards—5

Best Actress — Vivien Leigh

Best Supporting Actor — Earl Baldwin

Best Supporting Actor — Kim Hunter

Also Best Art Direction and Best

Decorations

Marjorie Brande — Vivien Leigh

Karl Malden — Kim Hunter

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"Encore"

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WANTED! CLUB NEWS

This is your page . . . use it for news items and features.

All club news must be in El Mustang office, room 21, basement, Administration building, no later than Tuesday noon for Friday's paper.

California Park Laundromat

Behind California Park Grocery
2 Blocks From Poly
On Hathaway

8lbs. (One Washer Load)
Wash, Dry, Fold
50c

Shirts and Pants Finished

Ag Engineers

Glen Rich, president of the Agricultural Engineers club, presided at the first meeting of the new school year, held last week. Extensive planning of future club activities highlighted the evening's busy business session.

First on the activity calendar is the sponsoring of the post-Cal Poly-San Diego State college football game dance to be held tomorrow night in Crandall gym. The dance will commence promptly at 9 p.m. Todd Crawford will "carry the ball" for the Ag Engineers as program chairman. His committee heads are Ken Ritter, decorations; Gerry Wieland, soft drink concession; Jack Gammel, publicity; Merlin Pickett, clean-up. Other activities include a field trip next week-end. Other news items of the first meeting . . . Max Garver, Ken Jenkins, and Pickett were elected to the executive committee . . . 84 students were added to the club membership roster . . . new instructors Robert Matheny, ex-Poly student, and Harmon Toone, formerly with the Bureau of Agricultural Education, were introduced to the members.

Ornamental Hort

Meeting for the first time this year in a regular business session, the Ornamental Horticulture club, discussed the year's activity calendar and filled many vacant administrative posts. The organization hosted new members at a watermelon feed the previous week.

October 18 has been set for the club barbecue at Cuesta Park. Heading that group will be Dave Millard.

Bob Belcher and Secretary Wilbur Hanley were named dance committee co-chairmen.

Plans for the club's participation in the annual Homecoming celebration were announced. Ben Kyperidakis heads that committee. Upon the recommendation of Clarence Tam, athletic committee chairman, the organization voted to buy T-shirts for the bowling team lettered with the club name.

The club also elected to institute a quarterly departmental alumni bulletin. Making up this committee are Howard Brown, advisor, Harry Smith and Bill Long.

CARL KIRK EBY
MEN'S WEAR

FOR
"LEE" RIDERS
"LEVIS"

"Just 54 steps from the traffic lights" along CHORRO toward MARSH

Resemble A Bulldog?

Alpha Phi Omega will sponsor an "ugly man" contest, according to the contest chairman Charles D. Griffin.

It will be run in conjunction

with homecoming. Contestants, sponsored by each dorm on campus, will be judged in a preliminary run-off by a committee of women from around town and campus.

Fresh!!! Here it is. The Classified Ad section will begin with the 35th edition of the El Mustang. This is one of the fastest media for selling, buying and job opportunities.

FRANK SEZ Be Sure to Attend Our 2nd Annual HARVEST OF Fall Food Values BALLOONS FOR ALL THE KIDS, YOUNG AND OLD ALIKE



Smoked Picnic HAMS	39 ^c lb.	Cleaned Ready To Eat FRYING CHICKENS	\$1.00 <small>each, 22.</small>
Sliced Large BOLOGNA	39 ^c lb.	Smoked Squares BACON	39 ^c lb.
Normal No 1 Cello Pkg. Frankfurters	49 ^c lb.	Lean Salt PORK	39 ^c lb.
Sliced Lean BACON	45 ^c lb.	Normal Pork SAUSAGE	39 ^c lb.
		Pure LARD 2 for	39 ^c
		SPARE RIBS	39 ^c lb.



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PANCAKE FLOUR	33 ^c	HAMS	any size 79 ^c lb.
each pkg. contains 18c coupon		a real good buy	
Fresh Grade A Small EGGS Doz.	35 ^c	M.J.B. 2 lb. can COFFEE	\$1.63
Borden's Pts. Mayonaisse	29 ^c	Tablet Ready Margarine	19 ^c
Quarts 38c		Colored Cubes	
Del Monte No. 2 1/2 can PEACHES	25 ^c	Borden's Qts. SALAD DRESSING	45 ^c
Sliced or Halves			
Del Monte No. 303 can Cream Corn	16 ^c	Del Monte 4 for TOMATO SAUCE	25 ^c
		Del Monte 14 oz. bottle Catsup	14 ^c
Golden State 1/2 gal. Big Dip Ice Milk	68 ^c	Borden's Pts. Cottage Cheese	23 ^c
		800 Brand 1 lb. Bag COFFEE	69 ^c
Bellflower 4 lb. APPLES	25 ^c	Crisp Local 2 for LETTUCE	13 ^c
		Local Sweet 13 ears CORN	49 ^c

Prices for Friday, Saturday, Oct., 3, 4

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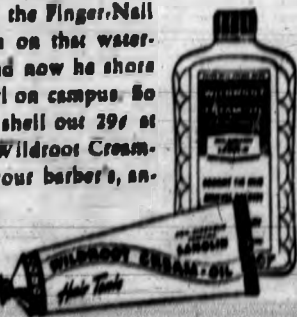
J. Paul Sheedy* Switched to Wildroot Cream-Oil
Because He Flunked The Finger-Nail Test



HERE'S a sad Lobster tale. Sheedy was really in hot water. His girl kept saying, "The Maine thing I don't like about you is the way you put your hair! Haven't you read about Wildroot Cream-Oil Hair Tonic? Non-alcoholic. Relieves annoying dryness. Removes loose, ugly dandruff. Helps you pass the Finger-Nail Test. Perfect for you 'claws you need Lanolin on that water-soaked hair." Paul got Wildroot Cream-Oil and now he shone looks slick. In fact, he's in solid with every girl on campus. So if you're not-tled about your messy hair, better shell out 29c at any toilet goods counter for a bottle or tube of Wildroot Cream-Oil, "Your Hair's Best Friend." Ask for it at your barber's, or, tenna to one you'll be tickled pink!

*4/1918c. Harris Hill Rd., Williamsville, N.Y.

Wildroot Company, Inc., Buffalo 11, N.Y.



Poly Of San Dimas Loses Grid Opener

Cal Poly of San Dimas opened their football campaign last week against the Chaffey Junior college eleven, and received for a 48-7 thumping. The southern Poly boys journeyed to Ontario for their initial football game.

Starting at halfback for the jittery Broncos was former San Luis Obispo student, Court Reaser. Another "big brother" transfer on the San Dimas squad was center Charlie Spahn.

San Dimas, coached by former USC great Duane Whithead had a severe case of first quarter jitters and fumbled away two touchdowns to the Chaffey eleven.

Basketball Players To Start Practice; Have Game In Nov.

Coach Ed Jorgenson announced last Tuesday that the official opening date for basketball practice is October 18. Along with the announcement Jorgenson urged all Mustangs thinking about going out for the team to start running, skipping rope, and doing loosening-up exercises.

The October starting date gives the Poly cagers about six weeks to get ready for their season curtain-raiser with the S.F. Olympic Club on November 20. Jorgenson hopes to see his material at one and replacing them will be no easy task. The men return-

ing Joe Aguilar, Al Sutton, Jerry Frederick, Bill Wood and Dave Zisner. Newcomers include Charley Baca and Charley Hill, both members of last year's JV cagers.

A special note of interest to Freshman is that they are definitely eligible for varsity ball a fact not as widely known as first expected.

Five lettermen return to the Mustang crew, but familiar courtmen Ed Nichols, Bob Tomlinson, Bob Johnson and Vern Wilson are

Rodeo Squad Loses Rosser; Still Loom As Coast Power

Faced with the loss of veteran rodeo standout Cotton Rosser, the Poly bronco-busters nevertheless figure to do right well in National competition this year.

Back in (and out of) the saddle for the green and gold cowboys are men like roper Lem Boughner and all-around performers Danny Rogers, Manfred Sanders and Bill Stroud. These men should form the nucleus of a Poly team capable of holding their number-three rating in the NIRA. Last year only Sul Ross State of Alpine, Texas, and the Oklahoma Aggies topped the Mustangs in collegiate rodeoing.

Two vacancies must still be filled on the six-man rodeo squad as veteran Buster Dufferena and Norman George were called into the Army. Both boys will be hard to replace. Selection of the new men will be up to team advisor Bob Miller, and Ernie Eaton and Danny Rogers. Eaton is the new president of the rodeo club.

The second rodeo meeting of the current quarter is slated for next Wednesday evening, October 8th.

Intercollegiate Rodeo Association with some 45 rodeo enthusiasts expected to attend. Plans for the '52-'53 season will be discussed, as well as possible candidates for berths on the team.

Yes Sir
for
your
Drug Store
Merchandise
at the
Lowest
Prices
It is
Welshar's
City Pharmacy
698 HIGUERA ST.
SAN LUIS OBISPO

Cal Poly Grange

The meeting date for Cal Poly Grange, 77th, has been permanently changed to the second and fourth Wednesday of every month. Jim McGrath, Grange master and Air Conditioning department faculty member announced today.

At the last meeting of the West's only campus Grange, plans were disclosed for the forthcoming state convention to be held in Santa Barbara.

Grange membership on campus is open to any student, faculty, or employee of the college, and their wives, he said. Former members of Granges throughout the State are cordially invited to visit the campus organization at any time. Applications for membership can be picked up from Ken Kitch in Room 14, Ad building basement. McGrath also stressed that Grange is one of the few clubs on campus where wives can share equally elected offices and activities with their husbands.

Frosh Win Brawl

Third time is the charm, as the freshmen who competed in the annual frosh-soph brawl found out yesterday afternoon. They won the affair, 55-20, in one of the roughest brawls ever. And it had all the likeness of the famed Pler Six battles. Competition took on the air of man-to-man hostilities instead of traditional team battles. The losers will paint the "P."

Note Of Thanks

A special note of thanks should be given to our new Frosh yell-leaders for the fine display of yells and cheer shown during last week's game, says George Prouse, JV coach. We second the motion, coach!

SPUDNUTS



SEE 'EM MADE
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West's Spudnut Shop
692 Higuera St.
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Special Poly Rates
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**CAMEL leads all other brands
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**Test CAMELS
for 30 days
for Mildness and Flavor**

CAMELS are America's most popular cigarette. To find out why, test them as your steady smoke. Smoke only Camels for thirty days. See how rich and flavorful they are — pack after pack! See how mild CAMELS are — week after week!



Mustang Boosters Elect Dr. Pereira New Prexy

The Mustang Boosters club, Cal Poly's terrific downtown tub-thumpers, elected new officers last Monday night and generally got the ball rolling for tomorrow night's Mustang-San Diego State game. Installed as the new chief of Booster club operations was Dr. Luis Pereira, a staunch Poly rooter very capable of carrying out the club's sole aim of furthering athletics at Poly. Dr. Pereira takes the reins from Glenn Wyatt, '51 president.

Other officers elected Monday were Frank Coelho, vice president; Wayne Huber, treasurer (re-

lected); Harry Morris, secretary (reelected); and Ray Baumann, Charles Buck, Leon Dyer, Phil Nolting and Joe Soroka, directors.

Richter Speaks
On the Booster club entertainment agenda was former Cal All-American football player, Les Richter. The big tackle, now stationed at nearby Camp Cooke, addressed the crowd of San Luis Obispoans using a theme accenting the current "golden age of sports".

Roy Hughes, Cal Poly football coach and athletic director who doubled as master of ceremonies for the evening, introduced his coaching staff including assistants Sheldon Harden and Howie O'Daniel; basketball coach Ed Jorgensen; swim coach Dick Anderson; baseball coach Tom Lee; frosh coach George Prouse, and athletic publicity man John Healey.

HUNGRY

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Good Food

try
The Delicious Home-cooked
Food and Home-made Pie

E & E CAFE

1124 Garden Street

STUDENT BODY CARDS ARE CASH AT Student Owned BROWN'S TEXACO STATION

636 HIGUERA

(Corner of Higuera and Nipome)

"Check My Math," Says Prop. Jack Brown

FULL Recaps (600x16) \$9.23

Cal Poly ASB Card

You Pay Only \$7.50*

Watch These Ads For More Savings From

BROWN'S TEXACO

'FOR COMPLETE SERVICE—RIGHTLY DONE'

*Plus Tax and Old Tire

SEIBERLING TIRE TREADING



6

REASONS

WHY OUR
TREADING
SERVICE
IS BETTER

1. Prompt service.
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3. Factory approved methods.
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SEIBERLING

Kimball Tire & Battery Co.

283 Higuera

Phone 758

The Chief ...



Jim Yaeger Named Aztec Game Captain

Roy Hughes, coach of the Poly grid team, appointed guard Jim Yaeger as game captain for tomorrow night's game with San Diego State College.

Hughes named the 200-pound senior to the "policy maker" post late Monday evening. Yaeger is a veteran of five years of competitive football, playing two years in high school, two more for Menlo JC, and one season with Cal Poly. In his first year with Cal Poly—1950—Yaeger was named to the all CCAA team as a first string guard.

Poly Racquetteers Doing Well in SB Tennis Tournament

Cal Poly's varsity tennis star, Ray Naranjo, reached the semi-finals of the Santa Barbara Tennis Club Invitational Tournament last Monday, before losing in straight sets to the local Santa Barbara ace Paul Haupt. Haupt ousted Naranjo 6-1, 6-2.

Previously the Poly netter had impressed the tournament crowd with wins over Jim Perley and Bob Wright. He measured the former boy by 3-6, 6-3, 11-9 scores, and dumped Wright 4-6, 6-2, 6-3.

Surviving the semi-final round in doubles play were Mustangs Dave Ziemer and John Cowan. They defeated the combine of Joe Egus and Dave Wilson 6-2, 10-8.

Play in all events will wind up this weekend on Santa Barbara's Municipal Stadium courts.

**Quicker!
Easier!
Costs Less!
Cleaner!**

Wash the modern way. Use famous Westinghouse Laundromats, plenty of hot, rain-soft water. Clothes are tumbled-dry, soft, fluffy and sweet-smelling. Save money, too!

WASH TODAY! WEAR TODAY!



LAUNDROMAT
of
SAN LUIS OBISPO

675 Higuera St. — Ph. 1240

Colt Grids Relax Before Monterey Tilt

By Don Morris

A week of rest is the reward for coach George Prouse's junior varsity Colts the "rest" coming on the heels of their 6-6 tie with the College of the Sequoias last Saturday.

Drill, drill, and more drill is the cure Prouse has prescribed for his charges this week, with the accent on the passing offense and defense along with extra hours of blocking drill. Two weeks between games is a little too long to suit the JV coaches, especially when the squad the Colts catch next week is Monterey Peninsula college. The Monterey Lobos smashed Reedley JC last week by a 28-0 count.

Trouble in the form of the Mustang varsity plagued the Colts this week through, as seven of their outstanding boys moved up to the senior eleven. They are tackles Joe McGowne, Mike Rubie and Don Shiffar; ends Tom Hull and John Forbes, and backs Jerry Watson and Lynn Swearingen.

According to Prouse, these boys will be impossible to replace.

Still around, and ready to continue the good football they showed against Sequoia are guards Warren Wardlow and Bob Moore; center Sam Sierks, and tackle Sheldon Williams. In the backfield are quarterbacks Ernie Dutra and Bobby Orchard, and halfbacks Manuel Silveira and Dick Edie. Silveira was outstanding as a defensive back, while Edie supplied much of the Colts offensive thrust.

"We showed signs of having a potent running attack against Sequoia," Coach Prouse said, "and I hope of having the combination and timing to give Monterey a good battle by the time October 11 rolls around."

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We Give S & M Green Stamps
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SAN LUIS OBISPO



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Try the World's Fastest Portable yourself! Compare the lighter, poppler touch of its full-size office machine keyboard. You'll understand why typewriter dealers have voted it best by more than two to one.

94.50 plus fed. tax

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TO CAL POLY STUDENTS ...**

No Interest Charges ...

No Down Payments ...

7 Months To Pay ...

Full Year's Guarantee ...

Hills Stationery Store

1127 Cherry St.

Phone 1403

El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

John Motte Editor
 Bill Long Associate Editor
 Warren Jewett Business Manager
 Frank Tours, Jr. Sports Editor
 Forrest Deener Ad Mgr.

Paid Circulation A Must

From the moment El Mustang hit the "street" last Friday, this office has been deluged with various comment and criticism regarding the unusually large amount of advertising carried last week (have you thumbed through today's paper yet?).

A TWO-SIDED PROBLEM

Much of what has been thrown our way concerning this matter is well founded, but, as in most cases . . . there are two sides to this problem, too. We will admit that advertising space in this and last week's issue ran high, much higher than we would like to see. However, the first issue of any fall quarter provides one of the best opportunities for local advertisers to exhibit their wares while new students and returning upperclassmen are in the process of forming their buying habits.

This point cannot be overlooked, in fairness to San Luis Obispo merchants, because the buying habits we form at this stage generally remain with us throughout the school year. It is only fair that the local merchants be given this opportunity to benefit as it is they who have financially supported this paper in the past.

WILL IT CONTINUE?

Now then, you are no doubt wondering whether this overcrowded advertising condition will continue to prevail in future issues of El Mustang. Let's look at the facts before we draw a hasty conclusion.

Are you aware of the fact that El Mustang has been operating at a financial loss for quite some time? Sad, but true. What is the extent of this debt? In round figures \$987.04 to date.

Your student publication has two purposes to fulfill. Both share equal importance.

One is to keep students informed of what's going on about the campus concerning them. The other is to operate El Mustang on a financially sound basis. To give you an idea as to the scope of production cost of each issue, last Friday's paper, as well as today's edition, did well to break even despite the extremely large amount of advertising carried.

AN 'ADVERTISER' . . . OR NEWSPAPER

We realize that you don't like to see El Mustang take on the format of a weekly advertiser. Neither do the members of the editorial and business staff. Yet the fact remains that El Mustang CANNOT continue to be a losing proposition.

How can advertising be kept at a minimum with more space being devoted to campus activities? That my loyal readers is the \$84 question that can only have one answer! SAC MUST APPORTION A SHARE OF THE REQUIRED \$15 ASB MEMBERSHIP FEE TO THIS PUBLICATION IF WE ARE EVER EXPECTED TO FULFILL OUR DUTY TO YOU! Other colleges throughout the state keep their publications on a paying basis without taking on the appearance of an advertiser because a small share of each student's membership fee is channeled to the paper. And those colleges who find themselves in this fortunate position are really getting the job done right in giving the students what they want and expect in a school paper.

PLEASE . . . NO HANDOUTS

It would be tragic to be of the opinion that El Mustang is out after a handout. Such is not the case. Any publication, college or otherwise, with a free circulation policy is in the precarious position that Humpty Dumpty once found himself. Without a sound policy, El Mustang, too, will soon be tottering on the ledge.

It is the opinion of those connected with El Mustang that if SAC apportioned only one dollar (about 85 cents per quarter) per student, per year from the initial ASB fee, your college paper would reach the sound financial stage it is striving for and at the same time be able to devote the greatest share of its pages to Cal Poly activities.

—J.S.P.

ST. STEPHEN'S EPISCOPAL CHURCH

—PISMO AND NIPOMO STREETS—
 SUNDAY SERVICES 8, 9:30 and 11 a. m.
 Organizing Canterbury Club After 11 a. m. Service Sept. 28

Bachino and Stockird

General Insurance Brokers

740 Higuera Street

Phone 292

The Downbeat

By Ike

Congratulations were the order of the day in OR-1 last Wednesday evening as the old members of the Glee Club formed a reception line to welcome the thirty-four newly selected song-birds. Davy's crew will sport nine new 1st tenors, twelve new 2nd tenors, nine baritones and four basses.

Tuesday found the Majors and Minors ranks filled with the addition of Kroeger and Wynken in the bass section, Ross, Verdugo and Glandon in the 2nd tenors, Paton in the 1st tenor section and the baritone section remaining the same as last year. All are well on their way to achieving their usual standards of perfection.

The Mustang Band is having trouble this year. Due to unprecedented scheduling difficulties, over half of the original new enrollees have had to forget about their musical aspirations, leaving the high steppers alarmingly short-handed for the current football season. The situation may be eased considerably with the continued co-operation of the various departments about the campus.

Other business completed by the band was the appointment of Al Aguilar to the office of librarian, filling the vacancy left by the call to arms of trombonist Jerry Taylor.

Tomorrow evening will find the new edition of the Collegians furnishing the rhythm for the Student Body dance of the year. Once again the familiar strains of "Sophisticated Swing" will ring out from Crandall gym as manager Bradley herds his boys in their official debut. The dance starts right after the game, so come one come all and let's have a real party.



"See what savin' green stamps will get ya!"

Five Years Ago In El Mustang

Please Fella's

...Girded to the mane with confidence, the Mustangs will meet the San Diego State Aztecs in the initial conference game of the season tomorrow night at San Diego. This contest will be considered the proving ground for the O'Danielmen who have yet to show their best. (P.S. . . . We lost 53 to 13)

Noble Joins Poly

...The newly organized Biological Sciences department welcomed to its staff Dr. Glen A. Noble, a man of wide and varied experience both in this country and in the Orient.

What's a "Dink"?

...Any freshman who did not purchase a frosh "dink" and a handbook is haunting tradition and laying himself open to possible action by upperclassmen, it was announced today by an unnamed spokesman for the sophomore class.

Filler

Come a time in every editor's life when his supply of ideas and subjects has become completely exhausted. There doesn't seem to be any new material on hand, nor any old stuff that hasn't already been used to much before.

By cleverly using Alexander Graham Bell's invention, he hastily calls up department heads, event chairmen, student leaders, the Ladies Aid Society, and the Society for Prevention of Cruelty to Animals, requesting material, to no avail.

Brandt's Locker

STORAGE & MEAT MARKET

Lockers Available

BEEF—sides or quarters

PORK—sides

840 Higuera St.

Phone 2998

root, hawg, or die!

by bob mckellar

Leaders' retreat was a success!

For those of you who aren't in the know and would like to be—leaders' retreat was held last weekend at the Circle Bar B ranch near Santa Barbara. Giving student and faculty leaders a chance to become better acquainted, leaders' retreat has come to stay and will be a much looked forward to event next Fall, reported many men attending.

Congratulations and thanks should be extended to Bob Smith, student body president, and Dan Lawson, activities officer, for the fine job they did in bringing this worthwhile idea to our campus.

VISITED DIMAS

Frank Tours and the "Hawg" had occasion to travel south this past week and, visiting our Southern campus, we really had our eyes opened. Following is a blow by blow account of what we saw.

Arriving late in the evening on Thursday, we were greeted with open arms and provided with a room and food for the weekend stay. Following this the Southerners told us of a football rally to be held later in the evening.

And when they said rally, they meant rally. The Southern campus has a total population of around 400 students and every one was on hand, many with wives and girl friends, to kick-off their football season with a thunderous roar.

THE JOINT JUMPED

Starting in front of the administration building with lighted torches, a serpentine of men systematically went through each dorm and roused out every man. Climaxing at the rally stage, they sang and yelled accompanied by yell leaders, a hastily organized band, and two song leaders recruited from a nearby college and the wives.

Talk about spirit—that beat anything either Frank or I have ever seen!

After the rally we were escorted to the student body office . . . a large well-appointed office devoted entirely to student body activities. Here we talked over inter-campus relations and received a long lecture on the Rose Parade float contest which ends October 18 and is open to us Northerners too. Elsewhere in this sheet is the entire scoop on the contest.

TELEVISION? WHAT'S THAT?

San Dimas counterpart to El Corral is El Patio. Perched above the counter where everyone can see it is a big television set that was donated by a local Bronco booster for Polyites enjoyment.

And to make good better, the San Dimas O of C, a recently organized group of business men—five to be exact—donated Cal Poly identification plates to attach to license plates. One for each student and faculty member.

ON "DINKS"

Quite typical of their spirit down South was the Poly Views editor, a sophomore, wearing his brother's frosh dink, after his class lost the frosh-soph brawl.

Reports from down South indicated that the wearing of Frosh dinks is a respected tradition that is enthusiastically followed.

Even though our brothers to the South are few in number their weekend activities and their hospitality outdid anything the "Hawg" has ever seen here.

THE HAWG SUGGESTS

This year promises to be an entirely new situation though, and the results of same will be great!—we begin to consider some of the courtesies so prevalent on the Southern campus as the rule not the exception on this campus.

In the very near future we will have an opportunity to say thanks to them by providing rooms, meals and entertainment during their visit here for inter-campus council as they did for our student government representatives down there last year.

Our's is a friendly campus but their's is hospitable!

Every Sunday 8:45 p.m.

981 Marsh Street

WESTMINSTER COLLEGIANS

Find A Church Home

Church Service 11:00 a.m.—Church School 9:45 a.m.



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Plan your club banquet here.
 For Reservations call 41987