

WELCOME FROSH



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SAN LUIS OBISPO, CALIFORNIA

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Learning, Fun Combined In Extensive Orientation

By Bill Long

What is the business of orientation? What happens, what do I do, who does what to me? Orientation is just simply a get acquainted period. You become acquainted with college, the college becomes acquainted with you, and you (new students) become acquainted with each other.

How will the college become acquainted with me? The college will get to know your background, aptitudes, and general interests pretty well through a series of entrance, placement and personal adjustment tests and a very thorough medical examination.

How am I going to become acquainted with the college?

Planned for you during the week will be assemblies, dinners, song fests, a special football game to meet the team, and tours of the campus. All of these are designed to acquaint you with the college, its aims, traditions, its student leaders, its faculty and administrative heads.

How will we get to know each other? You can't help but get to know each other, for the whole week is studded with barbecues, parties, dorm meetings and class meetings especially designed for "get acquainted" purposes.

A time will be set aside for you to look over the various clubs and what they have to offer. Clubs are divided into roughly three groups: service clubs (mostly honorary); social clubs; and departmental clubs. No matter what your interest, there's a club for you.

Who'll be some of the people I'll meet?

You'll probably be most interested in the student body leaders, and the faculty of your particular department, but the list reads sometimes like this: first, will be the three student body officers, President Ron Davey, Vice President Ray Lyons, and Secretary Dick Johnson. Then comes the four board of control chairmen: Vic Buccola, athletics; Des Meek, music; Jim Adams, Poly Royal; and Bill Long, publications. You'll also like to meet Art Mullet, senior class president who'll be taking an active part in the orientation program.

Meet the Administration
College President Julian A. McPhee will drop by and welcome you.

Then you'll meet Dean of Students Everett Chandler, who'll (Continued on page 2)

Six Cadet Teachers Placed In Schools

Placement of six Cal Poly cadet teachers in California high schools was announced recently by H. H. Burlingham, teacher-trainer.

An additional 10 will be assigned on-campus work at Cal Poly for the fall period and then to their off-campus student teaching for the spring, says Burlingham.

Ag Education Officials
State Bureau of Agricultural Education officials, who report there is great need for agricultural teachers, say students must complete a year of graduate work under the teacher-trainer program in order to apply for institutional recommendation for the special secondary credential. Secondary schools serve as a proving ground for the cadet.

Locations and cadet teacher candidates are Albert W. Shirley, Arroyo Grande; Harvey P. Kennedy, Atascadero; Jarrod T. Davis, Lompoc; Frank P. La Salle, Maui. (Continued on page 2)

Frosh Football Schedule Reveals Five Good Games

One of the toughest schedules in history faces the Cal Poly freshman this year with the first game scheduled for Sept. 26, against Porterville Junior college.

Athletic director Roy Hughes announces that freshman practices will start September 8.

James Jensen, Cal Poly head track coach with junior college background in football coaching, will be head mentor. He will be assisted by Tom Lee. Jensen takes over for George Prouse, who resigned this summer to go into business.

The freshman schedule follows:
Sept. 26—Porterville college at Porterville
Oct. 3—College of Sequoias at Visalia
Oct. 10—Monterey Peninsula college at Monterey
Oct. 23—Modesto Junior college at San Luis Obispo
Nov. 7—Hartnell college at Salinas

Mainlanders Found Hawaii Enjoyable For Summer Stint

Cal Poly's regular Hawaiian contingent of some 50 students was reinforced for the summer by several Mainlanders who were busy with a happy combination of work and beachcombing, according to Cal Poly ornamental horticulture major Pete Howes, who returned from a vacation trip to Honolulu, recently.

Included in the group of Islanding Mainlanders was Jack Shaw. Cal Poly heavyweight boxer and 1952 PCI champion, who sparred with Tony Curtis, movie star and former Golden Gloves champ, on the Lurline going over. What's more, says Howes, Shaw was planning to join the crews of one of the trans-Pacific yachts to Tahiti and will probably not return to school until late in September.

Other Poly students from the Mainland included Les Walls, Al Wellington, Mike Duarte and Jerry Hansen. Shaw and Duarte were staying with former Poly-lte Archie Kasua. Walls, Wellington and Hansen were staying with David Lung. All three are members of the college's swimming team.

The group was working at construction and pineapple cannery jobs for the most part, Howes says.

Cal Poly's alumni representation now in the Islands includes: Tom Pope, former animal husbandry major, who is working on a ranch on the island of Oahu; Kenny Ross, also animal husbandry, working on a sugar plantation at Kahuku on Oahu; Stan Raymond, recently married to an island bride and now living on the island of Maui.

McPhee Greets Frosh

One of the most pleasant duties I have as president of Cal Poly is that of welcoming each class of incoming freshmen. For 20 years I have had the very satisfying personal pleasure of greeting officially our new students; it has been a never-ending source of the finest friendships a man could have, and I am increasingly appreciative at each opportunity to say a simple, but friendly, "hello" to a new Cal Poly man.

We have through the years acquired wide recognition as the college with the friendly campus. Faculty and students, all Mustangs, are ready with a cheerful smile and sincere "hello." We are all members of the same family; you will find that no one at Cal Poly stands on ceremony.

Remember that Cal Poly belongs to you. The faculty is your faculty. And OPPORTUNITY is yours, opportunity to obtain the finest college education that can be provided. Your responsibility to your parents, to your fellow citizens and to yourself is to work hard, study diligently and play enthusiastically and fairly. Your years at Cal Poly will be profitable beyond your expectations if you accept that responsibility and carry it through.

—Julian A. McPhee

Security Officer Releases List Of Poly Regulations

General traffic regulations for vehicles operated on the Cal Poly campus were released today by Robert Krag, chief security officer. They are as follows:

(a) Pedestrians have the right of way at all times.

(b) All vehicles shall be driven at all times at a safe speed consistent with road conditions and pedestrian traffic.

(c) Any action of drivers that may be considered contributive to the cause of an injury or accident, may be considered as reckless driving.

(d) The speed limit is 25 miles per hour on all roads of the campus, except as hereinafter specified.

(e) The speed limit is 15 miles per hour when crossing any intersection.

(Continued on page 2)

Drumm Elected To High Dairy Post

George Drumm, Cal Poly dairy husbandry department head, has been elected 1954 president of the Western Branch of the American Dairy Science association.

Drumm was chosen president at the group's annual meeting held recently at Fort Collins, Colo.

"The American Dairy Science association's membership is composed mostly of research men, although some commercial dairy-men are members," Drumm says.

"The association sponsors such activities as collegiate dairy judging contests and leads to advancement of the field of dairy science. Recently the group has been meeting with the Society of Animal Production, a good thing, since both groups have many things in common," continued Drumm, an instructor at Cal Poly since 1931.

At the group's convention, members present papers telling of their experiments in the dairy research field.

Sutter Creek Man Chosen Winner Of Association Award

Thomas Leslie Davis, Sutter Creek, has been chosen winner of the first Cal Poly scholarship established by an industry-wide association of manufacturers. He is winner of the West Coast Electronic Manufacturers Association's radio and electronics scholarship.

Davis' outstanding high school record, exceptionally high score on the competitive achievement examination and demonstrated interest in radio and electronics were the major factors in making this award, says Clarence Radius, department head.

The association is comprised of over 150 west coast industries producing electronic equipment. In awarding the scholarship, Noel E. Porter of the Hewlett-Packard company in Palo Alto, and chairman of the WCEMA Scholarship committee said, "Cal Poly is doing a grand job of providing electronic engineers for industry. We hope to continue this scholarship program from year to year and have more scholarships available in the future."

Davis appeared as a guest of honor at an all-industry luncheon held in the Crystal Ballroom of the Whitcomb hotel in San Francisco during the West Coast Electronic Manufacturers show and the Institute of Radio Engineers convention.

While in high school Davis also received the Bank of America Achievement award in mathematics and science and a Certificate of Award in mathematics from Sacramento State college.

Football Schedule

Sept. 26—Fresno State at Fresno
Oct. 3—San Diego State at San Diego
Oct. 10—Santa Barbara college at San Luis Obispo
Oct. 16—San Francisco State at San Francisco
Oct. 24—Pepperdine college at Los Angeles
Oct. 30—Whittier college at Whittier
Nov. 7—Los Angeles State at San Luis Obispo (Homecoming)
Nov. 14—Redlands university at San Luis Obispo
Nov. 21—Willamette university at San Luis Obispo

CP Security Chief Urges Cooperation

"Members of the Security department of Cal Poly are here to help you with your problems and to protect you and your property during your stay here," says Robert C. Krag, chief security officer on campus.

"As chief of the security department, I know that my men would like to meet each and everyone that attends this college, but as this may not be possible due to the size of our enrollment, please feel free to bring your problems to us. In this way we will try to find a solution to your troubles."

"Many duties which we have to perform may seem unnecessary to you and contrary to your thinking, but please remember that the Security department has laws and rules set up by this college for yours and the college's protection. (Continued On Page 2)

Hughes Expects 50 Men; Grid Practice To Open

There is a stir of excitement around the tunnels of Cal Poly stadium these days as Cal Poly's championship gridgers prepare to open fall practice.

Head Coach Roy Hughes will greet around 50 athletes September 1 to prepare for the defense of California Collegiate Athletic Association crown.

Although stiff competition is on its way, the conference grid program from teams like Fresno State and San Diego State, the campus football picture shapes up as anything but gloomy.

Backfield talent appears plentiful. Big Bob Lawson, over 300 pounds of bruising fullback and all-conference in 1952, is reported ready for a great season. Back will be Quarterback Bob Neal, sophomore sensation with the rifle arm and cagey brain. Backing up Neal is Ron Davey, a passing star and field general in his own right. Davey also is student body president.

Halfbacks Plentiful

Halfbacks are plentiful with Bob Chadwick, Jim Miller, Thad Murfin and Alex Bravo ready to slash off yardage for another season. Bravo, a senior, was named to the coaches all-CCAA team last year, and also picked as Little All-Coast halfback.

Up front the picture is looking better than last year, however, the Mustang coaching staff of Hughes, Howard O'Daniels and Sheldon Harden are still keeping their eyes open for tackles. Richie Hay, formerly of Santa Monica city college, may fill in at the latter spot. Hay played offensive tackle and defensive end for the Corsairs and shows speed for a 185-pounder during spring drills. Returning from last year's squad are

Dick Mathias, Ron Sevier and converted guard Bob Bosnich.

All conference guard Vic Buccola is around for another year with the Mustangs and smiling Vic could well turn into a Little All American player. Buccola will combine with George Cockerton to give Hughes strength at guards.

"The Man" Sheriff
At center, Stan "The Man" Sheriff looks like a light. Sheriff was named Little All Coast along with all-conference honors last year. This trio will give the Mustangs one of the strongest centers of the line in the conference.

A weakness at the end post that was obvious last year appears well on its way to being solved. Veteran Newt Wakeman, sophomore Tom Hull will combine with newcomer Bud Chadwick, former Santa Rosa JC and Fort Ord player, to give Hughes help at the wings.

All in all, around 22 lettermen are expected back, which includes all but a couple of offensive starters.

Things are looking good in the Mustang grid camp, but one factor bothers the water boys (Hughes, Harden and O'Daniels). How are the Mustangs going to adjust to the absence of the two-platoon system. They must do it before starting assignments can be made.

Despite this, the overall 1953 football scene at Cal Poly is far from gloomy.

Chief Welcomes Men

(Continued from Page 1)

tection. If you will remember this, I am sure that we can all live in harmony and make your stay at Cal Poly a pleasant one.

"For your convenience and protection, the Security department has taken over the Lost and Found department. This is just one more of the many services which our department is performing for you," Krag concluded.

Cal Poly maintains a staff of security men day and night.

Six Cadet Teachers

(Continued from Page 1)

dora; Maurice E. Fleming, San Luis Obispo; and Harold W. Houts, Strathmore.

Off-Campus Training

Those scheduled for off-campus teacher-training in the spring are Charles H. Mills; Jess J. Glouner, Jr.; John F. Hammer; William Ruddiman, Jr.; Charles J. Blatney; Warner M. Smith; Harry T. Trean; Jack D. Wagoner; Michael Furst; and Max Johnson.

Recently a special orientation meeting for the group going to their training centers in the fall was held on campus.

Processing and delivering of dairy products employed 250,000 persons in the United States.

Orientation Plans

(Continued from Page 1)

say that he'd like to meet you before you get into trouble, not afterward (he says that every year, too). Then come the division deans, Harold Hayes, engineering; Vard Shepherd, agriculture; and Robert Maurer, liberal arts.

And Campus Characters

And of course some of the campus characters will get up and say a few well chosen words. Among them you'll find Carl "Gus" Beck, who's been Poly Royal advisor since there's been a Poly Royal, and Harold P. Davidson, known mostly as "Davey," founder and chairman of the music department.

Then there'll be Roy Hughes, head football coach, and Harry Winerph, graduate manager and holder of the student body purse strings.

Registration and Classes

And at last but not least, you'll register and start to classes, maybe not in that order though.

Classes will start, you'll have managed to get your hands on all the right books for the right classes, football season will get under way, orientation will be a thing of the past and Christmas vacation won't seem too far off.

Have you something to sell, trade or give away? Use Round Up want ads.

Traffic Regulations

(Continued from page 1)

(f) The speed limit is 15 miles per hour on all roads adjacent to and in any housing area of the college.

(g) The speed limit is 15 miles per hour on California Boulevard between Cuesta and Pepper Lane.

(h) All boulevard stop signs and special road signs shall be observed.

(i) Parking will be permitted only in authorized parking places or parking zones as designated.

(j) When vehicles are parked on campus roads they shall at all times be headed in the direction of travel on the proper side of the road.

(k) No parking will be permitted within fifteen (15) feet of any fire hydrant, fire station or stop sign.

(l) All faculty members, students and state employees shall register their vehicles and obtain the proper parking permit which shall be posted face out, in the lower right hand corner of the windshield of the vehicle. (Permits are issued in the Security office.) All cars shall be parked in assigned areas.

(m) The parking spaces around and near the Administration Bldg., Agriculture Education Bldg., Library Bldg., class room units 17 to 20, and next to the CU units on Poly Vue Drive, are restricted to the use of faculty, visitors, state cars and state employee cars only.

(n) No vehicles shall at any time be parked within ten (10) feet of any building nor in any way obstruct the passage way or doorway to a building.

(o) Parking Lot "A," (east of Deuel Dorm) and Lot "B," (south of Aero Bldg.) and the lined streets are reserved for nonresident students. Campus residents shall leave their cars at their dorms or residence during class hours.

(p) Unattended motor vehicles shall not be parked on any campus road without its brakes set or its motor stopped. Unattended motor vehicles shall not be parked on any inclined road of the campus without having its wheels blocked by turning the front wheels against the curb to prevent movement.

(q) No car may be stored on College property or property under the jurisdiction of the College when the owner or authorized driver is not currently enrolled and attending classes or is not employed by the College.

(r) The speed limit is fifteen (15) miles per hour in any parking lot on the Campus.

SETTLE FOR NOTHING BUT THE BEST!

Special Low Rates For Poly Students
Bank's Radiator Shop
1011 Tava B. L. O.

St. Stephen's Episcopal Church

Plano and Nipomo Streets
SUNDAY SERVICES
8:00 - 9:30 - 11:00 A.M.

Wed., Holy Days, 10:30 a.m.

CANTERBURY CLUB

for College Students
1st and 3rd Sundays—8:30 p.m.

RELIABLE PRESCRIPTION SERVICE

Local Agency for
Yardley, Old Splice, Sportsman,
Signature, Eastman Kodak,
Sheaffer Pens, Waterman's Pens
Student's Checks Cashed
MAGAZINES STATIONERY
SUNDRIES

Hotel Drug Store

JOHN HURLEY, Owner
ANDERSON HOTEL BLDG.

\$1,000 EASY

CAMPUS AGENT WANTED

We are looking for an agent to sell nationally advertised drawing instruments to entering freshmen this fall. Very high commissions. Write

SALES MANAGER,
EMPIRE ENGINEERING
SUPPLY CO.
P.O. Box 114
Canal Street Station
New York City 13, N.Y.

Winner Announces 13 Sears-Roebuck Winners

Thirteen young men have been awarded \$200.00 Sears-Roebuck foundation scholarships to Cal Poly, C. Paul Winner, chairman of the college scholarship committee announced today.

Under the program young men receive awards based on financial need for assistance, interest in agriculture, accomplishments in the agricultural field as evidenced by supervised home farm programs, scholastic standing and citizenship and moral integrity, Winner explained.

"Recognizing development of trained agricultural leadership in want ads.

the nation, Sears-Roebuck scholarships help broaden availability of such training by these annual awards," Winner says.

The scholarships are given only to students in agriculture or agricultural journalism studies. Winners are all former Future Farmers of America.

In addition to the \$200 awards, an annual \$240 scholarship is given to the outstanding student of those receiving Sears-Roebuck awards as first-year students, Richard B. Horan, Fullerton, is recipient of the advanced sophomore scholarship for next school year, Winner concluded.

Have you something to sell, trade or give away? Use Round Up want ads.

Palace Barber Shop

WELCOME FROSH FROM

Another Mustang Booster

1038 Chorro Street

San Luis Obispo

24-Hour Film Service

Fast Service . . . Good Clean Work . . . Pleased to Fit
Cal Poly Wallets . . . We Have Been Serving Cal
Poly Men For Many Years . . . Why Don't You Try Us.

CAL PHOTO SUPPLY

870 Higuera Street

3 Doors North of Sears

SAVE

SAVE

Welcome Frosh

Why spend more when you can save that hard-earned cash by taking advantage of our Cal Poly Discount plan.

OUR CREED

Friendliness, Cleanliness, Honest Values
Sustained Quality and Service

JIM'S ASSOCIATED SERVICE

1108 Monterey Street

Corner of Monterey and Santa Rosa

EAT AT . . .

MARION'S CAFE

OPEN 24 HOURS A DAY
FOR YOUR STOMACH'S CONVENIENCE



SUPER-THICK
MILK SHAKE

30¢

—AND—
DUBL-
BURGER

45¢

SPECIAL,
Both
For . . . 69¢

Featuring Good Food
Served by the Prettiest
Waitresses in Town!

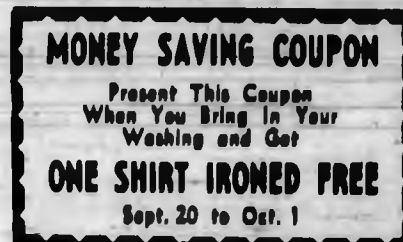
Marion's

© 781 Marsh Street

How About a Clean Shirt?

Use this money saving coupon

F
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F
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That soiled laundry stacks up after the first week of school. Bring it to CAL PARK LAUNDROMAT and be assured of one clean shirt for week to come. For each 50c washer load we will hand finish one shirt for you FREE.

CAL PARK LAUNDROMAT

Only Two Blocks From Poly

Closest To Poly

Only

2 Blocks South

on Either California

or Hathaway to

the Triangle and

Cal Park Grocery

If you live in Vetville or lower dorms, or in Mountain dorms and trailers your nearest shopping place is Cal Park Grocery. Complete food center; meats, vegetables, canned goods. Plenty of free parking.

CALIFORNIA PARK GROCERY

"At the Triangle, for Bargain Angle"

West Point Style Proved At Poly; Example For More

The West Point-style "branch general" ROTC program, which Cal Poly pioneered in California during 1952-53, proved so successful the army will establish it in seven other western universities and colleges, Capt. Howard H. Braunstein, acting-commandant of Cal Poly's unit, was notified by army officials recently.

Using Cal Poly as a "pilot-branch" in the army sense of the word, "branch general" programs are to be established at UCLA, San Jose State college, Stanford, University of California at Davis, Gonzaga (Spokane), Idaho State and Montana State, Braunstein was told.

Whereas the traditional ROTC program has given cadets specialized training in specific branches, the "branch general" gives all cadets the same program

with assignment to particular training. Those completing the of their training, ROTC cadets are eligible for selective service deferment throughout their training. Those completing the program are eligible for officers' commissions.

Meanwhile, Cal Poly prepared for the start of its second year as a "branch general" unit and for the launching of its first year of full scale advanced ROTC work. Advanced units include cadets screened from basic courses. Basic and advanced enrollment should exceed 500 at start of the fall quarter, Captain Braunstein said, making Cal Poly's one of the largest "voluntary-enrollment" crops on the west coast.

As part of Cal Poly's first ROTC year, a crash drill company and mounted color guard were formed—both becoming rapidly popular for parades and other civic events over a wide area. The mounted color guard is one of an extremely small number of its kind among college ROTC units, Braunstein, an ex-cavalryman, said.

Survey Of Motels Shows Percentage Of Tourists High

When students' relatives and friends want to stop over in San Luis Obispo for a visit, they can be assured of adequate motel accommodations, according to a recent survey completed by Cal Poly social science students.

Checking motels in an area bounded by Oceano and Cambria on the coast and as far inland as Paso Robles, the survey showed that 80 per cent of the motels' guests came from the San Joaquin Valley and east to the California border; 19.8 per cent were from Southern California (below Santa Barbara); 12.2 per cent were from Northern California (bay area to Sacramento and above); 6.6 per cent from the central coast region (Monterey-Salinas to Santa Barbara); and that only 23.1 per cent were from out of state.

Made at the request of Chamber of commerce secretary Luke Trahin, the survey also showed

that motel operators considered one-night-stoppers as a considerable majority of their trade. They classified 59.3 per cent of their guests as "tourists" (one night); 15.8 per cent as semi-permanent residents; 14.5 per cent as "vacationers" (one week or more); 8.8 per cent as salesmen; and 1.9 per cent as convention delegates (including visitors to Cal Poly short courses, special trade and industrial meetings, Cal Poly's Poly Royal, etc.).

Hotel Survey
An allied survey of hotels, on the other hand showed 37.5 per cent of hotel guests as semi-permanent residents; 29.1 per cent tourists; 22.5 per cent salesmen; 8.8 per cent vacationers; and 8.8 per cent convention delegates.

Mid coast trailer parks reported that approximately 40 per cent of their business comes from semi-permanent residents; 15 per cent vacationers; and only 5 per cent from "tourists."

A. N. Cruikshanks, social sciences department head, who presently is on leave of absence, and E. P. Rogers, a social science instructor, supervised the survey.

Need For Skywatchers Great All Over U.S.A.

The truce in Korea has not lessened need for a volunteer corps of civilian sky watchers; the need is as great as ever, the Western Air Defense corps announced recently.

It is the citizen soldier, manning observation posts in remote areas, who backstops the defenses in America's radar network as a means of defending the country against sudden attack by air.

"Operation Skywatch," instituted nearly a year ago, provides for 24 hour operation of 10,187 ground observer posts in 27 states around America's westerly and easterly perimeters. Only 908 are fully manned—a little more than 80 per cent strength.

Local persons who desire to spare a minor part of their time as a San Luis Obispo post skywatcher may call 1194-R for appointment.

Agricultural seed first was sold commercially in the United States about 1747.

Hy'ah, Guys! Welcome Back!

FRUIT OF THE LOOM

MEN'S GUARANTEED UNDERWEAR



ATHLETIC SHIRTS
Knit of carefully selected cotton to spring back into shape after repeated washings. Sizes 34 to 44. **69¢**

Sanitized BOXER SHORTS
They're tailored for comfort, yet ready for active men, yet priced for your budget. Fancy stripes and patterns, solid colors and white. Sizes 28 to 44. **79¢**

V-NECK SHIRTS
These too shirts are carefully knit to retain their perfect fit after repeated washings. White or solid colors; small, medium, large, extra-large. **79¢**

Sanitized GRIPPER SHORTS
Protection out on masculine fluff of the loom patterns for true fit and ready comfort. Smart stripes, faded patterns, solid colors and white. Sizes 28 to 44. **79¢**

GRIPPERS
Exclusive design gives mild athletes support with freedom of action. Individually cellophane packaged. Small, medium, large, extra-large. **69¢**

Beno's Again, As In The Many Years Past, Welcomes the New and Old Students To Good 'Ole Cal Poly

Beno's is especially glad to have you back. As in the years past we will do our utmost to deserve your favor. We will continue to cash all checks upon presentation of your student body card. The fact is that we may have to hold a few for a short time as we have done in the past. Happy to state that we have yet to suffer our first loss from Cal Poly. Again we say, **GLAD TO HAVE YOU BACK!**

Beno's For National Brands

- Jarman Shoes
- Adams Hats
- Van Huesen Shirts
- Knox Hats
- Chippewa Boots
- Pioneer Belts

CAL POLY

ALL WOOL LEATHER SLEEVE—QUILTED LINED

16⁹⁵ — JACKETS — 16⁹⁵

Includes Emblem

Black Quilted Lined Welder's Caps 69¢

Heavy Asbestos Lined Horsehide Welder's Gloves 2⁹⁸ UP

All Leather Oil Tanned-Indian Style MOCCASINS Rawhide Laces 3⁹⁸

Wooden Shower Clogs An absolute must for shower and beach wear Prevents Athlete Foot Elastic Back Strap 98¢

Beno's

Across From The Anderson Hotel

1019 MORRO STREET



LEVI'S 375

Converse Tennis, Basketball Shoes



FLEETFOOT Black and White 4⁹⁸

FIELD BOOTS



• Gro Cord Soles • Oil Tanned • Thick Leather Midsole 12⁹⁵

SAN LUIS OBISPO

'Summer Farmers' Salvage Milo From Wrecked Freighter

A goodly portion of Cal Poly's summer animal husbandry department enrollment sponsored a drama properly labeled "Operation Hustle" this summer.

It involved the unloading and processing of 880 tons of sea-lamp salvage milo obtained from a wrecked freighter via railway from San Francisco.

When eight freight cars carrying the milo rolled on to the Southern Pacific siding near Cal Poly, moisture conditions of the cargo demanded a some fast handling. Students from the soils science department made a moisture test.

The crops department made a "health inspection," checked pounds per bushel, percentage of screenings, treating the grain with chemicals, supervising clean-up of the storage bins and assisting with re-cleaning of the milo.

Poly's agricultural engineering department supplied unloading equipment and operators and maintenance men. The motor pool supplied trucks for hauling.

The electrical engineering department strung lights for the necessary after-dark operations.

Under supervision of the farm foreman, ag students operated scale facilities, drying apparatus and the hammer mill.

Students from the chemistry department made a nutrient analysis. Animal husbandry students used the analysis to formulate rations. With the shipment safely processed and stored, the rations are now being mixed and fed to Cal Poly's livestock projects.

Pockets Jingle As Fat Steers Sold By Poly Cattlemen

Representative of the "earn while learning" phase of Cal Poly's educational philosophy turned up this summer when 10 Cal Poly AH majors sold 70 head of fat steers on the local market.

Their pockets jingled with cash earned on this, the biggest "one bunch" student-project sales of the year outside the show circuit. Sold to the San Luis Meat Company's H. W. Ditlevsen at prices close to the top of the Los Angeles market, the lack of transportation charges added to the students' profits.

Included in the 70 head sale were some light calves which grossed an average weight of about 980 pounds, yearling Angus crossbreds at about 980 and some two-year old Herefords at about 1100-1150.

In some cases, students carry their projects through processing of the meat in the college's slaughtering and processing plant, said Dean of Agriculture Vard Shepard. Majors included in the 70 head sale were Arthur Cochran, Globe, Ariz.; Charles Koonz, Miami, Ariz.; James McCarthy, Centralia, Wash.; Oscar Trippet, Los Angeles; Merwyn Sorenson, Lea, Utah; Merton G. Taylor, Reno, Nev.; Peter Winter, Encino; John Gay, Porterville; John Smith, Phoenix, Ariz.; and Robert Chanoy, Fillmore.

Four men involved in the smaller sale of 48 head were Don Ford, Blythe; Rex Martin, Apple Valley; William Bickel, Chula Vista; and Richard Mathias, Riverdale.



Snooks . . . A. R. "Snooks" Noggle, former cafeteria manager, is now purchasing supervisor for all campus food units. A new appointment and position, it is part of the mass switch in Cal Poly's cafeteria plans. Snooks was clowning at a party when picture was taken.

Noggle Purchasing Chief; Nutrition Expert Joins Staff

A major switch in certain duties, plus addition of a nutritionist and several promotions among personnel were announced recently by Cal Poly's foundation manager Gene Brendlin, as part of Cal Poly's campus meal plans.

Promotion of present cafeteria manager A. R. "Snooks" Noggle to the post of purchasing supervisor was one time in the announcement. Described by persons associated with the restaurant business for a number of years as "one of the sharpest buyers we know," Noggle will be in full charge of purchasing all foodstuffs—El Corral, cafeterias and Hillcrest, Brendlin said.

Replaces Noggle
Lloyd Bertram, presently associated with El Corral in preparation of meals, replaces Noggle as manager.

Another addition, a nutrition-

ist, is Mrs. Geraldine Miller, graduate of Brigham Young university and for two years a staff member of the veterans administration hospital in Long Beach. Her duties include planning of meals with a view toward balanced menus with variety, improvement of the dining halls "atmosphere" and several other phases of the new developments the foundation foresees.

Quick Glance

A quick glance at the operation's outline reveals Cal Poly President Julian A. McPhee as head of the new service plan with the board of directors directly under him.

The foundation manager is next in line. He is in immediate charge of Bertram (dining hall manager), Noggle (purchasing) and Joe Joinville, who will remain as man-

ager of El Corral. Serving as staff for Bertram and Joinville will be numerous assistants, cooks and other employees.

Wheel Aligning

Los Todd's safety service specialists balance and align wheels. Handle any steering problems and frame straightening jobs.

Bear Service

388 Miguera Phone 3188

Grace Tabernacle invites Cal Poly Students



to WORSHIP and FELLOWSHIP at the

College Sunday School Class 9:45 a.m.
Morning Worship 11:00 a.m.
Evening Service 7:00 p.m.
Young People's Fellowship 8:30 p.m.

Non-Denominational

OSOS and PISMO



National Quality Brands & Quality Value Service
at Prices You Can Afford to Pay. S & M Stamps.

871 Monterey Street

Phone 724

THE Laundromat IN Downtown San Luis Obispo



Downtown to get something, or on your way to the beach or show? Bring your soiled clothes to us and let us wash them. Then pick them up at your convenience. We're right in the center of the shopping district to serve you best.

SUPERB SERVICE ALWAYS

WE FEATURE

- 20 Westinghouse Laundromats
- Water Soft As Snow
- 5 Large Dryers
- Highest Quality Washing
- Plenty of Parking Space

Open 8:00 a.m. to 8:00 p.m. Monday through Friday
Close 8:00 p.m. on Saturdays

"Get the LAUNDROMAT Habit"

675 Miguera Street

Phone 1240



CAL POLY'S OWN CLASSIFIEDS

We accept classified ads from Cal Poly students and faculty members only. No ads from any business establishments accepted. El Mustang will not be responsible for more than one incorrect insertion and reserves the right to revise any copy not conforming with style rules or to reject any and all copy deemed objectionable. A.S.B. cards must be presented at the time ad is taken.

Copy deadline: Monday noon preceding date of publication. Copy taken, in ABB accounting office, basement of Ad. building.

ROUND-UP STUDENT RATES

2 cents per word per issue
Caps—3 cents per word per issue
Minimum 10 words
CASH WITH COPY

1—FOR SALE

BOOKS, RADIO, CAMERAS, what have you? Round up those items that you no longer want, but a fellow student may have been seeking for months. A profit for you, a help to someone else.

2—FOR RENT

ROUND-UP classified ads are your surest, quickest way to let it be known.

3—WANTED TO RENT

Fill and tear out the form printed below. Example: Apt. near Poly. Willing to share with another student. Contact: J. Blake, college P.O. box 506. Cost to you, only a quarter.

4—WILL TRADE

Use this section as your Trading Post

5—HELP WANTED

Sorry, we can't accept help wanted on Cooking, Chemistry exams, etc. See above "Conditions for copy"

6—WANTED TO BUY

Lots of part time business men on campus ready to sell you

7—SIT. WANTED

Do you have time to work, maybe someone else hasn't.

8—RIDES WANTED

Cal Poly students come from all over the state. Chances are an ad here will round up someone from your hometown or vicinity with transportation.

9—RIDES OPEN

(Going home for the weekend? Share your car and expenses with someone who's afraid but anxious to get home too.)

10—MISCELLANEOUS

If the ROUND-UP sections listed don't cover your wants, tell them here.

11—LOST AND FOUND

Security and the ABB offices have lost and found Dept. Sometimes things just don't show up there and maybe you find something you would prefer to return to owner in person.

Clip this form, turn in at Room 23A Ad Bldg. before Monday noon preceding publication date.

ROUND-UP ORDER

El Mustang:

Insert the following Classified Ad in _____

Issue of El Mustang: _____

(Date)

Please print legibly

I agree to conditions and terms as stated elsewhere in paper.

☐ NO. WORDS

TOTAL PRICE ☐

Rate: 2 cents per word

Name _____

Address _____

CASH WITH COPY

THE GABBY BOOK STORE

"The Friendly Little Store"

where you get your school supplies, including the college Outline Series Books and a complete line of stationery.

1848 CHORRO STREET

Welcome to old & new students

Evans Brokerage Co.

1118 CHORRO ST.
Phone 4286

See GEORGE G. ROSS
about City Property

See CECIL G. EVANS
about Ranch Properties

See GERALD B. EVANS
for All Lines of Insurance

Assistants Aid Students

Freshmen and junior college transfers enrolling in Cal Poly for the first time will want to become acquainted with the college's offices and benefit from assistance they can give in registration, grade reports, veterans affairs and scheduling conflicts, says C. Paul Winner, admissions officer.

In order that these offices can best help the student, it is important that the student attempt to help himself by reading all instructions handed to him, by becoming familiar with the college catalog, and by replying to all notices received from any college office.

Students at Loss
Students at a loss as to the next step to take in completing their fall quarter registration should report to the Recorder's office, Ad building room 108 for further information.

Problems relating to selective service notices and letters that must be sent to draft boards should be referred to the Recorder's office. If a schedule problem cannot be taken care of by the departmental adviser, the registrar is located in Administration building room 128.

All college notices are sent to students through their post office box. Students should check the post office each day. If forms received are to be completed and returned, action should be taken immediately, as the information required is always needed to maintain proper student records. Students who change their program in any way should notify the

Recorder's office, room 108 and the information booth, foyer of the Ad building, immediately.

Impossible To Locate
At times, it is impossible to locate students, who have failed to keep their directory cards up-to-date. Student directory cards are maintained as a service so that students can be contacted when parents, relatives and friends call, says Winner.

Many emergency calls are received, making it important that every student have directory cards that will enable the college to locate him immediately.

All students' grade records are kept in the Recorder's office. Transfer evaluations are made in the Admissions office.

Registration form handed to students in registration lines should be completed and submitted to the Recorder's office on time.

Information asked for on the forms is used to maintain student records. Many errors occur on student records as a result of the students' failure to submit the registration forms on time.

More vegetables leave the Guadalupe field station than any other shipping point in the county.



Resigned . . . George Prouse, up until recently physical education instructor and boxing coach, has resigned his position. Prouse coached the college's 1953 Pacific Coast Intercollegiate boxing championship team.

Ag Education Men Complete Session On Pre-Fall Plans

Staff members of California's state bureau of agricultural education completed preparation of their annual pre-fall planning session on campus recently.

On the basis of discussions at the conference, Byron J. McMahon, chief of the bureau, predicted that major emphasis will be given to developing a better understanding of the selection and counseling of students in agriculture classes in secondary schools, to working with school administrators and others to meet the rapidly-expanding demands for vocational agricultural

Four Dorm Managers

Four dormitories, housing summer school single students on campus, have managers whose names were released today by Bill Young, housing officer. Manager of Deuel is Carl Grolla, Room 20; Diable, John Rogers, Room 18; Whitney, Richard Mitchell, Room 15 and Palomar, Robin Baldwin, Room 18. Janitors at Deuel dormitory are Glen Dollahan and John Mette. Mountain dorms have not been assigned janitors, cleaning being done by an employee.

education and to means of still furthering improving teaching and supervision.

In attendance at the conference was Wesley P. Smith, state director of vocational education.

*During your stay at College
The Lutheran Church
invites you to its services and to
all its functions in which you
may be interested.
FOOTHILL BLVD. and HIGHWAY ONE*

A. E. NERNOF
MERCHANT TAILOR
TUXEDO RENTALS
Imported and Domestic
Materials
Alterations • Repairs
1027 Chorro
Phone 183



To Please Poly Students

Come in, get acquainted with San Luis Obispo's newest most complete **SPORTING GOODS STORE**. Browse around, see the wide variety of nationally advertised brands to select from. No obligation to buy. Look 'em over.

**RIFLES • REVOLVERS
CARTRIDGES • SHELLS
TENTS • CAMPING GEAR**

You can get your hunting and fishing licenses at **THE SPORTSMAN'S STORE**

(A license is required for digging those famous clams at nearby Pismo Beach)

**FISHING RODS • REELS
TACKLE • EQUIPMENT**

For fresh and salt water
Deep sea or stream

Come Down,
See For Yourself
**THE
SPORTSMAN'S
STORE**
719 Higuera Street

*Greetings To Cal Poly's New Students
To All The Older Students, Welcome Home*
I. O. HEYDENFELDT'S
Mustang Tire & Auto Service
Marsh and Osos St.
Offers You

**MOHAWK GASOLINE
AT LOWER PRICES**

"Don't Be A Chump At The Pump"

Compare our quality and prices with other leading Brands.
To CAL POLY students we give special **LOW PRICES**
For Lubrication work • Wheel Balancing • Tires • Batteries, etc.

FREE!

To Get Acquainted We Are Giving
600 Gallons of Gasoline

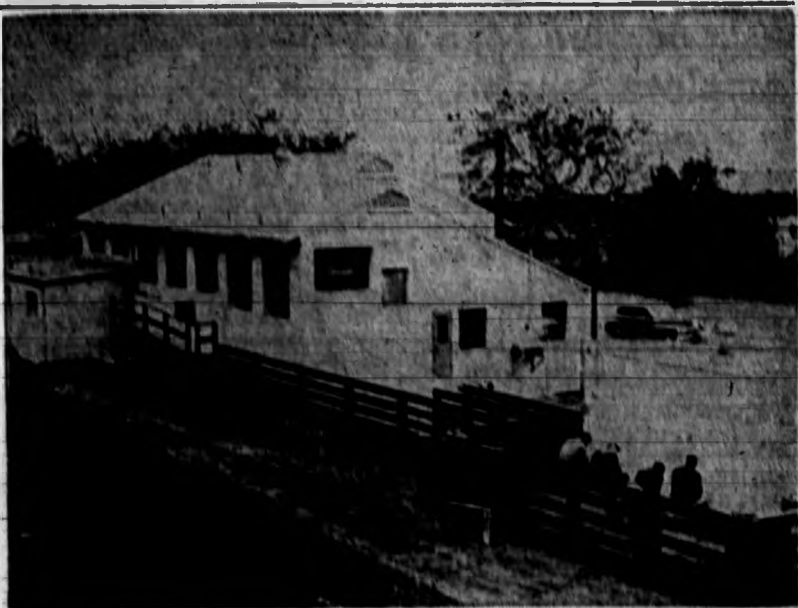
FREE!

100 gals will be given free each month during Oct., Nov., Dec.,
1953, and Jan. Feb., March 1954, to the holder of
Lucky Ticket for Month

Come In! Get your free tickets. No Obligation to Buy!
TRY US AND YOU WILL LIKE US!

"Let's Go Mustang"

with
I. O. HEYDENFELDT'S
Mustang Tire & Auto Service
Marsh and Osos St. DOWNTOWN San Luis Obispo



Killing Plant . . . Over-all view of Cal Poly's new ultra-modern slaughter plant, completed just last year. Completion of the new unit permits animal husbandry majors to learn everything about cattle from "grass to beefsteak."

U N I V E R S A L

AUTO PARTS

Nationally Advertised Brands
Auto Parts
Hand Tools - Welding Supplies

AT
969 MONTEREY ST.
CORNER MONTEREY & COURT
Down from Obispo Theatre

Three Liberal Arts Profs Appointed By 'Big Chief'

Appointment of three new liberal arts instructors was announced recently by Julian McPhee, president of Cal Poly.

All have specialized elements in their backgrounds that make them particularly valuable in tying liberal arts courses to Cal Poly's agriculture and engineering divisions, McPhee said.

Kenneth D. Burnham, 31, who has been working toward his Ph. D. in zoology at the University of Iowa, did his undergraduate work at Roosevelt college, Chicago, and in 1943-45 taught Japanese weapons in an army school in New Guinea. He has had other teaching experience at Schiller Park, Ill., high school, is a member of Sigma Xi, national science research society, and is an accomplished photographer.

Two new instructors in the physical sciences department are Charles E. MacMahon, Jr., and Robert H. Frost, both of whom will teach physics.

Frost, 36, has his Ph. D. from University of California at Berkeley, where he also did undergraduate work after attending Riverside junior college and UCLA. He comes to Poly from the University of Missouri, Columbia, where he has been assistant professor of physics since

1947. He was a physics laboratory assistant at Edgewood Arsenal, Md., and his specialties are electrical measurements and nuclear work. He, too, is a member of Sigma Xi.

MacMahon, 27, has a bachelor of arts and master of arts from the University of California at Berkeley, where he made the upper division honor society. He has had teaching experience at Contra Costa Junior college and is a sports enthusiast with special interest in gymnastics and tennis.

Birds Go Far To Roost

Cal Poly's poultry has gone far from home to roost. It's gone some 8,000 miles, in fact.

When Fortunato R. Mante left campus this summer for Loon, Bohol, Philippine Islands, he took with him nine pullets and three cockerels of pedigreed Cal Poly strain white leghorns for breeding stock to start a poultry farm.

Mante, a GI, spent two years at Cal Poly as a poultry husbandry major, after attending Salinas Hartnell college for two years. The poultry accompanied him on a ship that sailed from San Francisco.

Statistics show that women live longer than men practically everywhere in the world except India.

Everything Musical For Poly Men

All
Sizes,
Speeds

Popular
Classical
Albums



Guitars
Other Instruments
Sheet Music

BROWN'S MUSIC STORE

717 Higuera DOWNTOWN San Luis Obispo

Seniors Give Speaker

A portable public address system, gift of the 1953 senior class, has been presented to Cal Poly and its student body for their use, according to out-going class president Robert McKellar.

"Only organizations officially recognized by the student government on the San Luis Obispo campus shall be permitted the use of this equipment," says McKellar.

"The public address system and allied equipment shall be stored, maintained and its use administered by the audio visual department according to this department's established policy.

"A nominal fee, enough to cover up-keep and maintenance, shall be leveled by the department on all users of this equipment," McKellar concluded.

El Corral

Your College Store

Welcomes Freshmen and Returning Students for '53 - '54 Year



BOOKSTORE & SUPPLIES

NEW DEAL! Used texts for nearly all courses will be available this year. Discount up to 25%.

ALSO

Fiction and Non-Fiction Books
Drawing Instruments, Tools, Slide Rules, Calipers, Notebooks, Pencils, Pens, etc. Briefcases, Files
G.I. Supplies Purchased Through El Corral



SPORT SHOP

POLY INSIGNIA! Towels, Belts, Insignia. All sorts of school emblems from windshield to ash tray decals.

AND

Fishing Rods, Tackle, Reels, Magazines, Candy, Tobacco, Toilet Articles—from Shaving Brush to Toe Nail Clippers. Gifts and Novelties for all occasions . . . Locks

Most of those "Forgot to Bring" items can be picked up here.



FOUNTAIN MEALS

LOW PRICES! Convenient location. Last stronghold for the 5c cup of coffee!

With
Breakfast, Lunch, Snacks
Complete Fountain
Service

After Cafeteria Hours the place still open 'til 10:30 p.m.
is El Corral

THE COLLEGE STORE

BOTH SIDES BASEMENT HALL ADMIN. BLDG.

The Republican party of the United States was first organized in 1854.

Students And Faculty Members Of Cal Poly

I am prepared to assist you with any insurance problem you may have. Expert counseling available without obligation on your part.

ALL COVERAGES

Life Automobile
Accident Fire
Health Casualty

Tim De Araujo

861 Monterey Phone 729

Planning For Leadership Confab Almost Completed

Pre-planning for the big fall leadership conference has almost been completed, according to associated student body (ASB) secretary Dick Johnson, who is acting as chairman of the conference.

As soon as an answer is received from personnel at the proposed conference location, invitations will be sent out to all students and advisers on various student body government groups, to all club presidents and to various faculty members, Johnson says.

In addition, Johnson continued, an open invitation is being extended to all students to attend the conference in hope of obtaining wider student participation and arousing more interest in governmental affairs.

Tentative Plans

Tentative plans set the date as the weekend of October 16-18 with the location probably being the popular Circle-Bar-B Guest ranch near Santa Barbara, scene of last year's highly successful conference. The guest ranch offers good food, recreational facilities—swimming, volleyball courts, etc.—and is about ideal for a gathering

such as this, the ASB secretary remarked.

Main purposes of the conference, held each fall, are to answer questions regarding all phases of the activity program, to develop leaders and teach them about student government and to evaluate and develop a coordinated student body program.

As was done last year, those attending will propose items for discussion at the Friday night meeting, following which an executive committee will meet to form an agenda and name moderators and recorders for each discussion. Plans call for discussions to continue through Saturday and Sunday until noon after which the group will evaluate the conference itself and then adjourn to a big barbecue.

A Special Effort

A special effort will be made to have as many of the freshmen leaders attend as possible in order to acquaint them with the activity program and listen to the many fine suggestions they will have for improving it, Johnson continued.

Johnson promised that as things go along, registration dates and other particulars will be announced through El Mustang. He said, "The committee is going all out to

Beauty In Beauty

Polytechnic Bess Beauty, registered Holstein-Friesian cow in the Cal Poly herd, has further added to her outstanding lifetime production of more than 100,000 pounds of milk.

Her production records are off-makes this conference go over, but in the end, it is only the actual participation we get at the conference that will give it its value for those attending, so come on out, and have you a big time while helping one another get straightened around and headed in the right way with all our programs."

cially recorded by the Holstein-Friesian Association of America.

Her milk production is equivalent to approximately 47,500 quarts, four times the production of the average U.S. cow.

In six milking periods, covering a total of 2,058 days, this cow has produced a total of 134,857 pounds of milk and 4,659 pounds of butterfat. Her highest single record was made at the age of five years and nine months when she produced 80,512 pounds of butterfat on three milkings daily.

Use El Mustang's want ad section for results.

MEN'S OXFORD LOAFERS—

Foam Rubber or Neolite Soles,

only

\$8.99

CALF BROGUES—Brown, Black

\$8.99

\$9.95

Made for Long Wear

and

WORK SHOES and BOOTS



Shoes For The Entire Family

708 Higuera Street

San Luis Obispo

For Enjoyable Change of Fare

The

Places to go...

ARE
FRED WATSON'S

AND

**CASA
MONTEREY**

For

AUTHENTIC SPANISH MEALS

FAST SERVICE for your luncheon
and dining convenience

1041 Higuera — Phone 4199-J

SCIENTIFIC
WATCH
REPAIR

expert repair service

on • Chronographs
• Railroad Watches
• Self-Winders

and other movements requiring the greatest accuracy.

Ask for free booklet "Why a Registered Chronograph Watch Technician?"

Brasil's gives special Poly Discounts on all jewelry and repairs with your Student Body or Associated Card.

Brasil's

ANDERSON HOTEL LOBBY

REGISTERED CHRONOGRAPH WATCH TECHNICIAN

Gifts and Engraving

PRODUCTS OF REPUTATION FOR THE MEN OF TOMORROW



Outlasts leather 5 to 1



TUFIPE BRIEF BAG

Lined in Tangle Free extension lock Patented molded nylon "Lifetime Edge" "Lifetime Handle" Size: 16 x 13 x 5" expansion; 18 x 14 x 6" expansion.

The most durable business case in the world! That's TUFIPE! You can step on it, slam it, scratch it, drop a lighted cigarette on it—yet your TUFIPE business case won't show one single sign of abuse. It's so tough—it's guaranteed for 5 full years! Smartly styled, beautifully fitted and sturdily made, TUFIPE business cases look like leather... feel like leather... yet actually outwear leather 5 to 1! See our complete selection of portfolios, ring binders, and brief bags in guaranteed TUFIPE TODAY!



We carry a complete line of portables:

SMITH-CORONA

REMINGTON

UNDERWOOD

and the ROYAL

Available to Cal Poly Students for as low as \$8.97 monthly on contract

Here you will find a complete commercial stationer, modern typewriter sales and service shop offering rental typewriter service, social stationery, greeting cards, small gifts of leather, paper, crystal and ceramics, book department with dictionaries, bibles, etc.

We are established for only one purpose—to serve you. A modern plant with modern displays and service. We offer you friendly service and a sincere 'thanks' each time you drop in. See us soon, won't you?

OPEN THURSDAY

EVENING

TILL 9:00 P. M.

Hill's Stationery Store

1127 Cherry St.

San Luis Obispo

Do you need a job? Do you need transportation home? Use Round Up want ads.

Have you something to sell, trade or give away? Use Round Up want ads.

Was That Last Steak Cut From an Old Tire?



Next time try
Tuttle's Market

Get delicious fresh cut meat packaged the modern way with price marked on package

TUTTLE'S MARKET

OPEN DAILY TILL 10 P. M.

695 Higuera

San Luis Obispo

COWBOY BOOT SPECIALS

Quality Materials at Economy Prices • Leather Craft Materials and Supplies

DON'S SHOE SHOP

DOGGING HEELS WING TIPS — CREPE SOLES

1321 BROAD STREET

Welcome To San Luis Obispo CLARENCE BROWN

San Luis Obispo County's leading credit jeweler
ESTABLISHED SINCE 1934

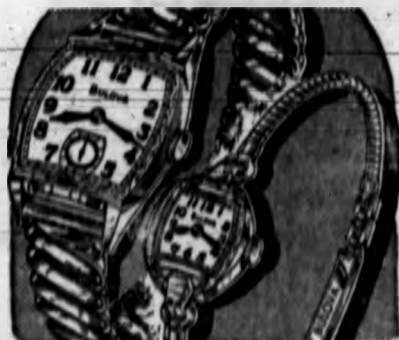
Thinking of buying a watch?

We feature a complete selection of Longines—Wittnauer Bulova—Hamilton—Elgin watches at nationally advertised prices on convenient terms.

FREE!

Names engraved free on watches, jewelry, lighters, compacts, I.D. bracelets purchased at Clarence Brown's

BULOVA



Maxim
29.75

Starlet
29.75



When you give a diamond—
GIVE THE BEST!

We feature a large selection of blue-white diamonds at lowest prices — Artcarved — Prism-Lite — Columbia Tru-fit — Bridal Rings.

We do diamond setting and appraising — jewelry repair — engraving — expert guaranteed watch repair — no charge for diamond rings checked and cleaned.

charge accounts invited

No Interest or
Carrying Charges

Clarence Brown Gives

"S. & H."

Green Stamps

862 Higuera St.

San Luis Obispo

Phone 1312

Three Years, Hard Work Bring Poly Men Success

Just three years after graduation from Cal Poly, two electronic engineering majors have risen to responsible positions with the biggest outfit in television, namely NBC.

With a combined salary well over \$1200 per month, each graduate's story is something special, each started at the bottom of the ladder.

In June of 1950 Rodney C. Meyers joined NBC-Hollywood in technical operations. After familiarizing himself for several months with studio operations, Rod was advanced to TV maintenance.

When NBC took over the El Capitan theater in December of 1951 as its large audience TV studio, Rod was placed in charge of all maintenance. In October two years later NBC opened its new Burbank TV studios with Rod as the maintenance supervisor. Some of the most popular coast-to-coast network shows originate there; and Rod with the aid of his crew is responsible for the technical excellence of the TV signal.

Complex Equipment

The complexity of the equipment in a modern key TV network studio, with its sync generators, pulse amplifiers, switchers, lap and wipe amplifiers, look circuits and regulated power supplies, demands a high level of engineering talent

in order to maintain a high quality signal.

With this fall set for the beginning of color of TV broadcasting on a commercial basis with the NTSC compatible TV signal, Ken Erhardt, also of the class of 1950, is right in on the ground floor.

After Graduation

Three days after graduation in 1950 Ken started working for NBC in San Francisco. In November of the same year he was transferred to New York for TV operations and then later advanced to TV maintenance.

In July 1950 Ken was assigned color television maintenance duties in the original NBC-RCA color television field studio in New York. Shortly thereafter, he was sent to RCA Victor development laboratories in Camden for first-hand study of color television equipment.

During the last two years he has worked closely with NBC-RCA engineers on development of the color television system which has just been approved by the Federal Communications Commission. Ken is a member of the joint RCA-NBC liaison committee for color television broadcast equipment development.

With the present acceleration of color TV broadcasting activity Ken is currently acting as a foreman on the job of rebuilding Studio 311 in Radio City to bring it up-to-date for color TV broadcasts this fall.

Cal Poly now has nearly a dozen electronic engineers with the various companies which make up the

New Blackboard

Newest development in classroom equipment at Cal Poly is a flexible blackboard.

Discovered in use at Cornell University, Ithaca, N. Y., when crops department head Paul Dougherty made a recent field trip to the East, a 50-foot roll of the new type blackboard was ordered, arrived this week, and has been divided for experimental purposes among the crops, physics and mathematics departments.

Radio Corporation of America in New York, Camden, New Jersey, Pennsylvania, Hollywood and Los Angeles. These men are all doing outstanding jobs according to their employer.

HOWDY WELCOME TO TOWN!

For Tire Troubles See
LES MACRAE
Electric Recapping
Pacific Tires
All Work Guaranteed
College Prices



LEVI'S & LEE riders
HANE'S "fig leaf" shorts
VAN HEUSEN Shirts
"HOLE PROOF" Sox

"WE GIVE THRIFTY SHOPPER STAMPS"

CARL **KIRK** EBY
MENS' WEAR

"Just 54 Steps From
the
Traffic Light"
TOWARD MARSH

On CHORRO Street

WELCOME
Freshmen & Old Students

Glenn Weaver and Tex Mullican have always enjoyed dealing with CAL POLY students. You can be sure of getting a sound car—clean—priced right at WEAVER MOTOR CO. The model, year, make that you are looking for, if not here, we'll get it for you!



"Best Values in
New and Used
Automobiles"



WEAVER MOTOR CO.

GUARANTEED USED CARS

1166 Higuera Street

San Luis Obispo