

# El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE ★

VOL. XVIII NO. 42

SAN LUIS OBISPO, CALIFORNIA

WEDNESDAY, JULY 3, 1957

## Winner Sees 4,600 Poly Enrollment For '57-58 Fall-quarter

Cal Poly's admissions office is processing fall-quarter new-student applications at a clip some 15 per cent greater than last year, and Associate Dean in Charge of Admissions C. Paul Winner predicts enrollment will reach 4,600. Almost every California county is already represented.

**Many Women Apply**  
Of special significance to Cal Poly officials have been applications from women, admitted somewhat cautiously to the traditionally all-male school last fall for the first time since 1929. Summing up the year, Cal Poly's President Julian A. McPhee paid high praise to the initial 800 co-eds who enrolled in September. Present applications indicate next fall's co-ed enrollment will be at least double.

The San Luis Obispo campus has now opened all its agriculture, engineering and arts and sciences programs to women; the Kellogg-Voorhis (Southern) campus, just outside Pomona, plans to accept women in the fall of 1958.

While guidance testing for new students will be held at San Luis Obispo at opening of the fall quarter, Sept. 17, Winner today urged that as many as possible come to campus Aug. 8-4 or Aug. 24-26 to get their tests out of the way early.

## Cal Poly Has Ninth Largest Enrollment

Cal Poly has the ninth largest enrollment among colleges and universities in California. The figure is based on reports of 1956-57 full-time enrollment by 180 public and private California universities, colleges and junior colleges published by the Bureau of Education Research of the California State Department of Education.

The San Luis Obispo campus of Cal Poly has an enrollment of 3,614 which ranks 11th among the state's institutions of higher education. When enrollment at Cal Poly's Kellogg-Voorhis campus is added the college moves up to ninth largest with 4,103 students.

Cal Poly stands fifth in the state in volume of full-time veteran enrollment, the same report reveals. Cal Poly's full-time enrollment of veterans is exceeded only by that of the University of California at Los Angeles, University of California at Berkeley, San Jose State, and San Diego State.

## Cal Poly Scientists To Watch 'Northern Lights'

As the International Geophysical Year gets underway, California is keeping watch on something that typically belongs to Alaska.

Two Cal Poly scientists, Dr. Robert J. Rodin and Richard K. Dickey, have been assigned to witness and report to the National Bureau of Standards at Fort Belvoir, Va., detectable displays of the aurora borealis, otherwise known as the "northern lights", from a lonely vigil-point in the mid-coast Santa Lucia mountains. The displays are known to occur during sun-spot activity.

Dickey, a member of the Electrical Engineering faculty and a design engineer prior to teaching, explains it this way: While auroras are generally considered non-existent in this part of the world, once in a while the particulate radiation from the sun increases enormously and low altitude auroras and magnet storms result. These are the subject of the IGY. These as well as many other phenomena.

Rodin, a member of Cal Poly's Biological Sciences faculty, is a former University of California faculty member.



MARVIN ROBERTS, right, Salinas, California, and Freeland Thorson, Weiser, Idaho, looking at the trophy saddle Roberts won during the national 1957 N.I.R.A. finals. Roberts took the world championship college competition bulldogging title with Thorson having for him. Both are Cal Poly Rodeo team members. (Photo by Don Taylor)

## Marvin Roberts Wins World Championship Rodeo Title

The 1957 world championship intercollegiate rodeo at Colorado Springs, Colorado, saw a young cowboy who started competing when he was three years old reach another high point in his riding career when he took the world championship college competition bulldogging crown. Marvin Roberts, Cal Poly Rodeo team member, earned 400 points to take the title, more points than were piled up by any other event.

Roberts comes by his riding prowess naturally. His folks have the California Rodeo grounds in Salinas. Young Roberts learned to ride almost before he could walk. He competed in horse shows until he graduated from Salinas High School. After high school, Roberts attended Hartnell college for two years, and taught summer sessions at Douglas school in Carmel Valley.

While teaching, Roberts became interested in Cal Poly, and in rodeoing, and pointed himself toward the Cal Poly rodeo team by acquiring two steers and practicing roping and bulldogging. Last year, during his freshman year at Cal Poly, Roberts won the western United States title for bulldogging and team roping. Although he took time out during the 1956 national finals to get married, he still had enough points racked up to win the world championship N. I. R. A. title for team roping, and to come in second in bulldogging.

Rodeoing isn't the only activity that keeps this college cowboy busy. Roberts trains cutting horses, and with his wife, runs a saddlery store in San Luis Obispo. He also finds time to major in three fields at Cal Poly: Farm Management, Animal Husbandry, and Biological Science. Roberts eventually plans to have his own cattle operation.

The Cal Poly team placed fourth in the 1957 national N.I.R.A. finals. Freeland Thorson, Weiser, Idaho, Roberts' partner; Greg Ward, Bakersfield; Tony Araujo, Bakersfield; Bill Stroud; and Larry Fanning, Tuthill, South Dakota.

## Martinsen Retires After 31 Years On Cal Poly Campus

M. C. "Marty" Martinsen retired Monday, July 1, from the aeronautical engineering faculty after 31 years on the campus. He spent his first four years here as a student and the last 27 as a member of the faculty.

Mr. and Mrs. Martinsen will sail from San Francisco the middle of this month for Europe. They will travel by Norwegian freighter which will take them through the Panama Canal and other points in Central America and then on to Rotterdam and Frankfurt, Germany. In the latter city they will visit their daughter Doris whose husband, Capt. James Lane Hedlund is stationed there as a clinical psychologist with the 97th General Hospital.

Later the Martinsens will travel by automobile to Norway for a visit with relatives and friends. They plan an extensive tour of Europe before returning to San Luis Obispo.

President Julian A. McPhee, in a recent letter to Marty concerning his retirement plan, referred to him as one of "those who were the heart of the college during the many struggling years."

"In your 27 years at the college we have shared many problems and many successes together," wrote Dr. McPhee. "Much of our present state of development can be attributed to you and the others who were willing to dedicate their lives to the advancement of our Cal Poly dream. I hope that those

## Summer Quarter Record Enrollment Hits 1,057

A record-breaking Summer Quarter enrollment of 1,057 students today near the mid-term point of Cal Poly's four-week first term announced Associate Dean of Admissions Paul Winner. The record enrollment compares with 889 at mid-July of last year. Majors representing all three of the college academic divisions are registered for the term which started June 24. Of the 1,057 four-week enrollment, Winner reported that 156 are new students. There are 214 doing graduate work toward master's degrees. Of the total, 188 are women.

## What's New(s)? El Mustang Wants To Know Too

Are you bright eyed and bushy-tailed? Do you have the vim, vigor, and vitality called youthful enthusiasm? If so you're just the kind of high potency tonic for which we are looking.

This summer there are scheduled seven issues of El Mustang. As of press time the El Mustang reporting staff totaled one—the Editor, "Friend," here is your big chance! Don't Delay! Come in today and enjoy the thrill of real newspaper reporting. Few experiences in your life will give you a greater thrill than to watch hundreds of your fellow students read the story you have written.

Yes, for just a few hours a week YOU can have one of the most rewarding experiences of your life. Come in today—please. It goes without saying that one man would find it difficult to know what all of the 1057 Poly students are doing, yet, it is our hope that El Mustang be an accurate representation of as great a portion of the Cal Poly campus life as our four pages of space will permit.

You can contribute greatly to this end. If you see or hear of any news which you feel will add to El Mustang, please drop in at the editorial room, Adm. 21, or phone 287. Anyone who wants to write for the paper may contact the editor, Martin Hicks, in the editorial room, or Mr. Kitch in room 14.

## Legislature Ok's Poly's \$25 Million

President Julian A. McPhee speaking at the final Faculty Club luncheon of the year recently stated that the Legislature had approved all the items for Cal Poly in the Governor's Budget, totaling some \$25 million for both support and capital outlay.

Legislative approval of a general five per cent increase for all state employees, also was reported to the group by President McPhee. An additional appropriation also has been made to provide additional increases in some instructor classifications for both the University and the State Colleges. It is quite possible, Dr. McPhee pointed out, that the State Personnel Board will reassert the use of these limited extra funds (\$701,000 for the University of California and \$260,000 for State Colleges) to provide an increase only for junior and intermediate instructors.

who continue on with the College program in the future can maintain the same dedication and loyalty."

A native of Santa Barbara, Martinsen was graduated from Cal Poly in 1918. Before returning to Cal Poly as a faculty member in 1920 he worked with various industrial firms, had a World War I hitch with the Army Engineers, and developed his own motor maintenance and repair business in Santa Barbara. During his many years of teaching, he has trained hundreds of young men to take their places in the aviation industry and especially in the big California aircraft companies.

The Summer quarter's only vacation-break comes tomorrow with the July 4 one-day holiday. The four-week term ends with final examinations July 18-19. The six-week term begins July 20 with guidance testing of new students, registration and scheduling is July 22 and classes begin July 23. Six-week finals are set for August 20-21.

Meanwhile, college officials are preparing for the annual school lunch workshops that begin as soon as July 4 is bridged. The first workshop is set for July 8-12, the second for July 15-19. Cal Poly workshops have drawn registration from throughout the state. Last year's roster included school lunchroom staff personnel from San Diego to points north of Sacramento.

## Saturday Night Record Dances Scheduled For College Union

Dancing aplenty is on the summer social schedule for Cal Poly students.

The College Union Summer committee has announced that record dances will be held every Saturday night, 9-12, in the Temporary College Union. No charge for admission will be made.

Committee chairman, Bob Bayley, reports that the committee hopes to plan many other summer activities. Included in the hopeful plans of the group are outings and films. However, the chairman said that the committee is finding it difficult to complete its plans because of a lack of funds.

Other members of the committee are Mrs. Joan Strunk, Dr. Arnold Dean, Jack Charlson, Phil Rittenband and Eugene Rittenhouse.

## Student Garage Open For Summer Quarter

Students who wish to work on their cars during the Summer Quarter will find the College Union Student Garage available to them. Bob Bayley, chairman of the College Union Summer committee, has announced.

Bayley said that a key for the garage must be checked out and a fee of \$1 per calendar day will be charged. The key may be checked out from either Bayley or TCU resident manager Jack Charlson. Bayley can be found at the student body office or at his TCU resident manager's room. Students will find Charlson at the Architectural Engineering "A" lab.

## Freshman Makes 300 Mile Trip On Legs, Relatives And A Dime

David Horton, 20, freshman truck crops major at Cal Poly has a head start on next fall's English class through use of legs, relatives and a dime.

Leaving for his home at Napa on a bicycle, Horton made the 300-mile trip with a box lunch, sleeping bag, clothing change, toilet articles and the one dime. He slept out, promoted meals from relatives along the way, and used the dime for toll across San Francisco's Golden Gate Bridge.

Reason for his junket? He wanted to gather material for an English home next September when he returns to Cal Poly for the fall quarter.




Those interested in double talk might note that the figures are increasing rapidly around here, over 400 coeds due this spring.

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## CATA Members Told Farmers Must Be Better Businessmen

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ricultural teachers from high schools and junior colleges throughout the state—gathered here for their annual "Skill Week" June 18-22 and their formal CATA conference June 24-28.

It was the 88th annual conference for CATA (California Agricultural Teachers Association) and except for the "war years" it has met at Cal Poly since 1931. This year, CATA's 400 members represent teachers of 18,000 agricultural students from which, association officials point out, "tomorrow's strategic share of food-and-fiber-manpower will be drawn".

### Road Map to Progress

Theme of 1957's conference was "Road Map to Progress in Agriculture". CATA president this year is Bruce Jensen, agricultural education director for both high school and College of the Sequoias at Visalia.

Joint sponsors with CATA are the State Bureau of Agricultural Education, headed by Byron J. McMahon, Sacramento, and Cal Poly. The teachers returned to the campus where 43 per cent of California's vocational agriculture teachers have been trained since 1946. Over 80 per cent of those trained within the state are now Cal Poly graduates.

Louis A. Rossoni, one of the principal speakers at the conference, told the group that he believes he era of "farming for the sake of farming" has been left behind and California's agriculture stands at the threshold of an entirely new cycle. Rossoni is a Bay Area agri-business leader and president of the 40,000 family California Farm Bureau Federation.

### Work Not Sufficient

"The farmer of today has produced himself to a point where actual production, actual farming and actual work in agriculture are no longer sufficient for the man who would succeed on the farm," Rossoni said. "The farmer of the future will have to be able to make his way on a small amount of land by means of better production methods and higher efficiency in management. He faces a continued cost-price problem. Therefore, he is going to be forced to expand horizontally and do more of the processing of his food products on his own factory-farm-make them more nearly table-ready."

A one-time immigrant window washer in San Francisco, the CFBF president is now a successful large-scale rancher and an executive with several million-dollar corporations. Farmer Neen An Factory-owner.

"In essence," Rossoni told the teachers, "tomorrow's farmer must see himself becoming a factory-owner (in the economic, not the social sense of the word) and must also be a manager, a merchandiser and a salesman. He must learn to take a more active part in the merchandising of his products, preparing them so they will be more acceptable on the market and more attractive to the housewife. Rather than agriculturist, tomorrow's farmer will be a business man."

While many farmers are not currently in critical position that requires change, Rossoni admitted, the change is inevitable. "Some farmers," he said, "may wish to stay as they are or even return to the old days of 'self-sufficiency', but they know that if they do, they'll be out of business." Farming's first step into the future, he said, will be "a step off the farm into the tumultuous world of trade—then a step into the hectic world of sales competition—then a step into the creative world of packaging and special problems."

### Makes Other Predictions

Other predictions by Rossoni: Even though U.S. population fig-

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## No Change In Library Hours, Say Officials

Library officials have announced there will be no change in library hours during the summer months. The library maintains the same hours of service all quarters of the school year.

### The library hours are:

**Regular Sessions**  
Monday through Thursday:  
7:45 a.m. to 5:00 p.m.  
7:00 p.m. to 10:00 p.m.  
Friday 7:45 a.m. to 5:00 p.m.  
Saturday 7:45 a.m. to 12 noon  
1:00 p.m. to 5:00 p.m.  
Sunday 7:00 p.m. to 10:00 p.m.  
**Between Sessions**  
Monday through Friday:  
8:00 a.m. to 12 noon  
1:00 p.m. to 5:00 p.m.  
Saturday 8:00 a.m. to 12 noon  
Closed evenings before holidays.

ures rise, the farmer can take little comfort since "it will be very unlikely that much of his surplus production will be consumed by the additional population."

Continued increase in California population and urban expansion over rich agricultural acres will force agriculture to look to the central California valleys for expansion. And, he added, it is quite possible that in 25 years there will be an increase of approximately 10,000,000 acres of irrigated land.

Water will be more expensive 25 years from now—in fact, all farming operations will be more expensive.

More farm employees will be year-around personnel rather than seasonal workers and they will be more highly-trained in handling of equipment and the performance of increasingly complex farming practices.

"One of the greatest challenges of all, however, lies with our agricultural teachers," he told the CATA members. "Our teachers must discover and train the farmers of tomorrow who will so courageously step into an unknown world of 'agri-business' and 'factory-farming'—yet it is of the utmost importance that these farmers of tomorrow be advised and guided so they will realize that though changes come and go and new methods may be devised, the sound principles characterizing American farming history must be maintained."

"Our developing farmers must be taught that a clear, realistic viewpoint is vital to success in agriculture. That individual thought and action is better than submission to mass rule. That it is the competitive spirit, the freedom to win or lose and the right to make one's decisions that has made American agriculture what it is today."



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## Millers Hear of New Radio-active Aids For Agriculture

Millers representing all sections of the west are enroute home after hearing of dramatic new automatic and radio-active agricultural aids at their District 10 meeting here.

An automatic palletizing machine that sorts, crates and cartons by size or by color, and use of radio-active materials to dehorn

cattle, study the digestibility of feeds, remove cancer-eye and trace possible cure of milk fever in dairy cattle were among new agricultural developments discussed at the annual meeting at which Richard E. Hill, Albers Milling Co., Oakland, was elected new district chairman.

### New Palletizing Machine

A. Earl Davis, division of materials handling, Food Machinery Company, Riverside, described the new automatic palletizing machine. (Palletizing is a comparatively modern practice of loading cartons or crates on moveable platforms for easier handling.) Not only will the equipment sort crates and cartons by size and color, Davis related, but it will then stack the pallets in an interlocking pattern as they are filled. It can load up to 80 cases per minute, he said, and requires only about an hour of maintenance per day.

"Our company," Davis added, "is now working on a machine that will automatically palletize sacks."

Dr. Jack R. Lulck, a member of the famous "Davis Tracer Team" from the University of California's school of veterinary medicine, reported that tracer elements, already used with great success to follow various essential dietary elements such as calcium through animal's bodies, are now being used to determine the result of calcium on milk fever in cows. Lulck also showed slides illustrating removal of cancer-eye in cattle through use of radio-active strontium—an operation which he said has proved highly successful and is being practiced exclusively by veterinarians now.

### Use Radio-active Materials

Use of radio-active materials in the study of digestibility of food is also proving a success on campus, he said.

"Casein containing radio-active phosphorus has been fed to cattle," he explained, "and the digestibility of the casein measured. Tests have shown that digestibility varies from 74 per cent, found through the standard weight measurement tests, to an actual digestibility of 93 per cent, found through the use of radio-active tracers."

Dehorning of cattle by injecting radio-active material beneath the

horn buttons of young calves and radio-active testing of cotton planting machinery's ability to put fungicide at the proper place in relation to seed were other developments Lulck discussed.

E. D. Hudson, Rancher's Cotton Oil, Los Angeles, described developments of methods for removing virtually all of the gossypol from oil and meal and said it opened wider avenues of development for these products.

James H. Dear, West Coast representative for Empire Equipment Company, showed slides of the California Milling Company's new mill at Los Angeles and pointed out that California's tremendously increasing population provides equally tremendous opportunities for expansion in food production and processing.

Reviewing proper conference methods for industry, Jack Monaghan, Bemis Bag Company, Wilmington, California, said that his company is engaged in an extensive training program of their key personnel, to acquaint them with conference leadership techniques. With more than twenty participants, he recommended, a conference group should be broken into smaller "buss sessions" with a chairman-spokesman selected for each group.

## Range-bull Tests Set For Hereford Confab Oct. 11-12

Special range-bull tests of interest to Cal Poly Agricultural students and cattlemen throughout the country will be climaxed October 11-12 when the California Hereford Association holds its annual two-day conference on the Poly campus.

Bulls in the "campus short-course" designed to reveal what types are best suited to natural range conditions will be sold at private treaty during the Hereford conference, announces Lyman Bennion, Cal Poly animal husbandry department head, who with a group of veteran California cattlemen has been supervising the tests. A summary of performance and grades of test bulls will be a feature of the conference program.

### Noted Specialists Will Attend

The program will also include discussions by noted livestock specialists, panels comprised of purebred breeders, commercial producers, feeders, packers and meat merchandisers. There will also be summaries of out-of tests on slaughter cattle of various types. Further program details will be announced later.

The special range-test bulls arrived at Cal Poly Dec. 1, 1956. They were given a 60-day adjustment period, then weighed and graded on Feb. 1. The lot has been on native pasture ever since with enough fed grain to keep them in service condition. Test results, Bennion explains, will show the relative gaining ability of the different types of bulls under typical range conditions.

### Results To Be Announced

"When the bulls were weighed and graded for the second time, June 10," says Bennion, "the average weight was 1,075 pounds at an average age of 20 months. The various adjusted weights ranged from 880 to 1,288 pounds." Summaries of test results, including grades at start and end of trial, will be announced to those attending the Hereford conference. Meanwhile, says Bennion, persons wishing to visit Cal Poly's 8,000 acre ranch-style home campus to inspect the bulls are welcome to do so.

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## Foreign Ag Students Attend New Course

A pilot-program designed to yield "bumper results" when U.S.-trained foreign agricultural technicians return home has pointed the way to possible new methods for use in helping foreign students to "multiply themselves" among their countrymen.

The program was a highly-concentrated five-day short course in basic communications methods and techniques conducted on the Cal Poly campus under sponsorship of the International Cooperation Administration. Sixteen foreign technicians representing Indonesia, Bolivia, Spain, Yugoslavia, Iran, Afghanistan, Lebanon and Greece spent all five days in a workshop presentation of newswriting and newscasting methods, sound-track and placard techniques, and in use of instructional aids such as colored slides, film strips, posters, flashcards, chalkboard-motion pictures, models, mock-ups and specimens. Cal Poly faculty members were instructors.

### Will Get Know-how Across

"While visiting students absorb a great deal of information in this country, they too often are unable to get their know-how across to others," explained D. Z. McCormick, U. S. Dept. of Agriculture foreign training specialist from Washington, D. C., who served as observer-consultant. "This pilot course at Cal Poly, along with several others at various leading colleges and in Washington, D. C., is developing definite instructional patterns that will enable the foreign students to multiply themselves when they return home."

Cal Poly, said McCormick, was selected as the West Coast's "pilot school" because of its experience with foreign students, its nationally-known learn-by-doing instructional methods, and because "the school is in the business of teaching people to teach others." Since 1946, some 43% of California's vocational agriculture teachers have been trained at Cal Poly.



## Poly Alumnus Appointed to International Fair Post

Robert R. Stein, Cal Poly Ag Journalism alumnus and assistant manager of Western Fairs Association in Sacramento, will take an indefinite leave of absence from his present position, effective immediately, to accept an appointment in the Department of Commerce, Office of International Trade Fairs.

At 27, Stein is the first California fair official to be asked to manage a government exhibit at one of the 21 foreign trade fairs scheduled for U. S. participation this spring and fall. His assignment to a specific fair has not yet been announced by the OITF.

**Membership Director**  
Since 1954 he has directed the membership service for 125 fairs



**ROBERT R. STEIN**, Cal Poly Ag Journalism alumnus, has been appointed to post in U.S. Office of International Trade Fairs.

and expositions in Arizona, California, Florida, Nevada, Oklahoma, Oregon, Texas, Utah, Washington, and Canada, belonging to Western Fairs Association.

Prior to this he was assistant public relations director of the Los Angeles County Fair in Pomona. While in the armed forces he represented the Department of the Army Exhibit Unit at state and county fairs nationwide.

**Office Established**  
Stein points out that in August 1954, the Commerce Department led by Secretary Sinclair Weeks, established the Office of International Trade Fairs with the help of half of a special grant from President Eisenhower's Emergency Fund. The OITF was given permanent status by an act of the 84th congress.

Since its inception the OITF has launched a global program described by the president as one "to tell adequately the story of our free enterprise system and to provide international trade promotion cooperation."

Stein and his wife will leave Sac-

ramento for a short visit with his parents in Burbank and then stop with his wife's relatives in Chatham, Ontario, Canada, before reporting in the nation's capital Tuesday, July 2. He expects to remain in the United States just long enough to be briefed on the exhibit he is to manage before going overseas.

## News of Tragedy Withheld From Oakland Contestant

Tragedy awaited the judges' decision at conclusion of the 1957 California Pipe Trades Council's statewide apprenticeship championships held here recently.

Kept from him at the request of his parents was knowledge that twin sisters of Norman Cogar, Oakland's steamfitting-pipefitting contestant, had met death in a Bay Area automobile accident at the championship's two-day midpoint. The accident, fatal to 17-year-old Paula and Paulette Cogar of Pittsburg, came as an aftermath to the Antioch high school graduation ball.

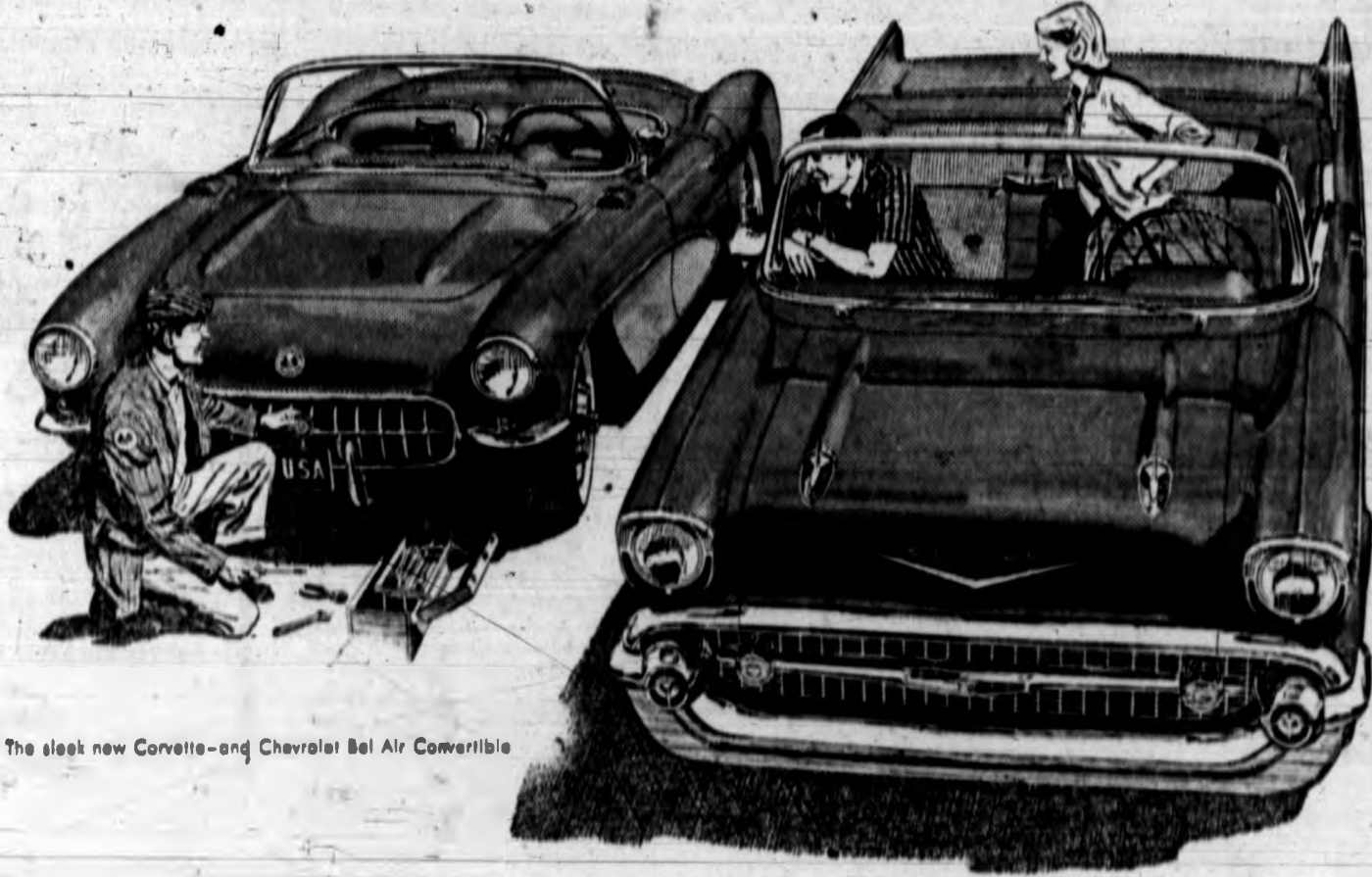
Cogar was informed of the tragedy at completion of the championships, in which he placed second.



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