



Jody Breen



Kathy Schenk



Heather McPherson



Kim Walker



Melinda May



Carla Buell

## Candidates seek Homecoming crown

Six coeds are vying for the Homecoming queen crown. They are (l. to r.) Jody Breen an animal husbandry major from Oakland, Kathy Schenk, a business administration major from

Burbank, Heather McPherson, a animal husbandry major from Fair Oaks, Kim Walker, a social science major from Van Nuys, Melinda May, a physical education major from Santa

Ana and Carla Buell, a social science major from San Francisco. Elections will be held tomorrow and Thursday.

# Elk Mustang

## CALIFORNIA STATE POLYTECHNIC COLLEGE ★

VOL. XXIX, NO. 6

SAN LUIS OBISPO, CALIFORNIA

TUESDAY, OCTOBER 18, 1966

## Merchants ignore market

Are San Luis Obispo merchants ignoring the large market potential of Cal Poly students? Are prices so high that they discourage students from shopping in downtown San Luis Obispo?

These questions may be answered by a survey conducted by the Business Administration Department this fall. The survey will be a questionnaire which aims at finding out the students' income, how much they spend and where they spend it.

Three Business Administration instructors, John Trammell, Eugene O'Connor and Alan Eliason, found in a report they made last spring that local merchants may be missing their largest source of income—the students.

The report indicated the purchasing power of Cal Poly students, total sales volume for the city, the amount of money spent by students and other vital statistics.

Figures were drawn from a survey done by Don McCaleb, public relations director, in 1963. Eliason, O'Connor and Trammell applied the cost of living index to the figures last spring to update them.

Sampling of retail prices in the town disclosed that many prices are higher in San Luis Obispo than in other areas both in independent and chain stores. Types of items tested were food and furn-

ishings, the most common articles students purchase.

The three instructors compiled their findings into a four-page report which was to have been presented at a meeting of the Retail Merchant's Association last spring. A conflict with final exams postponed the presentation.

Highlights of the report were the following: (1) there have been significant changes in retailing in the past few years and that new trends in the population have affected merchandising; (2) Cal Poly offers a tremendous "target market" for the merchants of San Luis Obispo in terms of buying power and proximity; (3) some town merchants are overcharging in several areas, encouraging students to buy in more competitive situations.

According to the report the student body of approximately 7500 have a discretionary income of more than \$5 million per year.

More than \$2 million were spent for lodging, the same amount for food, and half as much was spent in gas stations.

Pointing out that students are an extremely mobile population, the report states, "It would seem significant that if these figures are accurate that you merchants have a tremendous opportunity and obligation to do the best

merchandizing job possible.

"Yet, can some merchants continue to slight and ignore this target market?.....Can you economically afford to continue present practices in the face of a \$5.5 million target market?"

The three instructors suggested in their report that merchants give themselves a long, hard look and perhaps investigate some new merchandising methods.

Trammell and his associates are quick to point out that some merchants have done a good job of marketing and have tried to befriend the student market.

With the new survey now being undertaken, the three teachers will make a similar report early this school year attempting to offer more conclusive proof that students are going elsewhere to purchase a major portion of their needs.

The new survey will ask how much the student spends on diff-

(Continued on page 3)

## Harpsichord concert set

The Music Department will present a concert during College Hour, Oct. 20, in the Little Theater.

The program will consist of sonatas for the harpsichord and violin, Ronald Ratcliffe, head of the piano program, will play the harpsichord.

The harpsichord was a 14th century attempt to combine the sound of the lute, which is an instrument similar to a guitar, with the keyboard of an organ. The harpsichord preceded the piano and they are very similar in looks.

They differ in that the strings of a harpsichord are plucked with a mechanism activated by the key, instead of hit with a felt hammer as on a piano.

Rebecca Brooks, a concert mistress of the Kern County Symphony, will play the violin.

This concert will begin the fourth year of the monthly College Hour concerts presented by the Music Department.

The next program in this series will be on Nov. 17, and will present the Cal Poly Little Symphony.

## Faculty evaluation around the corner

A campaign conception of ANI president Mike Elliott, the Faculty Evaluation Committee, is slowly becoming a reality.

The committee is carefully laying the foundation for their ultimate product—a booklet with objective student evaluations of faculty members.

Gary Whitney, student chairman of the committee, listed two purposes of the evaluation project:

"Our primary function is to provide the instructor with a feedback device which he may use for improvement. Secondly, the booklet will serve as a reference guide to enable students to choose instructors who best fulfill their needs."

Do you expect any marked improvements on the part of teachers as a result of the booklet?

"At least we feel assured of increased interest," Whitney said, "and we are hoping for a willingness to cooperate."

Whitney cited two classifications of instructors who will benefit from the evaluation: "those who are good but still want to improve, and those who know they need to improve. Both types will find out from the booklet where the improvement is needed."

He made it explicit that it is not the desire or intent of the committee to "step on toes," or to turn the evaluation into a popularity contest.

Although no concrete criteria has yet been established on which to base the evaluation, such elements as lectures, organization, knowledge of subject matter, presentation, and empathy towards students will be objectively considered by students.

The survey will also include room for other student comments, as well as a numerical scale of evaluation.

In the past, dormitories have tried to keep files of student evaluations of teachers, but they have failed because of lack of interest. But Whitney expects his committee's project to be a success since he has the backing of ANI as a sponsored project.

Members of the committee, which was formed last spring, hope that by next spring the booklets will be available through the bookstore. It is also hoped that it will be revised each year.

Whitney recognizes that evaluation forms are presently avail-

able to instructors who wish to get student evaluations and reactions, but the forms are seldom used. Also, department heads and division deans have their own staff evaluation processes.

Committee members intend to review evaluation methods already employed on this campus and elsewhere, and work with the faculty to evolve an honest and objective evaluation procedure.

## Deans air misgivings

Chief Administrator Dale Andrews feels that if the Faculty-Staff Evaluation is to be successful, the project must be approached responsibly through regularly established channels, such as the Faculty-Staff Council.

"The committee," Andrews said, "should work jointly with the faculty and do the job professionally with care and deliberateness, and with worthy objectives. It should be well thought out."

Dean of the Applied Arts Division Carl Cummins said: "The idea is not inconceivable, but students would seem to be unwise to undertake the project on their own. I am pleased and proud of the atmosphere at Poly—team or family relationship, or whatever you want to call it, between faculty and students. I don't want to see this hurt."

Dean Cummins added that students do have a right to evaluate the qualities of their education, much the same as consumers evaluate a product. But he added that a special faculty committee should definitely work with the student committee for a fair exchange of ideas.

Assistant Dean of the Agriculture Division J. Corder Gibson has no personal objection to the project. He feels faculty-staff evaluation is inevitable.

"The key to the whole thing," Dean Gibson said, "is how it is done and how objective it is. If students can come up with a criteria of honest evaluation, it will be a good project."

## Andrews appointed to statewide committee

Dr. Dale W. Andrews, vice president and chief executive officer has recently been appointed to membership on the statewide Agricultural Committee of the California State Chamber of Commerce (CSCC).

Prominent leaders from agriculture in California make up the approximate 140 membership. They represent all commodities and nearly all agricultural organizations.

The purpose of the committee is to establish recommendations to the Board of Directors of the State Chamber. These recommendations are weighed in relation to the entire economic community of the state.

Dr. Andrews, a native of Southern California, has been a member of the faculty and administrative staff since 1950. He became vice-president of the campus in February after having been dean of the college since 1961, and became chief administrative officer for the campus in July.

Warren Wegis, agriculture department director for CSCC, mentioned that the committee is working closely with such groups as the water, natural resources, insurance, and highway departments and crosses more lines into other departments than any other committee.



## Student-CTA member seeks fairness in class

A Fairness committee on every California campus to rule on allegations of classroom mismanagement, unfair or inadequate course requirements and inept grading has been proposed by a member of the Student California Teachers Association.

In a speech to the Student CTA chapter at Fresno State, Les Francis said the committee should have an equal number of students and faculty.

"I have observed faculty members become incensed at this suggestion, claiming such a procedure would be a violation of the instructor's academic freedom," he added. "I disagree. The basis for my disagreement is simple. Academic freedom is a

two-way street. The teacher must be free to teach and the student must be free to learn. An instructor's policies should be fair, and subject to the scrutiny and real evaluation of his student.

The San Jose State College graduate student who serves as research consultant for Student-CTA suggested two other areas in which those entering the education profession should maintain a vital interest—evaluation of instruction and curriculum and the development of a strong social conscience.

"It seems to me that persons about to become teachers should certainly be concerned with the quality of instruction they themselves are subjected to in the college classroom," Francis said. "They should also be interested in the curriculum they are required to endure, especially as to the relevancy in our rapidly changing world."

The profession should demand new ideas and philosophies on the part of teachers also, he believes.

"We cannot urge our students to be adventurous, courageous and compassionate if we as teachers lack the same qualities," Francis said.



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## Doctor's topic: population explosion

Dr. Raymond Cattell, internationally famed psychologist, will speak Thursday at 7:30 p.m. in the Air Conditioning Auditorium on "The Psychological Implications of the Population Explosion."

The public is invited to attend

the address, which will be co-sponsored by the Student Teachers Association and the Education Department.

Dr. Cattell was born in Staffordshire, England, and holds a doctor of philosophy and doctorate of science degrees from Kings

College, University of London.

He was lecturer at the University of Exeter, Director at the Leicester Child Guidance Clinic, Research Associate to E.L. Thorndike and G. Stanley Hall, professor of genetic psychology at Clark University, lecturer in psychology at Harvard and, since 1945, has been Research Professor of Psychology at the University of Illinois.

He has received numerous awards and is a member of several world-wide professional organizations. He has spoken at many conventions and at various colleges and meetings.

Dr. Cattell has written textbooks and numerous articles on general psychology, social psychology, experimental psychology, statistical methods, mental testing and personality theories. His writings are published internationally.

He has developed several mental tests. The better known are the "Sixteen Personality Questionnaire," the "Culture Fair Intelligence Test" and the "Motivation Analysis."

## Biology seminar series features guest speakers

Several biology students, with the help of interested faculty members, have organized a series of seminars.

The first of the series will be held this evening, at 7:30 in the home of Mr. and Mrs. Rene Morris.

The featured speakers for tonight's seminar will be Dr. Fred L. Clogston and Dr. Harry Finch. Clogston and Finch will combine their efforts to lead this seminar on "Guidelines for the Education of Scientific Data Through Verbal and Audio Visual Expression."

This year's seminar theme will be "Contemporary Research," the purpose being to stimulate student interest in the research of faculty members of the Biological Science Department.

The seminars will be held in private homes and in a very informal manner. It is hoped that the relaxed atmosphere will create greater interpersonal relationships between staff and students.

To insure a high level of understanding, the seminars will be limited to staff, graduate stu-

dents, and upper division students. Tentatively scheduled are two seminars per quarter, a total of six for the year.

The student participants in the series include Zac Hanson and Frank Westerlund, both senior biological science majors, and Anne Morris, a biological science graduate student. The advisors working with these students are Dr. Finch and David H. Montgomery.

A minimum donation of 50 cents will be requested to defray the cost of coffee and donuts. The dress will be very casual to fit the atmosphere. For further information contact Montgomery, instructor of biological sciences.

## El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

Published twice a week during the school year except holidays and exam periods by the Associated Students, Inc., California State Polytechnic College, San Luis Obispo, California. Printed by students majoring in Printing Engineering and Management. Opinions expressed in this paper in signed editorials and articles are the views of the writers and do not necessarily represent the opinions of the staff, views of the Associated Students, Inc., nor official opinions. Subscription price is \$2 per year in advance. Office room in Graphic Arts Building, California State Polytechnic College.

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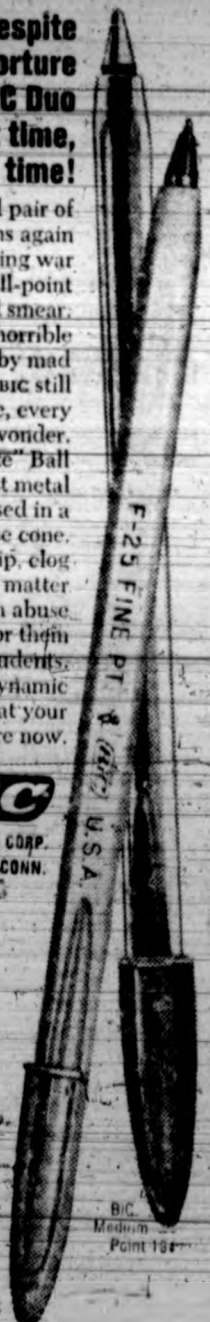
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**AVANT GARDE . . .** The College Union Fine Arts Committee presented the Avant Gardist of "No Exit" and "The Maids", a discussion Theatre on Saturday at 10:30 and 3:00 p.m. for interested students. Following the presentation a discussion period was held. (photo by Riddell)

## Life of Jack London recalled

Jack London, one of America's greatest adventure writers has been dead for almost fifty years, but he has not been forgotten by those who came in contact with him.

One such person is Archie Kinsman, retired assistant postmaster of San Luis Obispo. Kinsman lived on the London Ranch in the Sonoma Valley from 1915 to 1917, while his father, Herbert Kinsman, was the general foreman of ranch work.

Recalling the last year and a half of London's life, Kinsman remembered his dedicated writing habits.

"Each morning, we kids and even the guests had to remain quiet until noon, so that London could write his 1,000 words, rain or shine. It wasn't really so bad for us though. The only time we even came close to his house was early in the morning when we went to get the milk."

Kinsman, his family and the other workers, the total numbering about 25, lived in the upstairs of what used to be a winery. It was kind of an apartment-like unit, where the guest also stayed. The winery was located about a half block from London's own home.

"The guests were a plentiful commodity around the ranch. They were a weird bunch of characters," recalled Kinsman. "Most of them were sculptors, painters and writers. One of them even made a bust of London while we were there."

"About the oddest thing London ever did," laughed Kinsman, "was to raise a whole batch of spineless cactus for cheap cattle feed, only to find out it still had thorns in it."

One rather unique trait about

the author of "The Call of the Wild" and "Martin Eden" that Kinsman recalled was there was only one car on the whole ranch and that London would never ride in it or any other car.

"He always sent a horse and buggy for his guests. If he was going somewhere, he took the horse and buggy or just went horseback. Every guest was expected to take a horseback tour of the ranch with him. Each morning, the official teamster, Beadeaux, took the spring wagon to Glen Ellen to pick up the mail and the groceries. The only one using the car was the husband of London's sister Eliza."

An ironic modernization of this example is the fact that Eliza's grandson, a graduate of Cal Poly, was killed about nine months ago when his jeep overturned on the ranch.

Did you ever have any personal conversations with Jack London?

"Only once," Kinsman replied. "I was walking down the road, and he rode by on horseback and stopped and talked to me. I really don't remember what he said. I was about 12 years old at the time. Dad used to have long discussions with him mostly about ranch problems."

Kinsman recalls the incidents on the day of Jack London's death quite vividly. Eliza Shepard spent many hours pacing up and down in the living room and

talking with Kinsman's parents while several specialists were not more than 200 feet away trying to save London's life. But it was to no avail.

According to Kinsman, who expressed the general feeling of the ranch employees, "London died of uremia and an overdose of sleeping pills. But previous to that, he didn't follow his doctor's orders. He ate greasy, almost raw duck and drank heavily even after he was warned against it."

After his death, London was cremated according to his wishes and placed obscurely on a hill overlooking his beloved Valley of the Moon. A large red boulder is his only marker, but it is identified daily by hundreds who visit the now state historic landmark of the London Ranch.

Kinsman, himself visited the ranch last summer and noted the many changes that had taken place over the years. But he also noticed one thing had not changed: the spirit of Jack London still prevails in the Valley of the Moon.

## Grunsky talks issues before GOP students

State Senator Don Grunsky discussed some of the major issues and problems in California at a recent meeting of the California College Republicans.

Senator Grunsky began with a discussion of reapportionment and its effects on California and San Luis Obispo County.

Speaking on inflation, he pointed out that as inflation pushes up wages, one enters a higher income tax bracket. The Senator emphasized the tragic

effect inflation has on older people with fixed incomes.

The Senator also discussed welfare and the Republican stand on that issue. He concluded his talk by stressing the importance of precinct work in campaigning. Richard Tronvig, president of CCR, pledged the club's support of Senator Grunsky.

### Merchants ignore

(continued from page 1)

erent items and also where he spends it. Three outside consultants from the graduate school of Business Administration at University of Southern California will study the figures to help the men interpret the results.

"Such consultants can lend credence to the report itself," stated Trammell. "Businessmen should take a second look and not alienate \$5 million worth of business."

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# Campus Capers

## Poly twirlers

Beginning classes of Poly Twirlers are in Crandall Gym every Monday from 7 to 10 p.m. The regular meetings are held first and third Wednesdays of each month.

President Frank Cox said that there is still lots of room for anyone who wants to learn to square dance and is looking for fun.

About 40 beginners and "pros" twirled away to twangy western music and calls at the first Poly

Twirlers—beginner's class last Monday.

## Parkinson to speak

Dr. Gaylord Parkinson, chairman of the Republican State Central Committee, will be the featured speaker at a special meeting of the California College Republicans. The meeting will be held on Oct. 19, 6:30 p.m. in Sci. E-27.



**On Campus** with Max Shulman

(By the author of "Rally Round the Flag, Boys!", "Dobie Gillis," etc.)

## ONCE MORE UNTO THE BREACH

Way back in 1953 I started writing this column about campus life. Today, a full 13 years later, I am still writing this column, for my interest in undergraduates is as keen and lively as ever. This is called "arrested development."

But where else can a writer find a subject as fascinating as the American campus? Where else are minds so nettled, bodies so roiled, psyches so unglued?

Right now, for example, though the new school year has just begun, you've already encountered the following disasters:

1. You hate your teachers.
2. You hate your courses.
3. You hate your room-mates.
4. You have no time to study.
5. You have no place to study.

Friends, let us, without despair, examine your problems one by one.

1. **You hate your teachers.** For shame, friends! Try looking at things their way. Take your English teacher, for instance. Here's a man who is one of the world's authorities on Robert Browning, yet he wears \$30 tweeds and a pre-war necktie while his brother Sam, a high school dropout, earns 70 thou a year in aluminum siding. Is it so hard to understand why he writes "F" on top of your themes and "Eeyich!" in the margin? Instead of hating him, should you not admire his dedication to scholarship, his disdain for the blandishments of commerce? Of course you should. You may flunk, but Pippa passes.

2. **You hate your courses.** You say, for example, that you don't see the use of studying Macbeth when you are majoring in veterinary medicine. You're wrong, friends. Believe me, some day when you are running a busy kennel, you'll be mighty glad you learned "Out, damned Spot!"

3. **You hate your room-mates.** This is, unquestionably, a big problem—in fact, the second biggest problem on American campuses. (The first biggest, of course, is on which side of your mortar board do you dangle the tassel at Commencement?) But there is an answer to the roommate problem: keep changing room-mates. The optimum interval, I have found, is every four hours.

4. **You have no time to study.** Friends, I'm glad to report there is a simple way to find extra time in your busy schedule. All you have to do is buy some Personna Super Stainless Steel Blades. Then you won't be wasting precious hours hacking away with inferior blades, mangling your face again and again in a tedious, feckless effort to winnow your whiskers. Personna shaves you quickly and slickly, easily and breezily, hacklessly, scrapelessly, tuglessly, nicklessly, scratchlessly, matchlessly. Furthermore, Personna Blades last and last. Moreover, they are available both in double-edge and Injector style. And, as if this weren't enough, Personna is now offering you a chance to grab a fistful of \$100 bills. The Personna Super Stainless Steel Sweepstakes is off and running! You can win \$10,000 and even more. Get over to your Personna dealer for details and an entry blank. Don't just stand there!

5. **You have no place to study.** This is a thorny one, I'll admit, what with the library so jammed and the dorms so noisy. But with a little ingenuity, you can still find a quiet, deserted spot—like the ticket office of the lacrosse team. Or a testimonial dinner for the dean. Or the nearest recruiting station.



You see, friends? When you've got a problem, don't lie down and quit. Attack! Remember: America did not become the world's greatest producer of milk solids and sorghum by running away from a fight!

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## Foreign exchange program open to qualified students

International Programs of the California State Colleges is open to all qualified students who wish to travel and study abroad during the 1967-68 academic year.

Study abroad gives students a chance to become acquainted with the political, cultural, and social aspects of the country in which they are studying, while still being a part of the State College System.

Applicants must have upper division or graduate standing at the beginning of the 1967-68 academic year. They must present 45 quarter units of course work with a 3.0 GPA or better, prior to the fall of 1967.

In most cases applicants must demonstrate proficiency in the language of the host university. California students attend the same classes, have the same instructors and live in the same housing facilities as do the students of the host universities abroad.

All housing in the host country is arranged for and must be approved by the Office of International Programs.

Married students who wish to take their families may do so at their own expense and are re-

sponsible for their own housing arrangements.

The cost of the round trip transportation between California and the host universities is included in the program fees.

Application forms may be obtained from Dr. Fund Tellew, local director of the program at HAE 113. He will also have information on loans and other forms of financial assistance available.

The application forms should be returned to Tellew as soon as they are completed, but no later than Jan. 12, 1967. The Language Proficiency and Reference Forms will be returned to Tellew directly from the faculty members who complete them. It is the applicant's responsibility to make certain that all Reference and Language Proficiency Forms are returned to the appropriate office by Jan. 12.

Successful applicants will be notified of their acceptance by February 6, 1967. The supplementary application period will be open until April 18, 1967, with notification by May 3, 1967.

Dr. Tellew said that several of the returning students have spoken very highly and enthusiastically about the program. One student is returning to Sweden for graduate work.

Universities cooperating in the programs with the California State Colleges are University of Florence, Italy; University of Uppsala and University of Stockholm, Sweden; University of Heidelberg and Free University of Berlin, Germany; University of Aix-Marseille, France; Waseda University, Japan; the National University in Taiwan; Uni-

## Play's cast chosen; production begins

The cast has been chosen and rehearsals have begun for the CU Drama Committee's production, "The World of Ray Bradbury," and the English Department's production, "Way, Way Out There."

"The World of Ray Bradbury" consists of three one act plays: "The Veldt," "The Pedestrian," and "The Chicago Abyss."

Hanna Dickerson, stars in "The Veldt," a story about a well-to-do family in the year 2000—the age of ultra automation.

Life when robots rule is the theme of "The Pedestrian," starring Robert Travis.

"To The Chicago Abyss" takes place during a depression, where an old man, played by Lynn Haines, creates discontent among people by telling about life in the "good old days."

These plays will be presented December 2 and 3 in the Little Theater.

"Way, Way, Way Out There," by Edwin Schuell, is about a spaceman, played by Evan Artra, with unique ideas and his impact on our world.

This play will be November 17, 18, 19 in the Little Theater.

University of Madrid and University of Granada, Spain.

Fluency in the relevant foreign language is a necessary qualification for application to the programs in France, Germany, Italy and Spain. The programs in Japan, Sweden and Taiwan provide instruction in English, Japanese, Swedish or Chinese-Mandarin.

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## Blood Bank

Blood and money donations are needed by a former employee of the Administration Building.

Mrs. Lois Haugan, sick since May of this year, receives blood transfusions every two weeks. She will be needing them for an indefinite period of time.

All those interested in giving blood for the transfusions or donating money to pay for former transfusions for Mrs. Haugan, please contact the Tri-Counties Blood Bank, 543-2925, for an appointment.

Mrs. Haugan's name and French Hospital, San Luis Obispo, should be specifically credited when the appointment is made.

## Successful grad named president

The head of a successful San Francisco public relations firm is the new president of the Alumni Association following a joint meeting of the association's Board of Directors and officers.

Edward J. Slevin, president of Ed Slevin and Associates, San Francisco, was named president of the association.

A resident of San Rafael, he graduated from Cal Poly with a BS Degree in English in 1958. He received a graduate internship in public affairs from the Coro Foundation in 1959. New vice

president for the association's Northern Region is Lew Litzie of Fresno. A graduate of the Architecture and Architectural Engineering Department in 1950, he is a well known practicing architect in the San Joaquin Valley area and principal partner of Lew Litzie and Associates, of Fresno.

Owen Servatius, head of the Business Administration Department was re-elected secretary-treasurer. He graduated from the Social Sciences Department in 1959 and received his Master of Arts Degree in 1962.



MISS COLLEGE AVENUE . . . Bill Dodge of Deuel Hall presents an award to Miss College Avenue, Carole Wigglesworth of Chase Hall, after she won the honor at a dinner dance held in the Staff Dining Hall on Saturday night. (photo by Williams)

## Draft decreases by 6,000 for November's quota

The Defense Department says that because enlistments and re-enlistments have been higher than expected, the November draft call will be decreased by more than 6,000 men. The new figure is 37,600.

Because of the Christmas season no men will be drafted between December 16th and January 1. Thus the December draft call covering only half a month will total only about 12,000 men.

The January draft call is expected to jump back up to the average of the past six months of around 33,000 men. All November and December inductees will be ticketed for the Army.

Army Secretary Resor has recommended that if any reserve forces are called up, they should be from the pool of individual reservemen, not from among men assigned to units. Resor has suggested that if there is any reserve call-up, about 30,000 individuals should be summoned.

Congress has given the Presi-

dent authority to call up reserves even if there is no national emergency—but the Pentagon has said it has no foreseeable need for reserves.

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**Lose, 14-7**

by George Ramos

Some were limping back to the bus, but an air of quiet pain prevailed on the team bus, as the Mustang gridgers made their way to their hotel quarters.

Sitting next to them, only a smattering of conversation could be heard. They had just been defeated by Fresno State, 14-7, at Ratcliffe Stadium and they didn't want to discuss a game that saw the rival Bulldogs capitalize on two breaks to score two gift touchdowns in the first half.

Tight end Bill Schwerm stared out of the bus window and spoke in spurts. "They got the breaks and we didn't," he said. "That pass they scored on was pure luck. (Frank) Bentz was shooting

in on that particular play, and the guy (Ken Long) caught the ball, where Bentz should have been," Schwerm concluded.

The play the senior gridder was referring to was the first score of the game. With 4:57 left in the first period, quarterback Dan Robinson tossed a 41 yard pass to halfback Ken Long for the touchdown.

Terry Pitts converted the kick to give the Bulldogs a 7-0 lead.

That particular scoring drive, highlighted by the touchdown pass, started on the Fresno 13. The Bulldog cause was helped considerably by two 15 yard penalties assessed against the Mustangs. One was for piling on after the play was blown dead and the second was marked off when the

defensive unit disputed the referee's call. That put the ball on the Fresno 43.

Two plays later, they scored. The second break, that eventually decided the game, came in the second quarter on a play that produced a 77 yard score against San Diego State.

The plan called for the quarterback (in this case Jeff Carlovsky) to pitch back to halfback Bill Bentley, who'll throw a pass down field. But unlike last week, it didn't produce a Mustang score.

Carlovsky, in attempting to pitch the ball to Bentley, was hit and fumbled the pigskin. The ball rolled loose, until Bulldog Frank Kerby fell on the ball in the end zone for the score.

Again Terry Pitts converted

the kick to give Fresno a 14-0 advantage with 6:41 left in the first half.

Until the Mustangs tallied in the fourth stanza, both defensive

units stymied attempts to mount scoring drives.

Mustang punter Larry McCarry and Fresno's Steve Rodriguez (Continued on page 7)

## Lotus Seven takes first in 'Pink Fink' sports car fete

Robert Ryan, driving his diminutive Lotus Super 7, sped to first overall with top time of the day at the recent Pink Fink VI autoraces held by the Cal Poly Sports Car Club last Sunday in parking lot O-6. Ryan's time was 0:56.2.

The small yellow car led Greg

Dean's Strange-looking V-W-Porsche across the line with a three second advantage.

Altogether, 33 entries made this one of the most successful events staged by the club. After some minor timing difficulties, the cars rounded the course one by one from 10 a.m. until 3 p.m. Nearly 150 spectators enjoyed the race, as the weatherman came through with perfect weather.

Greg Dean was first in Class I with a time of 1:00.1. Joe Oberholzer drove his MG-B to first

place in Class II, barely edging out Ray Cressno by one-tenth of a second with 1:00.8.

Class III saw Mike Heibel, club president, make a time of 1:00.5 to take first place honors in his Porsche. First place in Class IV was taken by Russ Schmidt in his tiny Austin Healey Sprite with a time of 1:04.2.

In the Class A sedan event, Mike Olsen emerged victorious in his Corvair with a time of 1:02.6. Class B sedan honors went to VW driver Bob Davis in 1:05.6.

The women's division saw Suzanne Rowe in a Triumph Spitfire take first place with a top time of 1:07.1.

An invitation is extended to all Sports car enthusiasts on campus to attend the next club meeting on Wednesday, Oct. 19, at 7:30 p.m. in Sci A-12.

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### Handball

Intramural ladder handball tournaments are held every Tuesday night from 7 to 9 p.m. at the handball courts adjacent to the Men's Gym. All interested students are invited to sign up in the Intramural office.

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Sports Editor**





## San Jose runs over Mustangs

San Jose State came to town last Saturday and remained undefeated and the No. 1 cross country team in the nation, Fresno State and the Mustangs, respectively.

The final results were San Jose State 16, Fresno State 55, and Coach Dick Purcell's crew 65.

Byron Lowry of San Jose State set a new Mustang course record of 21:23, breaking the old mark of 22:04 set by sophomore Barry DeGroot, then a freshman, last year.

In fact, the first six finishers in the race broke the old course mark.

Coach Dick Purcell commented, "There was never any doubt in my mind they were going to set a new course time. It was just a matter of how much the old mark would be bettered by," Purcell revealed.

Joe Dunbar of Fresno State was the Bulldogs' top finisher, coming in fifth with a clocking of 21:46. He was one of the first six runners to break the old course mark.

## Aztecs overwhelm Mustang mermen

San Diego State's water polo team defeated the Mustangs Friday in a dull match, 6-1.

The Aztecs had previously bowed to USC, perennial aquatic powerhouse, 10-8.

Lou Mathe opened the scoring for the Aztecs, tallying in the first quarter.

Mathe was later thrown out of the game in that period for not allowing a free pass awarded to the Mustangs, via a foul.



## Mustangs lose

(Continued from page 6)

kept both teams bottled up deep in their own territory in the early going.

The Mustang offensive machine sputtered throughout the game and racked up 125 yards total offense for the night, a yard less than the Bulldog total.

The Mustangs had a scoring opportunity go down the drain in the fourth period, when the Bulldog defense got stingy and stopped them on the 1 yard line.

On that particular series of plays starting from the Fresno 5, Bill Schwerin commented, "When you can't score on 4 chances from inside the 5 yard line, you might as well quit."

However, the next time the Mustangs got the ball, they scored on a 10 yard Jon Sunderland pass to Chuck Merino with 5:49 left in the game.

Larry McCarry converted his only PAT attempt for the night to make the score, 14-7. And that's the way the game ended.

The feeling of the team was summed up pretty well by Al Coelho, junior guard from Arroyo Grande.

Lying on a bed in his hotel room, he said, "When we're playing right, no one can stop us. But when we're not clicking, we can be beaten by the lowest of 'em."

"Tonight, we gave the game away," he lamented.

However, there is some consolation from that game. It was learned that San Diego State stomped San Jose State, 25-0.

A bright rider on the bus figured that since San Jose beat California, 24-0, and California beat University of Washington, 24-20, it meant that the Mustangs are 53 points better than Washington, since the Mustangs dropped a 14-13 thriller to San Diego State.

Thus proving the CCAA is tougher than the Pacific 8 Conference, the gridgers retired to play another day.

### Score by Quarters:

Cal Poly (SLO)	0 0 7- 7
Fresno State	7 7 0 0-14

## ASTME to meet

The American Society of Tool Manufacturing Engineers (ASTME) will hold a general meeting Wednesday at 7:30 p.m. in GA104. A film on vacuum pouring process will be shown. Refreshments will be served and all interested students are invited.

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An almost excessively lively drink. Hence, to zlupf is to err.

What is zlupping?



Zlupping is to drinking what smacking one's lips is to eating.

It's the staccato buzz you make when draining the last few deliciously tangy drops of Sprite from the bottle with a straw.

Zzzzzzlupf! It's completely uncalled for. Frowned upon in polite society. And not appreciated on campus either.

But, if zlupping Sprite is absolutely essential to your enjoyment, if a good healthy zlupf is your idea of heaven, well...all right.

But have a heart. With a drink as noisy as Sprite, a little zlupf goes a long, long way.

SPRITE, SO TART AND TINGLING, WE JUST COULDN'T KEEP IT QUIET.





## Mailbag

Contributions to "Mailbag" should not exceed 300 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 the writer desires a response, it is recommended that the editor must know the true name of the author.

Editor:

Being one of the International students from Japan, I am very happy with this school. Because there are 308 students representing 66 countries besides well over 7,000 American students here at Cal Poly, and I can meet and talk to all those people.

However, it makes me very sad when I hear things like "damned dirty Japs," "I can't stand niggers," or "Never trust any American kids."

I believe that God (Creator, if you like) made different races not because He wanted to see us fight each other, but to see us live together peacefully.

I am here not just to study electronics but also to learn how to love others and not to learn how to hate. I hope that this coming event "International Week" will be one of the chances of getting better understanding of others and not just merely a native fashion show.

Jiro Oi

Editor:

It is a rare occasion indeed to find myself writing to the editor, but I rather like it because it reminds me of the time when I, too, was a reporter for El Mustang.

Since those days I have somehow managed to become a senior and would like this opportunity to thank publicly the fine staff of our health center who last week made sure that this senior could remain in good health in order to graduate.

It seems that I became extremely ill with a kidney ailment. When checking into the hospital I noticed how very understanding the night nurse was to my situation.

It seemed like it was only minutes before there was a friendly doctor at hand to right the situation. . . and believe you me, he most certainly did right the situation.



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uation with: the proper shots, medicines, constant vigil of the R.N., X-rays, lab analysis, a most up-to-date hospital room, and of course, the skill that only a trained physician could give.

All this by the way, I did receive for payment of seven dollars for my health card.

Because of our fine medical facility and its staff, I have now regained my health which to me is my most valuable possession.

I therefore in appreciation for all that was done, would like to remind everyone that your health card is your first line of defense both financially and health wise.

If the card is not purchased, there is only one person you cheat—and believe me, it isn't worth doing to yourself. In closing I would like to wish you all the best of health.

Stephen J. Wolfson

Editor:

We are happy to announce our Annual Harvest Festival American Field Service dance to be held Sat., Oct. 22, at the Santa Maria Fairgrounds. The dance will begin at 8:30 p.m. and end at 12:30 a.m. in the new exhibition building on the fairgrounds. This dance is sponsored by our Adult Chapter of the American Field Service, and is open to all students and adults.

"The Spats," a well known band will play for the dance. This Los Angeles band has made several recordings, appeared on many national television programs as well as appeared at Disneyland throughout most of this past summer. "The Spats" have been well received in "full house" engagements at local appearances.

The purpose of this dance is to raise funds for receiving students to foreign lands. Tickets are a \$1.50 donation. We would appreciate your help in distributing and selling tickets. If you would suggest a person we could contact, we would sincerely appreciate this cooperation. In any event, tickets will be sold at the door.

We ask your cooperation in making this event known to the students of your school. Publicity through your school bulletin and newspaper will be appreciated.

Don Kells,

Asst. Principal

Ernest Righetti High School,  
Santa Maria

## Conservatively Speaking

by Bob Koczor

Last week I received a letter from a friend of mine who is serving out his 2-year army hitch in Vietnam.

(I should get it straight right here and now, however, that my friend was not killed in action a few hours after sending the letter to me. Up to this day my friend still expresses himself in far too many 4-letter words—which means that he's in top-notch shape as a fighting soldier.)

My friend wrote to me about how, while on a routine patrol, he saw a PFC in his squad die after being blown to smithereens by a land-mine explosion. The PFC had his right leg torn off and shrapnel jammed throughout his midsection.

My friend didn't mention how or when it happened. He evidently considered the few words he did write about the PFC as the meat of the matter.

My friend described the PFC as a play-the-world-by-ear soldier

who had reenlisted for benefits like beer-busts, females, wine and more women and more adventure.

The PFC guzzled booze like it was prohibited. He loved life in a hundred ways which were dangerous and immoral, at least from our more civilized perspective back here in the states.

And my friend said that the PFC had one helluva attitude towards religion. The PFC, in fact, had become addicted to the 'God-is-Dead' cult so recently commercialized.

During an open camp discussion about religious matters, the chaplain had even predicted in front of thousands of soldiers that the PFC and many others like him would come crying to God in the time of need, sometime before their last breath on this earth.

The chaplain noted that there's never an atheist in a foxhole, et al.

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Right now, many students can dial from their dormitories to a language lab. Soon a student will be able to dial into a computer thousands of miles away to get information for his courses.

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of the information, he might get his answer back audibly, printed on a teletypewriter, as a video image, or a facsimile print.

Some of these services are available now. Others are being tested.

For the next week or so, better get a move on.

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