



'Bell Mystery' Not Solved

BY NIKKI HOFFMANN

Poor, careless, clumsy Fresno couldn't even steal Musty and do a good job of it.

During half-time Saturday night, several Fresno State routers attempted to steal Musty, they got him half-way across the field when Cal Poly's gallant routers jumped the rail and retained possession.

The only reason Fresno got the bell back was because of a minor defeat suffered by our football team.

Fresno didn't get away with everything though. We have the ding, and Fresno has the dong. Fresno was in such a hurry to pick up the bell and run that they neglected to check it and see if the clapper was still in it. It wasn't.

After the game the Fresno State president and the yell leaders once again took possession of the bell for another year. A temporary agreement was drawn up, and signed by Dale Weidner, Fresno State ASB president and George Barker, Cal Poly Rally Committee president, stating that the victory bell will remain green and gold until Weidner has negotiated a pact with Roy Killgore, Cal Poly president.

The purpose of the pact is to see that half of the bell remains green and gold for Cal Poly and the other half blue and red for Fresno.

It also states that Fresno cannot attempt to steal Musty during the game and Cal Poly cannot steal the bell during the game.

When Poly rescued the bell from Fresno, it looked like it had been down the well for many years. It was rusted and the paint was peeling off. The Polyites, seeing the bell and repainted it a gleaming green and gold for Saturday night's game.

Music Duo To Present College Hour Program

First in a series of programs to be presented monthly by the Music Department during College Hour will feature the combined talents of Emanuel Helfetz and Ronald Ratcliffe, Music Department instructors. The program will be held October 24 in the Little Theater.

H.P. Davidson, Music Department chairman, said, "Both Ratcliffe and Helfetz are fine musicians and this presentation should be an especially good one."

Ratcliffe, a native of Cheney, Wash. began his musical studies at the age of 5 years under the encouragement of his mother, a graduate of the Chicago Conservatory of Music and a former college music professor.

His musical activities continued during his teens, and in 1952 he enrolled as a piano major at the University of Washington.

After earning his B.A., Ratcliffe enrolled for graduate study at the University of Michigan and later at the University of Southern California where he worked with Mme. Alice Ehlers, noted Viennese harpsichordist. He completed his M.M. with a major in Harpsichord in 1958.

Before becoming a part of the Cal Poly Music Department, Ratcliffe held the position of assistant professor of Music at the College of the Ozarks, Clarksville, Arkansas.

He has also appeared in numerous concerts and recitals throughout the Northwest. This past year Ratcliffe made several appearances with the Spokane Symphony playing a harpsichord concerto by the contemporary composer Poulenc.

Emanuel Helfetz began a similar musical career under the guidance of his mother. While in his late teens he was hired by the National Institute of Music and Arts in Seattle, Wash. to write musical methods for strings and to teach and train other instructors. He conducted the school's 1500-piece orchestra.

Helfetz began his advanced training in music at the University of Southern California. In these early years, he was also a staff artist for a radio station in Los Angeles, played on world wide broadcasts in addition to playing as a professional violinist for NBC and CBS studios. He was also a private music teacher, composer, and professional musician.

Completing his schooling at the University of Redlands, Helfetz has taught at various schools, including his alma mater. He holds memberships in the American Society of Composers as well as in the Who's Who of Music.

He has composed a great amount of music, both songs and string compositions, some of which are "Every Now and Then," "Forever," "I Love a Song," "This is It," "Washing Well," "Puppet Parade," "Old Vienna," "Little Dutch," "Dolls," and "Harmony Blazers."



VIOLIN AND HARPSICHORD MUSIC... a concert with music by Handel, D. Scarlatti and Mozart, during next Thursday's College Hour. (Photo by Loop)

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Poly Hits New High In Agriculture; Tops Nation In Undergraduates

Warren Smith, dean of agriculture, reported recently that the agriculture division has an enrollment of 1,631 for the Fall Quarter, making Cal Poly the largest undergraduate school of agriculture in the United States.

This new high enrollment number is 138 students more than the enrollment of Fall Quarter of 1962. Making up the enrollment, the Agriculture Division consists of 15 majors—one of which is a new major in the division, the Agriculture Education Department, formerly with the Education Department. A total of 511 freshmen or transfer students are getting acquainted with the Agricultural Division.

"Approximately 227 seniors are expected to complete their requirements for a bachelor of science degree during this school year as compared to the 215

graduates of the Spring Quarter of 1963," said Smith.

A total of 17 should complete their degree in Animal Husbandry; 68 in Agricultural Business Management; 23 in Crop Production; 10 in Dairy Husbandry; 8 in Dairy Manufacturing; 19 in Agricultural Engineering; 23 in Farm Management; 13 in Food Processing; 17 in Ornamental Horticulture; 14 in Mechanized Agriculture; 8 in Poultry Husbandry; 13 in Soil Science and 2 in Food Industries.

Animal Husbandry majors lead the total of students with 441; Agricultural Business Management follows with 222; next comes Farm Management with 140; Crop Production with 132; Mechanized Agriculture with 110; Ornamental Horticulture with 97; Agricultural Engineering with 84; Soil Science with 67; Dairy Husbandry with 60; Food Processing and Poultry Husbandry with 40 students each; Dairy Manufacturing with 28; Food Industry with 27; Agricultural Education with 21 and Horsebreeding with 16.

What types of jobs are available to Cal Poly agricultural graduates? Looking at the files in the Cal Poly placement office: "Dairy Inspector, starting annual salary \$8,000; agricultural chemical sales, salary open; ranch accountant, \$4,800 per year; feed sales representative, \$4,600 a month; veterinary supplies salesman, \$500 a month; farm foreman, \$505 a month; production engineer, minimum of \$7,800 per year; bank appraisal trainee, \$450 a month; poultry grading position, \$6,000 a year."

Free Lance Writer Joins English Department Staff

Robert P. Hansen, free lance writer and novelist, has joined the Cal Poly English Department as a part time lecturer on composition.

Hansen has written eight mystery novels, one serious novel and a short story. His serious novel, "Rites of Summer," was nominated for a Pulitzer Prize.

The novel dwells on the disintegration of a society and is set during a Kentucky agricultural revolution.

Hansen said he got interested in writing before World War II when he and a friend got together and wrote pulp-stories for one cent a word. When he joined the service he put his occupation as a writer on his classification papers, and the title just seemed to stick.

For several years after the war Hansen worked in the Los Angeles area as a reporter and feature writer for the Los Angeles Daily News and the Los Angeles Independent.

In 1958 he started his career as

a free lance writer.

Mystery novels are the easiest to sell, but after a while they get boring," Hansen commented.

When questioned on the role and feeling of a novelist, Hansen said, "The novel plays an important role in society; its function is to illuminate society as the writer sees it." He continued to say that the writer interprets what he sees, and tries to show society itself.

"When you conceive a novel you have conceived of another world. In the process of creating your book you identify yourself with all of your characters," Hansen said.

Hansen, an Arroyo Grande resident, is in the process of completing a contemporary, topical novel.

When asked how he liked teaching at Cal Poly, Hansen said, "I enjoy it very much and sometimes I think I'm learning more than the kids."

Some of his other achievements have been as a screen writer for Air Force and Navy training films on the F86 jet, and a story sold to the television Alcoa Theater.

OKIE STOMP VS. COLLEGIANS

Music Head Feels There Is Room For Both; Band Aims To Please

BY LANI CAIN

It has been the opinion of many people at Cal Poly that the Collegians, 6-piece campus dance band, are "square."

Many students have shown preference for Okie and Surfer stomps as opposed to a Collegians dance.

When questioned about his opinion, H. P. Davidson, head of the Music Department and Collegian advisor, said, "I think that this college has room for both types of dances."

He said that young people today are exposed to the Okie Stomp type of dance throughout high school and expect it when they get to college. He also pointed out that as they progress through college and attempt to learn some of the social graces they should also attempt to learn more about the art of ball room dancing.

"One of the Collegians' chief goals is to please the student body," Davidson commented.

Many students complain that the Collegians don't play enough fast songs, but Davidson explained, "We can play any kind of number,

but it has been our experience that more people dance to the slow ballads."

This year in attempting to accommodate the fast dancers the college band is going to play three twist numbers at each dance and work in one of the "Big Beat" sounds. Some students criticize that the collegians sound the same every year. Davidson said that this is a sound that all big bands try to create. Each of the "Big Bands" has its own style.

"We are proud that alumni come back year after year, and comment that these are the same old Collegian sounds," Davidson said.

When questioned as to whether the so called decline of the big bands is due to an American musical revolution Davidson said, "It is my opinion that the big bands are coming back. They declined because after the war people weren't able to finance a large band, traveling became a problem, and the bands split up. This started the era of small combos."

Davidson said that the revival

is mainly due to the efforts of Stan Kenton, who has organized dance band clinics all over the United States. He has top men from his orchestra at these clinics to instruct high school and college students for four to six weeks not only how to play an instrument and style but also music theory, harmony and arranging.

The results are showing all over the country in the formation of many more high school dance bands.

Davidson said that in organizing a good band there are four main areas of concern: good clean cuts and breaks, a dynamic sound, a steady tempo and a feel for working together.

That's what makes me so mad, with rock and roll you don't have to worry about these things," Davidson said.

"Is it worth it to strive for these things if the kids aren't interested in the Collegians? The Collegians now seem to have the feeling that the student body is

taking them for granted. These are young men and they want their band to be liked," Davidson stressed.

In a recent eastern tour, Davidson noted that most colleges either have no dance band or have a very poor one. In these cases they have someone like Les Elgart come and play and end up paying about \$2000 for an engagement. In most cases these dance go in the "hole."

Isn't it just good economics for the students at Cal Poly to support the Collegians and use them for the bigger dances of the year," Davidson asked.

He urges the students to attend the Sadie Hawkins Day Dance to be held Oct. 26 at the Men's Gym after the Marine football game and judge the Collegians.

If students have worthwhile comments they are asked to get in touch with Davidson in MRD 123.

Council Will Deliberate On Resolution Tonight

A resolution asking the administration to reconsider its interpretation and administration of rules concerning extra-curricular activities conducted off campus comes up again before Student Affairs Council tonight.

The resolution presented last week by Malcolm Kemp, Engineering Council representative, was tabled in order for SAC members to discuss the resolution with their respective groups.

Dean of Students Everett Chandler had a list of eleven questions submitted to him earlier this week concerning the resolution and its interpretations. A committee directed by Malcolm Kemp and consisting of Larry Dean, Gini Clark, Mike Elliot and Larry Hubbell presented the questions to Chandler based on many questions which have been left unanswered by the administration.

With the recommendation of Associated Dean of Students

Dan Lawson, the committee asked Chandler for specific items concerning male-female relationships and school policy.

Dean Chandler will not be present at tonight's meeting because of prior commitments, but he has submitted a letter answering the eleven questions with specific examples as well as examples of items of intent.

Other items on tonight's meeting agenda will include committee reports and new business. George Barker will report on Rally Committee activities. The constitution and codes two organizations, the Block P Society and the Cal Poly Rifle and Pistol Club, will be submitted for approval by Steve Schaefer. Mike Burns will report on the progress of the Student Body Incorporation.

Under new business, SAC will discuss the wrestling schedule and athletic approval for the junior varsity.

American Funerals Is Review Topic

Dr. Marvin Brown, Congregational minister and until recently a member of the English and Speech Department will review Jessica Mitford's "The American Way of Death," on Tuesday, Oct. 29 at Books at High Noon in the staff dining room.

Jessica Mitford explains how she became interested in the subject. My curiosity about undertakers "was whetted by the funeral trade magazines which opened up for me the bizarre world of the 'average' American funeral, far more curious than the death customs of ancient days or remote tribes. Further investigation convinced me that the full implications of the funeral industry are undreamt of by the average American, even in his nightmares."

Presidents Meet Here This Week

Seventeen state college presidents will meet on campus this week for a meeting of the Council of State College Presidents.

The meetings are normally held in the chancellor's Los Angeles office, but the presidents accepted the invitation of Cal Poly president, Julian McPhee, to meet here.

The council members will be discussing items concerning the state colleges and possibly items which will come before the next Board of Trustees meeting.

State college presidents attending, besides President Julian A. McPhee, will include: Dr. Fred R. Harclerston, California State College at Hayward; Dr. Leo P. Cain, California State College at Bakersfield; Dr. John M. Flett, California State College at San Bernardino; Dr. Glenn Kendall, Chico State College; Dr. Arnold H. Joyal, Fresno State College; Dr. Cornelius H. Siemens, Humboldt State College; Dr. Carl W. McIntosh, Long Beach State College; Dr. Franklin Johnson, Los Angeles State College; Dr. William B. Langsdorf, Orange State College; Dr. Guy A. West, Sacramento State College; Dr. Malcolm A. Love, San Diego State College; Dr. Ralph Prator, San Fernando Valley State College; Dr. Paul A. Dodd, San Francisco State College; Dr. John T. Wahlquist, San Jose State College; Dr. Ambrose R. Nichols, Jr., Sonoma State College and Dr. Alexander Capurso, Stanislaus State College.

Business Club Operates Refreshment Stand

The opening of the football season also marked the opening of the Business Club's concession stand, located at the west end of Mustang Stadium. The stand is operated Friday and Saturday nights for both high school and college games.

The proceeds from the sale of concessions will go into the Business Club treasury and will be used to sponsor club projects such as speakers, excursion trips, and this year, the first Business Club float for Homecoming.

Geodesic Dome Moved; No 'Rally' This Time

They did it again!

The geodesic dome, whose home has been on the patio in back of the Snack Bar since last Spring Quarter, was removed Saturday by a 20-man team from the Architecture Department. The move was more organized than last year when a crowd of 600 moved it from the old Architecture Department.

Under the direction of Roger Marshall, senior from Bakersfield, the crew disassembled the huge dome as part of a senior design problem. And freshmen from the department were enlisted to help as part of their annual workday, Freshman Holiday.

"Weighing almost 7,000 pounds," Marshall said, "with a base diameter of 50 feet and height of 25 feet, the dome was disassembled and transported to Poly Canyon, above the Botanical Gardens."

The straw-hose continued, "There it will be reassembled and eventually covered for a seminar pavilion."

"The lower sections, which are perfectly symmetrical, were stacked on a flat-bed truck, such as orange

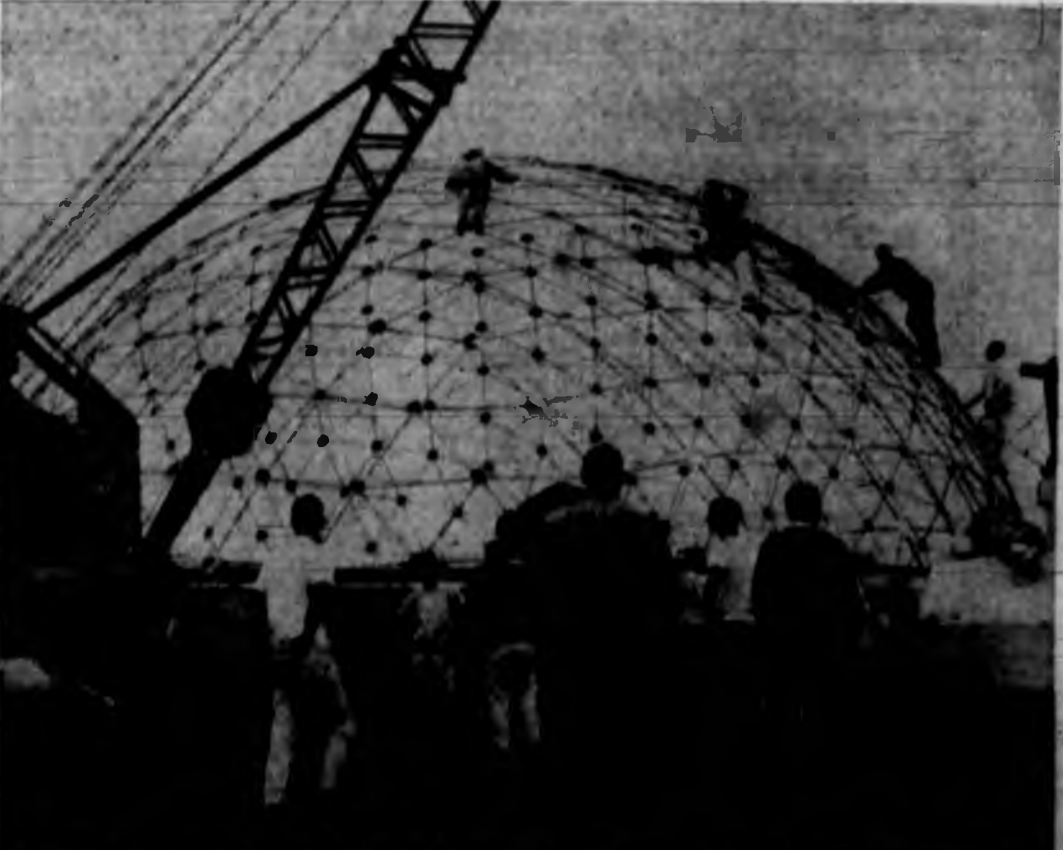
peels might be," Marshall said. "From campus it was transported to the gardens where it was carried by hand to its final resting place."

Prior to moving the structure, all sections had to be strengthened. The principle behind such a structure, Marshall continued, is that all sections must have equal distribution of all stresses in order for it to stand.

Originally, planning and construction of the dome was a senior project. Construction was done by hand, and took about three days, the architecture major said. This was done with a gin-pole, with guy wires to the ground. Pulleys were attached to hoist it.

"All pieces for the dome were previously made," Marshall continued, "with 12 different lengths of members to give it curvature. The Maintenance Department donated old one-half inch boiler pipe, and one-quarter inch plate for the project."

According to Marshall, the Architecture Department received full cooperation from the Maintenance Department, where they obtained a flat-bed truck and crane to assist in disassembly and transportation.



DOME DOWNED... A group of only 30 Architectural Engineering students went to work Saturday morning and accomplished in reverse something that took 600 dormitory residents a night of riotous polling to do. They took down the dome. The large, curved structure was moved to Poly Canyon above the Botanical Gardens where it will be converted into a seminar pavilion. (Photo by Van)

Poly Judging Teams Take High Honors; Await Contests

Practice is being held every week night at the Dairy Pavilion for students interested in trying out for the Dairy Cattle Judging Teams.

The teams will participate in judging contests at the Great Western in Los Angeles and the Cow Palace in San Francisco.

The Dairy Products and Dairy Cattle teams made an impressive showing at the Pacific International Livestock Exhibition recently at Portland, Ore.

The products judging team won the over all contest to make this the eighth time in the last 10 years that a Cal Poly team has won the contest. Team Coach is E. E. McGlasson.

The team placed first in milk, butter, and Cheddar cheese and second in ice cream and cottage cheese. Individual team members were Jerry Pilsa, first high individual; Bob Nicol, third high individual; and Bill Porter, fourth high individual.

The cattle judging team placed third out of eight teams in the contest with Fresno State and Oregon State finishing in front.

Richard Cotta placed as seventh high individual in the contest. The team placed second in Jerseys and Guernseys, third in Holsteins and Ayrshires, and fifth in Brown Swiss.

The cattle team was composed of Richard Cotta, Cameron Schwandt, Art Perry, and John Winters. Russell Nelson is coach.



Our engineers talk to horses.

And, this horse talks back! He's Blassie™, the talking hobby horse who lets you move realistically as he gallops, trots and rears. Nobody had ever made such an animal before, so our R&D people had to solve lots of interesting new problems in the process—like developing the linkage and springs that make this horse perform with equal enthusiasm whether his rider weighs 85 lbs. or 75, while simultaneously linking stress and fatigue problems similar in scope to those found in aircraft design.

It's stimulating work. Technically challenging. Not only in R&D, but in manufacturing and administration, too. And, most rewarding—in terms of both salary and satisfaction. Wheel spinning is kept to a minimum and a surprising number of the ideas our people propose end up in production. Maybe because so many have been good ideas—that are reflected in products selling at a rate demanding that we substantially increase our engineering staff, again, to keep up with our growth. This opens up some choice spots for non particularly interested in finding ways to make things simpler, better and cheaper.

Consider the possibility of coming to work at our facilities near the Los Angeles International Airport and of raising your family in one of the pleasant beach or valley communities nearby. To find out more, see our pre-employment interview—on campus—soon.



On campus interviews Oct. 28

X-Change

By LYNNE PRINDLE

SACRAMENTO STATE COLLEGE—Don't forget National Bake the Referee's Week which begins the first week of football season and continues through the last game of the basketball season. Let's resolve to pay them the respect due them. After all, if we didn't have officials, who could we blame the failures of our athletic teams on?

The Hornet

PASADENA CITY COLLEGE—How much is a girl worth? \$2—\$20—\$200—\$2000? We dunno. The Associated Students Brass do, though. They are pretty coy in disguising the survey to discover the retail value of a girl by calling it the Freshman Rally Queen Selection. When students drop their coins in a barrel to vote for their favorite chick, they're actually furthering the ASB's understanding of one of the Great Mysteries of Life.

PCC Courier

UNIVERSITY OF SANTA CLARA—President Kennedy has done a great injustice to the freedom of manhood. His recent edict that married men will be exempt of the draft has done a great injustice to the freedom of manhood. His recent edict that married men will be exempt of the draft was a horrible blow to many a free, young innocent bachelor. He wants us to all get married and avoid serving our country. JFK has probably been pressured into this position by a subversive organization known as SMEYL (Society of Marriageable and Eligible Young Ladies).

The Santa Clara

PEPPERDINE COLLEGE—The men may get a break... but not the women. New dress regulations to be considered by the student board Monday will allow bermudas in the cafeteria and library but not in classrooms. A 26-year tradition will go by the boards if the new decision is approved. Dress for women remains skirts and blouses and dresses.

The Graphic

SAN DIEGO CITY COLLEGE—Attitudes of students reflect a great deal about the final outcome of their grades as well as their social life. The student who is unable to accept his responsibilities in college is the student who is unable to form a value system. Attitudes towards college and subjects make or break his success as a student.

Fortnightly

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Math Club To Hear Clinick Speak On Computer Field

Computer programming will be the subject of a talk by Mansfield Clinick of the Math Department when he addresses the Oct. 24 meeting of the Math Club at 7:30 p.m. in Ag 223.

The Math instructor will speak on the opportunities in the computer field. According to Clinick, there are 50,000 people who now work in the field, and in a few years this number should double.

His own interest is in the programming field in computing, which will be stressed in his speech. Another opportunity in this field is in computer machine design. This field is mostly directed to the electrical and electronic engineer. The programming field is expanding as computers are applied to more and more types of problems, Clinick said.

Business and industry are utilizing it more and more for such things as keeping records, bookkeeping and airline reservations. Programming requires logical, mathematical thinking, he said. Math Department facilities include a Bendix G15 computer acquired in 1960 and an IBM 1620 computer which was received last week.

The Bendix is a vacuum tube machine designed in 1955 while the IBM is a transistorized solid state machine. This model was designed in 1960. The college owns the Bendix but is renting the IBM 1620 equipment.

Clinick reported that the computers are college-wide facilities which any department may use. There will be a short business meeting before Clinick's speech and refreshments will be served. The new policy of the club sets the time limit of the meetings at 10 p.m.

Gert Gehlhaar, president of the club, invites any member of the faculty and student body to attend.

Secretariat

By JANA MOSGAR-ZOULAL

EDITOR'S NOTE: This will be the first of a weekly column to be written by ASB secretary Jana Mosgar-Zoulal, continuing the tradition set by last year's secretary, Carol Rizzo.

El Mustang recently approached me with the idea of writing a column each week for the newspaper. I must admit my journalism background is nil, so I hope you'll bear with me.

Through the column I hope to express my thoughts and ideas of action in and around the college which affect all of us as students. These past few weeks the campus has exploded with ideas and reaction on the recent enforcement concerning women visiting men's residences.

How can we as students express our feelings effectively to the administration? Last week a group of interested students felt they had the answer by approaching the Student Affairs Council with a resolution. This resolution stated how

they felt—HOW DO YOU FEEL? SAC will debate this question tonight in Library 126 at 7 o'clock. We would like to hear from you.

To me the policy as it is now interpreted is much more than a question of fraternities. But what is the exact rule pertaining to all campus students? What happens if a coed studies at a male's apartment or if a few couples have a dinner party? Are all infractions of this rule on the same basis?

Those are a few of the questions that will come before the floor tonight, and I hope answered sufficiently to leave no doubt in anyone's mind.

This is a problem before the whole student body which requires a voice from the students, but a voice expressing intelligently the thoughts and ideas of all parties.

When we obtain this, the administration can be approached effectively.

Contributions to "Mailbag" should not exceed 200 words. Editors reserve the right to edit and/or condense all letters received and to decline publishing letters that are, in the opinion of the editor, in poor taste or libelous. All communications must be signed by the writer. If a non-deplorable signature is desired, it is permissible but the editor must know the true name of the author.

Mailbag

Wants Rule Reconsideration

Editor:

When a comment is made that a student demonstration is "stupid and fruitless," that the mature student does not gather in groups, and this type of action cannot make any possible change, doesn't this close the path to assemble and air grievances?

It's like saying, "OK children, it's your right to assemble, to petition, to go ahead, but it won't have any effect on administrative policies, as we don't plan to recognize you."

Another point, it is easy to see and understand the fact that we should respect our superiors. President McPhee, Dean Chandler, and Robert Bostrom are giving us their leadership, but they are also supposed to give us understanding in our problems. We should be allowed satisfactory alternatives. When they tell us we can't park in a certain parking lot if we live off-campus, don't we find alternatives?

But after the Library closes, where can we go? How many students stop studying at 10 p.m.? Where do we go on Friday night, Saturday nights and Sundays? If a group of underage students want to get together for studying, where can they go—El Corral? Are there chaperons available at any time who will gladly supervise a spontaneous get together.

As I can see it, most alternatives are closed. Last point, it has been suggested to me by several people that this rule, "Single students are not allowed in the residences of those of the opposite sex," has been around for a long time, but hasn't been enforced. Yet three weeks ago, we saw an instance where SAC declared that rules are made to be enforced, not to be used at the discretion of the superior.

No wonder there is such a strong feeling against the administration, that else can be expected. The rule has been brought up, used, it seems, especially to discriminate against fraternities, and will possibly be dropped until the administration feels that it is needed again.

I feel that if the rule is there, it should be enforced, and since it is not and cannot be feasibly enforced, it should be seriously reconsidered.

JACKIE BORIS

Balanced Journalism?

Editor:

Under the head "Electric Co-ops Steal Customers" on the editorial page of today's "El Mustang" appeared what must be a "filler" item. The reader is asked to believe "according

to the Chamber of Commerce of the United States" that rural electric co-operatives are "pirating" customers from the "investor-owned" utilities.

Shouldn't we ask some questions about this alleged claim? E.g., isn't the Chamber of Commerce of the United States the pressure group lobbying for the industrial and commercial leadership in this economy? Doesn't the Chamber typically avow the most conservative role for government? Who speaks for the tens of thousands of individual owners of rural electric co-ops? Didn't rural electrification over large areas of the nation have to await the cooperative action of thousands of small farmers with the assistance of federal funds? Yours for balanced journalism.

MICHAEL J. O'LEARY

Editor's note: Yes, the story was a filler item, and it had to be cut. You are welcome and invited to write in the rural co-op viewpoint.

What Reason For Rules?

Editor:

We know that the peoples of the world must have a written law to protect their cultures. Those who would enforce the law are not the respected authority, but rather it is the people who set down the standards. If the enforcement of a law interferes with the analysis and appreciation of the standards, then the civilized objective of progressive maturity is overshadowed by resentment and defiance of the law.

In considering the development of the intellect, and presumably this is the purpose of this college, tell us, Mr. Chandler, exactly what is the true purpose of your campaign? Is it to help us future "leading citizens" to apply ourselves with true understanding, or is it to make us people of "1984"? If it is the former, then why the ridiculous statement of the law? Perhaps it could be stated as such:

"No one shall have anything whatsoever to do with nor shall he or she participate in the human relation of sex while in attendance at this school."

We respect your authoritarian office, but we listen sometimes with regret. Tell us all, Mr. Chandler, why all the excitement? We think the answer lies in lack of effective communication; and this shall invariably lead to defeat. Of course, if this goes on it's a question of who will be defeated first.

Someday I may inform an acquaintance that I went to Cal Poly and if he knows of it, I might hope he would reply, "It's a college of practical understanding."

DENNIS WAGNER
HORACE GILFORD

Dr. Hyer Gives View On Wheat Sale

BY SUSAN KNEPPER

President John F. Kennedy recently cleared the way for the sale of several million tons of surplus items to Soviet Russia and its Eastern European satellites for delivery over the next five to eight months.

According to a report in the "Wall Street Journal," the president would not use the government authority to block grain transactions between private United States traders and the Russians and a number of Communist block countries.

Mr. Kennedy specified that payment must be in gold or in cash and that all United States produce must be for consumption within the Soviet Union and her Eastern European satellites.

In a recent interview with Dr. Edgar Hyer, head of Cal Poly's Farm Management Department, Dr. Hyer made some of the following comments about the wheat program:

"The Russian wheat deal seems to be basically a case of a willing buyer and a willing seller. I am speaking from an economical point of view only. Apparently the willing buyer wants the wheat bad enough to embarrass herself by having her desires for it broadcast all over the world and hence reveal a basic weakness in her economic structure."

"As for the willing seller, she has two economic advantages for making this sale, (1) the impossible wheat surplus can be reduced a little and (2) the United States can receive gold in the transaction. Incidentally, the American consumer need not fear that this sale will reduce the surplus to a dangerous level."

"The wheat carry over at the beginning of the harvest year, July 1, 1963 was 1,189 million bushels—double the amount needed to handle the United States food needs of 500 million bushels per year. The Russian sale of approximately 150 million bushels will take a nice little nick out of the surplus, but will not hurt the American consumer to any extent," Hyer said.

According to the Wall Street report, the sales would reduce government costs of storing, handling and transporting surplus wheat by about \$200 million over the next several years.

The sales would help the United States to cope its stubborn balance of payments deficit, which Treasury Secretary Dillon predicts will widen to \$2 billion this year. The Communists are expected to pay at least \$150 million cash, mostly in the current fiscal year that ends June 30, 1964.

Hyer believes that the Russians have to offer one of the few goods that the United States is very much desiring right now. Russia will likely

pay for much of its wheat with gold. The United States' great gold hoard has been disappearing rapidly in the past few years causing some experts to say that we are in a somewhat precarious position. Gold is used by countries often to balance out their international payments. The United States has been having an unfavorable balance of payments, losing gold.

Hyer said that it is interesting to note that the imbalance has not arisen because we are importing more goods than we have been exporting. We still export much more products than we import. Our imbalance comes from other areas. For example: heavy tourist trade abroad, our relief programs, our military expenditures in foreign countries and, interestingly enough, our heavy investments in foreign countries.

So the United States' poor balance position is not due to American weakness, but actually our strength and kindheartedness. This sale of wheat will only strengthen our balance of payments situation a little bit, but it will bring gold which can be used to put our money structure in a stronger position, Hyer assured.

"Therefore, it appears that both Russia and the United States have reasons to make this exchange on an economical basis. What the political and moral implications are is not entirely clear to me," said Hyer.

When asked what else could we do with the wheat, Hyer commented that "One may wonder why we do not ignore the Russian request and reduce our wheat surpluses by other means. One may ask why we do not just eat it? There is practically no commodity for which American consumption is as stable regardless of prices. We are just not interested in eating more wheat! Then why not sell it on the foreign market? We are in the free market as far as we can go. In fact, we are actually subsidizing these exports. We can give wheat away, but we have been doing this right along and this does not help our financial position."

"About all we have left is using the wheat for livestock. This has some possibilities acceptable to the consumer because it will mean more and cheaper meat. We get into two problems if we use this avenue: (1) we have the ranchers and feed grain farmers angry with us and (2) we must sell for a lower price than the Russians will pay. It is said that the Russians will likely pay \$1.79 per bushel. I think we could do well to sell it for \$1.79 to livestock. However, the Russian price will not recover all the money the American public has into the wheat. The taxpayers have considerably over \$2 in some of the wheat that is government storage," Hyer explained.

EDITORIAL

Landscaping Is Welcome

For almost a year now the campus' newest and most modern building has stood relatively naked to the public eye.

Engineering West, a \$3.25 million structure of glass, steel and concrete, has been surrounded by just bare, dry earth. What landscaping could heretofore be seen was done by the architect's themselves during last year's Poly Royal.

But all that is about to be changed. Today passersby can notice that pipe is being installed around the building. That pipe is for the irrigation system, the first step in a \$40,000 landscaping job to be done by the state.

Brick paving, trees and green lawns are scheduled to be completed Dec. 16.

The engineers have waited a long time, living in just a world of concrete and steel. It should be a relief to them to study in a natural atmosphere of shady trees and green shrubbery, instead of the synthetic aura they had before.

Delay of the landscaping job was blamed "for a number of things, among them a problem in financing," Douglas E. Gerard, building coordinator, reported.

But a year's delay seems groundless in completing a \$40,000 job on a building which with its equipment totals more than \$6 million.

However, we welcome the trees and landscaping with open arms. No longer will we get sand in our shoes and dust in our eyes. A sore spot will be removed from the otherwise beautiful Cal Poly campus.

D.K.

Cigarettes And The Press

To a large extent, the future of the American collegiate press may have been determined by a number of cigarette companies this summer.

Late last June, the Tobacco Institute, an association of cigarette manufacturers, decided to discontinue virtually all advertising in college newspapers and magazines. The group based its decision on the thesis that smoking is an "adult custom."

No mention of health and the continually growing evidence that lung cancer and some forms of heart disease are linked to smoking was mentioned when the Tobacco Institute announced its decision.

The decision meant that some 2,000 collegian publications, most of them newspapers, will have to recover up to 50 per cent of their advertising revenues this year.

Some of them may not make it. "The reality of the new advertising policy will be felt at hundreds of student presses across the country. Some of last year's twice-weeklies may be this year's weeklies; others may cease to exist altogether," an article in a recent issue of the Catholic magazine "America" asserted.

Only one cigarette company—Philip Morris—decided not to go along with the "no college advertising" agreement. Featuring Max Shulman's humorous "On Campus" column, the company's advertisements for Marlboros, are the only cigarette promotions being scheduled nationally in the collegiate press this year.

Although the decision left many college publications hard put for a source of income, El Mustang was not too badly hit.

"We have been losing about \$40 a week this year because of the cigarette companies' decision," Loren L. Nicholson, advisor to El Mustang's advertising staff, reports.

To make up the loss, Nicholson said the paper's advertising staff is planning a number of special services and campaigns for local merchants. One of these is the new "Cal Poly Bulletin Board" introduced last Friday.

"This decision is healthy in a way," Nicholson declared. "It is better than sitting back and letting cigarettes support us."

That, Mr. Nicholson, is an understatement. We will neither condemn nor condone smoking because it is a private matter and is best left to individual discretion.

But we are appalled at the apparent control that the tobacco industry had—and in a way, still has—over the collegiate press.

Last October, "Main Events," evening-division newspaper at the College of the City of New York, announced that it would no longer accept cigarette advertising. Three issues later, the paper was out of funds and had to seek aid from the school's administration.

If this is the kind of control that a single industry can have on a free collegiate press, then something is wrong somewhere.

Now that the smoke has lifted, we hope that no paper will feel the effects of too much inhalation.

J.Me.

Editorials - Opinions

Dave Kishiyama	Editor-in-Chief
Jim McLain	Friday Editor
Diana Vos	Tuesday Editor
Bou Leap	Photo Editor
Allan Sipe	Sports Editor
Butch McCann	Advertising Manager
Betts Williams	Business Manager
Ron Grossnickle	Circulation Manager
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Reporters: Lani Cain, Nikki Hoffman, Karen Jorgensen, Susan Knepper, Maureen Lund, Bruce McPherson, Wilbur Miller, Lynne Prindle, John Proud, Mel Remsburg, Thomas Smith, Chuck Yokum.	

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Parking Problems? Only For The Lazy

By LYNNE PRINDLE

Nearly 3,000 cars are working their way through Cal Poly this year. It used to be their lazy owners could maneuver cars to the parking lot closest to their destination, park them and go to class.

However, this is not always the case on the San Luis Obispo campus anymore. The 3,000 students drive their modes of transportation to the lot closest to their class building, and then keep driving around and around and in and out and around and through the cars that arrived there five minutes before them.

There are 13 parking lots situated around campus, but only four are designated for off-campus parking. Of these four, approximately two-and-a-half are filled to capacity (or perhaps above capacity if the cars traveling between the rows of parked cars are counted . . . those that go around and around, waiting for someone to pull out, and then being too late for the empty spot, go around and around and around . . .).

The biggest problem facing Cal Poly drivers is the lot located near the cafeteria. Once within this maze of foreign and American cars, the point of no return is reached. An example of the mental anguish this lot causes occurred recently when one hurried student parked his car in a row by itself, to return an hour later and find himself forced to release the



ASPHALT JUNGLE . . . Cars, cars and more cars, and no place to park. A typical picture taken one morning in the parking lot

just across from the Graphic Arts Building. At this time not a single parking space in the entire lot was empty.

emergency brakes on three other cars, move them out of his way and then continue his route to the freeways and safety.

Think of this student and then think of the other three who came for the cars they had parked in the third, fourth and fifth rows, who tore their hair and searched for the cars they knew they had parked in the lot.

But, according to a national survey conducted recently by the Goodyear Tire and Rubber Co., Cal Poly is not the only institution plagued by vehicular under-graduates. The survey indicated that 44 per cent of the nation's 4.5 million students reported to classes this year on wheels.

Parking facilities are virtually nonexistent at many colleges in metropolitan areas, the study found. For example, the 10,000 daytime students and 14,000 night schoolers at the College of New York either ride the subway or race for parking meters. A handful of daring faculty members commute through Manhattan streets on motorcycles.

Unlike City of New York College, however, Cal Poly has many existing parking places. The main detractor of the lots though, is their distance from the center of the campus. Students of higher education want to be as close to their class building as possible. After all, it does save shoe leather, doesn't it? Besides, then junior won't have to send Dad any shoe repair bills; that way Dad can provide more money for gasoline.

The survey further showed that the University of Minnesota will park automobiles 1,900,000 times in the course of the school year; and that Minnesota has a self-supporting parking set-up where everyone on campus pays to park. But, most colleges have an annual fee ranging up to \$10. The concept of "pay for parking" at the California State colleges is based on the theory that parking facilities must be paid for by the

user. The money collected for parking permits reimburses the state for installing parking facilities. At Cal Poly the parking fees for staff and student are \$9 per quarter. For staff working less than half time or students carrying less than 6 units a special parking permit is available at a quarterly charge of \$4. Areas reserved for staff are designated by blue curbs.

Recently the meters from the parking lot near President McPhee's house were removed and placed in the area across from the Graphic Arts Building. These meters were placed in this more centrally located area for people who find it necessary to bring their cars on campus only intermittently. Car pools are accommodated only in the west side of this lot for students and staff alike. Only one car of any pool arrangement may be on the campus at one time.

Some of the Ivy League schools, notably Yale and Princeton, do not allow on-campus parking. Columbia does, but has no parking facilities. To all drivers, the University of Texas hands out an attractive four-color map of the campus along with a copy of its stringent rules. At Cal Poly such information was given at registration. However, our attractive two-color map and regulations can still be picked up at the Business Office.

The question now arises, what of the future parking plans for our campus?

Doug Gerard, Cal Poly building coordinator, said that at the present time, the college officials are waiting for the completion of the parking area behind the mountain dorms which has been postponed for two months because of unforeseen delays. "Within a period of three to four months," he said, "the area behind the Little Theater will be extended and should be completed by Spring Quarter."

According to Gerard, officials are actively pursuing more parking area. He said that the Trustees recently approved a master plan for the future development of the campus which subscribes two basic tenants.

Eventually, the campus will be turned into a walking campus encircled by Outer Perimeter Road. When school enrollment reaches 12,000, pedestrian malls will be created; all present park-

ing lots are temporary in nature. In regard to the parking question, he said that the future plan calls for two major parking areas. The first will be located at the Grand Avenue entrance of the campus across from the Ornamental Horticulture Building. The second facility will be west of the Food Processing Building and over to the Southern Pacific Railroad. It will encompass the married student housing area, the baseball and track field and will accommodate both staff and students.

Gerard said it was unfortunate that the students had to be inconvenienced by the disrupted lot near the cafeteria, but it was unavoidable.

The building coordinator stressed the fact that the unpaved areas within the Perimeter Road are maintained by our Maintenance Department for the convenience of the students and staff and are temporary in nature. They are not aided by state funds, he concluded.

What will happen to the future of our drivers when the campus becomes a "walking campus?" Will they be able to withstand the foot work?

The Goodyear Tire Co. concluded their survey of college parking problems with one question: "Is today's student a better driver than his father?" The Northwestern respondent said, "We doubt it." Dartmouth replied, "About the same at a comparable age." Columbia answered, "Unlikely." Wisconsin gave an unqualified "Yes," while Tennessee wrote, "7."

At Cal Poly the perfect squelch, "it depends on whether he drives it or aims it."

But perhaps the most succinct observation came from North-traffic. At the bottom of his questionnaire he wrote, "Cars are still unnecessary to college education's manager of parking and cation."

Tryouts Oct. 24 For 'Antigone'

One of the most famous classic plays in the history of theater, "Antigone," by the Grecian playwright Sophocles, will be the winter offering in the college Union Drama Committee's play series.

Any Cal Poly student interested in being in the production is urged to attend tryouts for all parts in MSD 212, Oct. 24 at 7 p.m.

Keith Nielsen, English and speech instructor, will direct the play and has indicated he will "double cast" major roles. If there is a sufficient turnout, interested students will find copies of the play at the Reserve Desk in the Library.

Following the tryouts will be the first general meeting of the year for new members of College Union Drama Committee. All students interested in working in any phase of the theater program are also urged to attend this meeting.

According to Steve Baum, Drama Committee chairman, important assignments will be made at this meeting.

HEALTH CENTER

The Health Center last year handled 15,805 student visits to physicians. The clinic laboratory had 9,022 cases involving 28,125 examinations.

Campus Capers

By NIKKI HOFFMANN

Home Economics Meet

Home Economic majors will attend the Southern County Home Economics College Club Conference held in Santa Barbara at the University of California, Santa Barbara Oct. 26. "Keys to the future" is the theme of the conference. Speeches on the art field and development will be the main order of business. A luncheon will be held after the speeches.

Speaks on Textiles

Mrs. Erna Bowman from the Art Department on campus spoke to the Home Economics Club last Thursday on "Textiles." Mrs. Bowman who formerly worked in a textile studio in New York showed various prints and patterns she designed while working in New York.

Plans for a Homecoming float and an initiation ceremony for officers were also held.

Guest Speaker

John W. Algeo, former Cal Poly instructor and presently president of Santa Ynez Research Farm, was guest speaker at the Boots and Spurs Club meeting held last week. Algeo spoke to the students on opportunities in the feed lot

industry. The officers for the year are President Don Dow; vice-president, Bob Mattes; executive-secretary, Karen Wood; treasurer, Jim R. Ellis, and publicity, Pat Gardner and Christine Wallace.

Many activities such as a barbecue, dance, educational field trips, sponsoring a Homecoming queen candidate and having a Homecoming float are planned in the future.

Club News Wanted

Any club that is sponsoring an event or a guest speaker at a meeting or a special meeting and would like it publicized please leave the information and your name and phone number in GA 226. Please turn the information at least a week before the event if possible. The material must be turned in before Friday noon at the latest if it is to be used in the following Tuesday Edition. Nikki Hoffmann is club editor.

1970 ENROLLMENT

The California State College System anticipates an enrollment of 222,620 students on 18 campuses by 1970. This system is already the largest for higher education in the Western Hemisphere.

MASTER PLAN

A Master Plan for the State Colleges includes increased faculty research, admission standards tightened and the offering of joint doctorate degrees with UC.

UP 22 PER CENT

According to last year's Annual Report, women enrolled at the San Luis Obispo Campus of Cal Poly numbered 1,145. This was an increase of 22 per cent which brought the percentage of coeds in the student body to 24 per cent, 2 per cent more than the preceding year.

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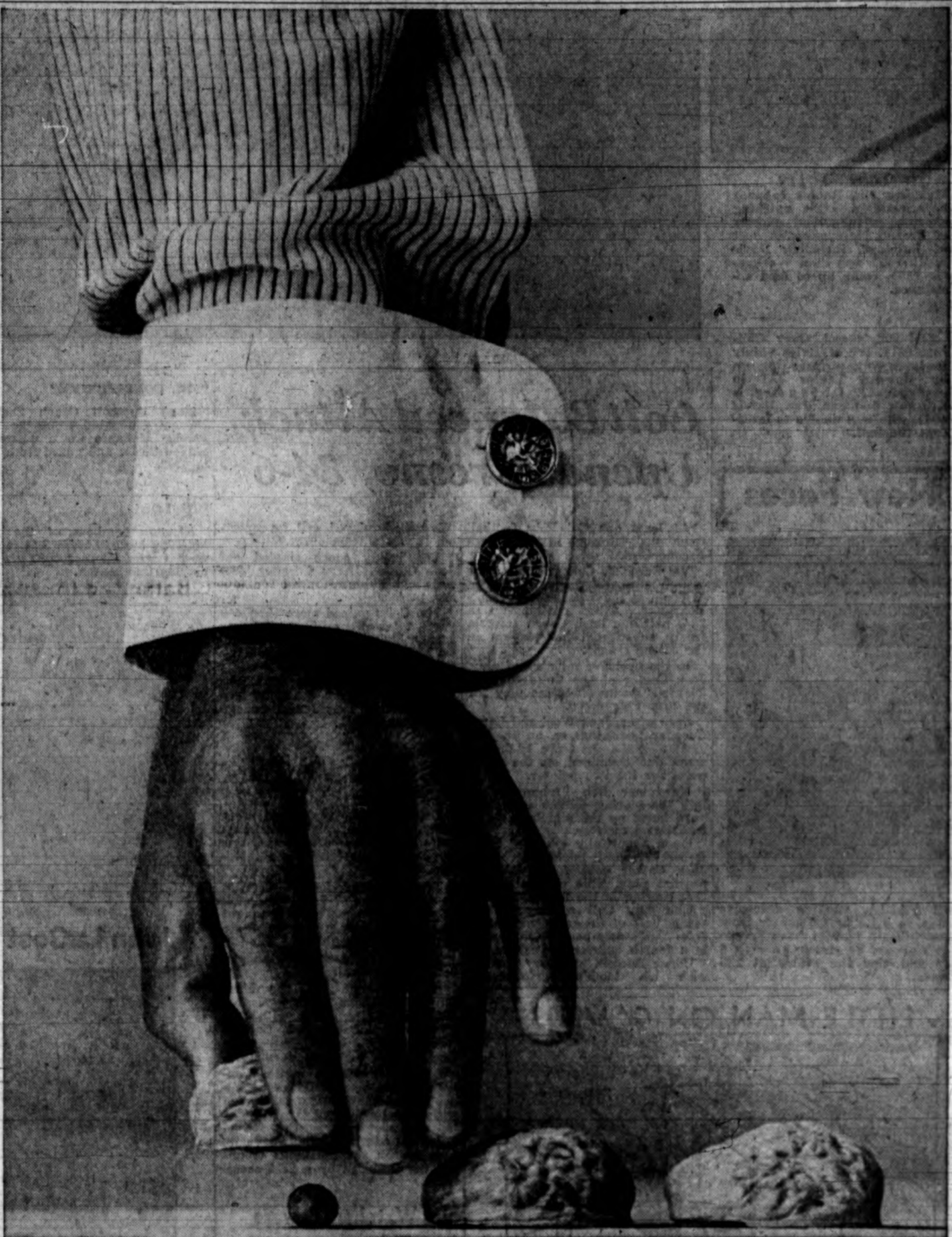
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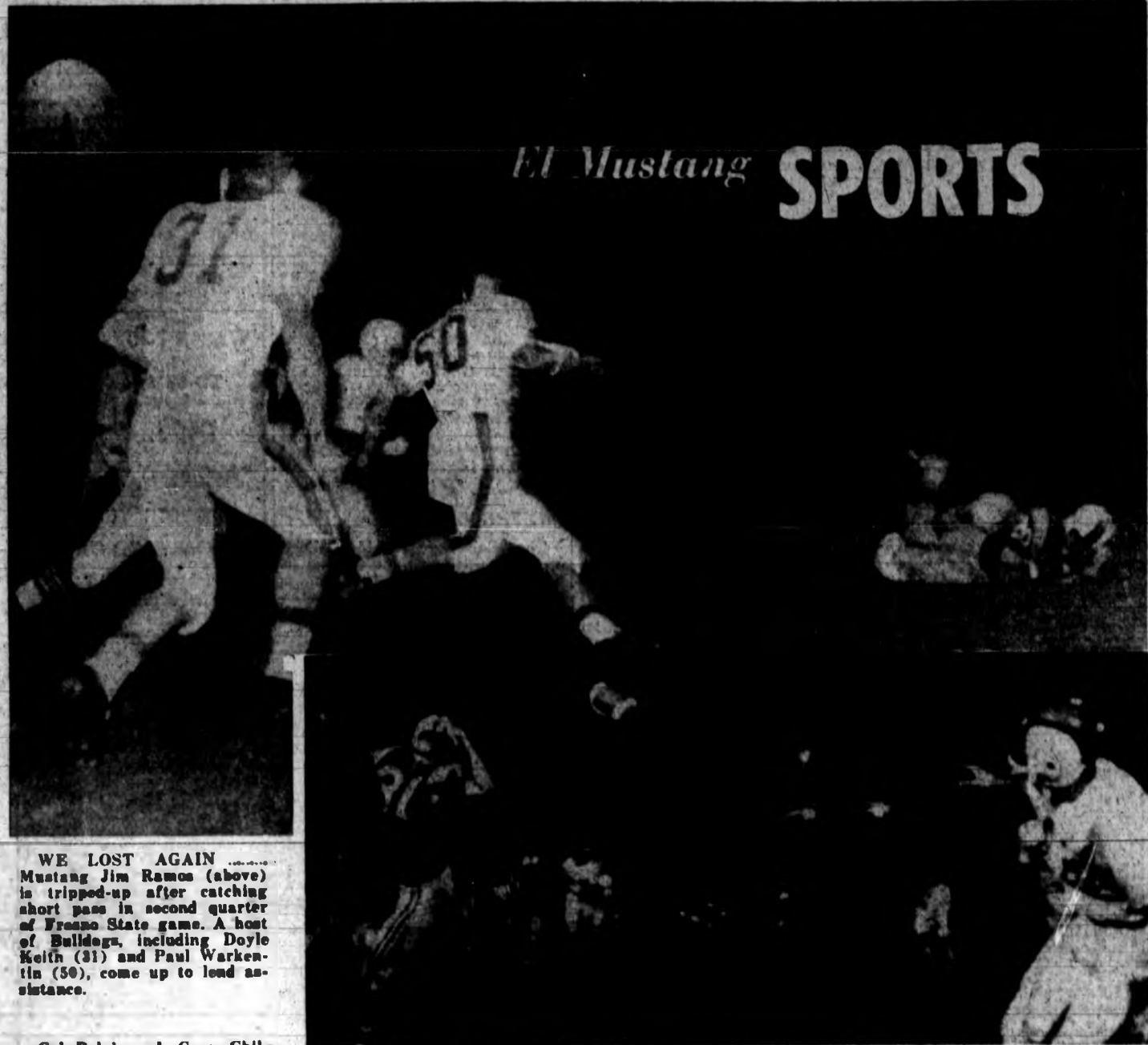
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TALK TO OUR REPRESENTATIVE ON CAMPUS OCT. 29 & 30

Powerful Bulldogs Shut Out Mustangs, 28-0



El Mustang SPORTS

Stalwart Fresno Defense Provides Key To Victory

The Fresno State Bulldogs handed the Cal Poly Mustangs their annual drubbing Saturday night in Mustang Stadium by a 28-0 margin before a capacity crowd.

Alternating two units, the visitors opened their CCAA slate in impressive fashion with the easy romp over the Mustangs. The latter were never in the ball game.

The Bulldogs opened the scoring for the evening with just less than nine minutes left on the clock in the first quarter.

Taking the ball for the first time after a punt by the Mustangs, the Bulldogs marched from their own 46 yard line to the Poly end zone in just eight plays. A 33-yard pass from quarterback Beau Carter to end Joe Williams put the touchdown on the scoreboard.

The 'Dogs scored again in the first quarter when reserve quarterback Ron Melton passed five yards to end Jan Farris with a minute left on the clock. The play culminated a 55-yard drive by the Bulldogs.

Still looking for points, the Bulldogs scored their third touchdown of the half with nine minutes left in the second quarter. Carter went eight yards on a keeper play after a drive of 81 yards.

The Mustang's lone offensive feature of the night was set up with fine passing by quarterback Howard Taylor who threw complete to end Gary Chilcott on the Fresno 20 yard line. From there the Mustangs marched, with the help of a pass interference call, to the Fresno one yard line where Taylor fumbled. Naturally Fresno recovered.

The Bulldogs added their fourth TD in the final stanza after another sustained drive to wind up the scoring.

For the Mustangs, the loss was their third in a row and their fourth overall. Poly now sports a 1-4 record, the lone victory being

a 19-16 win over San Fernando Valley in its second outing.

For the Bulldogs, the win pushed their record over the .500 mark for the first time this year. The Fresno team now owns a 3-2 record, and a 1-0 league mark.

Next week, the Mustangs host their third San Diego opponent of the year, the San Diego Marines. The win gives the Bulldogs a 17-3 budge in the series between the two teams on the gridiron.

The win also leaves Fresno and L.A. State as the only undefeated teams in the CCAA.

SCORE BY QUARTERS				
FRESNO	1	2	3	4
Cal Poly	0	0	0	0
Fresno	7	7	7	7

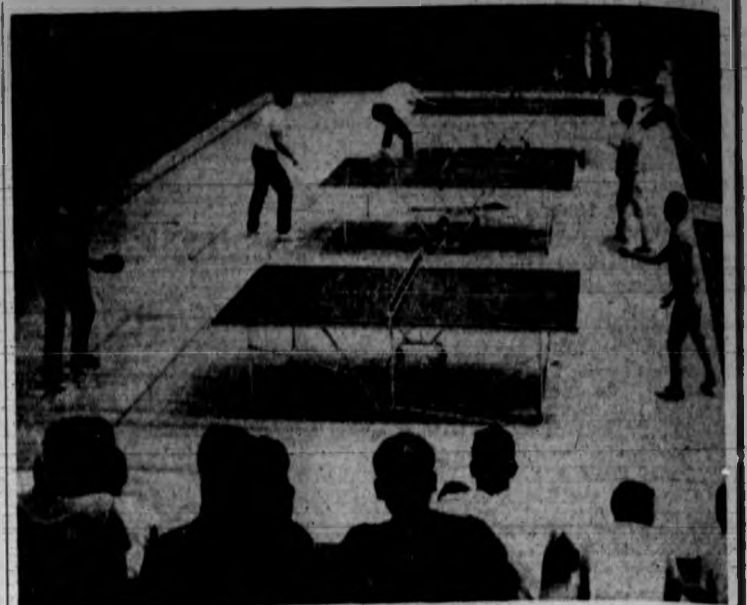
Cal Poly—Williams, 33 yard pass from Carter, (Keith kick); Farris, 5 yard pass from Melton, (Keith kick); Carter, 2 yard keeper, (Keith kick); Hamp, 2 yard plunge, (Keith kick)

Handball Singles Tourney Tonight

The handball courts will be full tonight as the annual intramural handball tournament begins. The tournament will be a round robin contest in singles. No previous sign-up is required.

All students who attend Cal Poly are eligible. Each person who wishes to enter should meet at the Men's Gymnasium at 7 p.m. Each man will register and be placed on the tournament board. The tournament will begin when all entries are complete.

The intramural turnout so far this season has been great. The tournament should really show some fine talent. So, handballers, be at the Men's Gymnasium tonight.



Intramural Table Tennis Won By Pakistanian

With an all-time turnout of 30 participants, the intramural table tennis tournament got underway last Tuesday night.

Majid Rizvi, representing Pakistan, powered his way through eight matches to win the tournament. Jamie Escobar, from Columbia, Bill Burke and Ted Kanekuni of the United States finished in that order behind Rizvi.

The early rounds of the tournament held in the Men's Gymnasium with as many as six tables going at once. The finals, attracting 150 spectators, took place in the snack bar.

It took two losses in competition to eliminate a contestant from the tournament.

This was only one of the fine tournaments scheduled by intramural director, Vaughn Hitchcock.

Coming up tonight are the badminton and the singles handball tournaments. There is no scheduled sign-up for the play, but the participants must be ready to play tonight. Good talent is also expected for the tournaments.

Total points for the overall trophy will be awarded to place finishers, with entry points granted to everyone who participates. Hitchcock encourages all students to come down and join in the competition.

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WE LOST AGAIN... Mustang Jim Ramon (above) is tripped-up after catching short pass in second quarter of Fresno State game. A host of Bulldogs, including Doyle Keith (31) and Paul Warkentin (50), come up to lead assistance.

Cal Poly's end, Gary Chilcott (51), (right) tries vainly to latch onto a pass thrown by Howard Taylor (11 in background). Defending is Fresno's line end, Jan Farris (54), who was unable to intercept the ball.

New Faces



JOE FARIA, starting defensive tackle, is a junior PE major from Chowchilla. A transfer from Fresno City College, he stands an even 6 feet and tips the scales at 235 pounds.

Colt Balanced Attack Upends Fresno, 34-6

At least one Cal Poly football team was victorious in action with Fresno State!

Vic Buccola's Colt gridmen came through as expected with a lopsided 34-6 win at the expense of Fresno's Yearlings. After chalking up a 28-0 halftime lead, Coach Buccola freely substituted his players in the second stanza.

In the first five minutes of play, Josh Carter of the Colts rambled 35 yards on an off-tackle play for the first Poly score.

Soon after, Jack Wool and Larry Cormier hooked-up on an 18-yard aerial to make the score 16-0. The same duo combined on the extra point for the two pointer.

Newcomer Bob Finberg broke into the scoring column with a 5-yard burst up the middle early in the second quarter.

On a beautifully executed play, Robert Howard latched on to a Josh Carter pass for a 60-yard paydirt play. This completed the Colt scoring in the first half.

The only Colt scoring in the second half of the game came with John Davis scampering four yards in a fourth quarter end sweep.

Coach Buccola was very pleased with his team's performance.

"Everybody played well, he reported. It was a team effort."

The happy coach singled out Josh Carter, Larry Cormier, Joel Hall and Robert Howard for special praise.

The Colts gained more than 400 yards total offense. The total was evenly divided between a powerful ground attack and highly satisfactory passing brigade.

Before taking on the USC Trojans in two weeks, the Colts face not-so-mighty Taft Junior College this Saturday.

Mermen Win Pair

Getting back on the winning track, the Cal Poly water polo team took a pair of victories this weekend in the Mustang natatorium.

The Mustangs downed Cerritos Junior College 7-6 in a double overtime match Thursday night and then walloped Fresno State 18-1 Saturday night.

The wins give the Mustangs a 3-4 season record.

In Thursday's tilt, the Mustangs came from three goals behind to tie the score with two minutes remaining. Jeff Cappell scored in the sudden death overtime to give the team its victory.

Saturday's contest was non-existent from the Bulldogs standpoint, as the Mustangs scored with ease throughout the tilt. The lopsided victory was the second massacre of Fresno in two years. Last season the Mustangs trounced the Bulldogs by a 29-4 score.

Bird Watchers Beware

Well, today is the day! The annual badminton tournament will get underway at 7 p.m. in the Men's Gymnasium. No sign-up is required, but all participants must be present tonight to register and begin play.

Awards will be given to the winners of the round robin tournament. The tournament will be designed to handle as many participants as should enter.

Coach Vaughn Hitchcock encourages all Poly students to take a study break and enter the annual affair. He emphasized, "A student needs his physical exercise, and this tournament can offer it to him."

Points for the overall trophy will be given to the winners along with entry points for all entrants. Enter the tournament for your organization and help it capture the overall trophy.

"MR. CONDITIONER"

Head Football Coach Sheldon Harden graduated from the University of Santa Clara where he played tackle and guard from 1939 to 1942.

BIG LOSS

Eleven members of the 1962 Mustang football team that racked up a 4 win, 8 loss record are not playing this season.

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John's future at Western Electric looks promising indeed. He knows he will be working with revolutionary and advanced engineering concepts like electronic switching, thin film circuitry, computer-

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LITTLE MAN ON CAMPUS



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HAPPINESS CAN'T BUY MONEY

With tuition costs steadily on the rise, more and more undergraduates are looking into the student loan plan. If you are one such, you would do well to consider the case of Leonid Sigalos.

Leonid, the son of an unemployed bean gleaner in Straightened Circumstances, Montana, had his heart set on going to college, but his father, alas, could not afford to send him. Leonid applied for a Regents Scholarship, but his reading speed, alas, was not very rapid—three words an hour—and before he could finish the first page of his exam, the Regents had closed their briefcases cruelly and gone home. Leonid then applied for an athletic scholarship, but he had, alas, only a single athletic skill—picking up beer cans with his toes—and this, alas, aroused only fleeting enthusiasm among the coaches.

And then—happy day!—Leonid learned of the student loan plan: he could borrow money for his tuition and repay it in easy installments after he left school!

Happily Leonid enrolled in the Southeastern Montana Col-



...but he had, alas, only a single athletic skill

lege of Lanolin and Restoration Drama and happily began a college career that grew happier year by year. Indeed, it became altogether ecstatic in his senior year because Leonid met a coed named Anna Livia Plurabelle with hair like beaten gold and eyes like two sockets full of Lake Louise. Love gripped them in its big moist palm, and they were betrothed on St. Crispian's Day.

Happily they made plans to be married immediately after commencement—plans, alas, that were never to come to fruition because Leonid, alas, learned that Anna Livia, like himself, was in college on a student loan, which meant that he not only had to repay his own loan after graduation but also Anna Livia's and the job, alas, that was waiting for Leonid at the Butte Otter Works simply did not pay enough, alas, to cover both loans, plus rent and food and clothing and television repairs.

Heavy hearted, Leonid and Anna Livia sat down and lit Marlboro Cigarettes and tried to find an answer to their problem—and, sure enough, they did! I do not know whether or not Marlboro Cigarettes helped them find an answer; all I know is that Marlboro taste good and look good and filter good, and when the clouds gather and the world is black as the pit from pole to pole, it is a heap of comfort and satisfaction to be sure that Marlboro will always provide the same easy pleasure, the same unobtrusive tobacco flavor, in all times and climes and conditions. That's all I know.

Leonid and Anna Livia, I say, did find an answer—a very simple one. If their student loans did not come due until they left school, why then they just wouldn't leave school! So after receiving their bachelor's degrees, they re-enrolled and took master's degrees. After that they took doctor's degrees—loads and loads of them—until today Leonid and Anna Livia, both aged 87, both still in school, hold doctorates in Philosophy, Humane Letters, Jurisprudence, Veterinary Medicine, Civil Engineering, Optometry, Woodpulp, and Dewey Decimals.

Their student loans, at the end of the last fiscal year, amounted to a combined total of nineteen million dollars—a sum which they probably would have found some difficulty in repaying had not the Department of the Interior recently declared them a National Park.

You don't need a student loan—just a little loose change—to grab a pack of smoking pleasure: Marlboro, and in all fifty states in familiar soft pack and Flip-Top box.