

REAGAN

54 million to vote . . .

Election Day today

by Bob Koczor

Today, on election day, it is estimated that 54 million persons throughout the country will cast their ballots for the candidates of their choice.

This figure is based on both the present voting population of 116.4 million and on the mid-term turnout in 1962 of 51.2 million voters (46.5 per cent). In the 1964 presidential election, 70.1 million voters (62 per cent) of the estimated voting-age population cast their ballots.

At stake are 435 house seats in 50 states, 35 Senate seats in 33 states, and 55 governorships.

The 35 gubernatorial jobs being contested are now divided among

20 Democrats and 15 Republicans. If the GOP wants to pull even with the Democrats in the number of governorships, they'll have to retain all the seats they now hold and take eight away from the Democrats. There are now 33 Democrat and 17 Republican governors.

The most exciting campaigns for governorship are being waged in California, Alabama, Georgia, New York and Michigan.

Edmund G. Brown, a senior incumbent, is opposed by Ronald Reagan in California's hotly-contested gubernatorial race.

In 1958 Brown beat former Senate GOP leader William F. Knowland. Four years later he defeated former Vice-President Richard M. Nixon, in spite of what the polls had indicated before the votes were cast on election day.

In Alabama, Lurleen (Mrs. George) Wallace, whose husband is forbidden by the state constitution from seeking another term, is vying for the governorship against GOP representative James D. Martin.

Many experts predict that if Mrs. Wallace moves into the governor's mansion, her husband will try to offset the 1968 presidential elections by entering as a third party candidate.

Lester Maddox, the axe-swinging segregationist who closed his restaurant to avoid serving Negro customers is the Democratic nominee for Georgia's governorship. He is opposed by Rep. Howard Callaway, the state's only Republican congressman.

New York has three prime contenders in the toss-up race for governor. GOP incumbent Nelson A. Rockefeller is opposed by Franklin D. Roosevelt Jr., the Liberal Party nominee, and by Frank O'Connor, the Democratic nominee. Pollsters have ventured few predictions about the outcome of this race.

One of the leading presidential prospects among the gubernatorial candidates is Gov. George Romney, a Republican who is seeking his third two-year term. His opponent is former Democratic State Chairman, Zoltan Ferency.

If Romney wants to win the GOP's presidential nomination in 1968, he must score an impressive victory, at least 65 per cent of the votes cast.

Senate seats at stake today number 35, of which 20 are now held by Democrats and 15 by Republicans. Twenty-nine incumbent senators, 16 Democrats and 13 Republicans, are seeking election.

Of special interest to politicians around the country is the Senate contest being waged in Massachusetts between Atty. Gen. Edward W. Brooke and former Democratic Gov. Endicott Peabody. Brooke is the first Negro candidate of either major party to run for the Senate since the Reconstruction Era.

In Illinois, Democrat Sen. Paul H. Douglas is seeking a fourth term. His opponent is Republican Charles Percy, a Chicago businessman who made a strong run for the governorship two years ago.

Experts are unable to estimate to what extent the Negro vote will help Percy. His daughter, Valerie, was murdered in the middle of the election campaign.

The GOP is optimistic about winning a larger percentage of the 435 seats in the House of Representatives than in 1966. The Democrats have a 154 seat majority in the House, their largest since 1953 when the house was 333 to 89 in their favor.

An increase of 25-30 seats, however, might give Republicans and Southern Democrats coalition control over liberal legislation in the House.

Looks like Reagan's in, Brown's out

el mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

SAN LUIS OBISPO, CALIFORNIA

VOL. XXIX, NO. 11

TUESDAY, NOVEMBER 8, 1966

By 1970

No space! Why not walk?

by Joe Hannigan

No Cars!

"May I amend your statement?" asked Doug Gerard, Building Coordinator. "It's not that the students can't find a parking place, but rather that they cannot find a parking place where they want one."

Realizing that in the near future, campus growth will multiply the already crowded parking conditions, Gerard outlined the plans for what will be a "Walk-In Campus".

"This appears to be the only solution between the car-pedestrian problem facing us. With the projected campus population of 12,000 students almost staring us in the face, something obviously had to be done."

"Plans are already underway to create such a campus. In the future, traffic will be restricted to Outer Perimeter Drive. That will be the nearest you will be able to get to classes," said Gerard.

Gerard added, "Most students have found it is as quick to walk to class as to use a car."

The first parking lot to go will be the parking lot between Engineering East and Engineering West. This space is scheduled to be filled by the new Computer Science Building, (fig. 7) hopefully to be under construction by the first of next year.

The College Union Building will require the abolition of the dirt lot near the Cafeteria, (fig. 6). This loss is currently being supported by funds taken by maintenance. It was created as a convenience, and is not a regular parking lot," said Gerard.

"Several new lots will be created to replace those being done away with. (Fig. 1, 2, 3, 4) Hopefully these lots will provide space for 7,000 cars," Gerard said.

fully these lots will provide space for 7,000 cars," Gerard said.

"There will be three major entrances to the campus, California Blvd., Grand Avenue, and a new entrance from Santa Rosa Street. This will channel the traffic into Outer Perimeter Drive (Fig. 5), said Gerard.

Also in the planning stage are the new Biological Science Building (Fig. 8), Residence Halls (Fig. 9), a new library addition (Fig. 10), a new women's gym (Fig. 11), and a new addition to the Business Administration and Education Building (Fig. 12).

"College Avenue will be wiped out with the construction of the new Engineering South Building" (Fig. 13). This will also cause the relocation of the track and field (Fig. 14)," said Gerard.

"In the process, an additional problem will be eliminated. At present we have the legal right to give tickets to people parking on the south side of California Boulevard near the railroad tracks. Many students feel this is unfair. Since the state owns the property, we could give tick-

ets to all along the road up to Hathaway Street. But", continued Gerard, "we felt that people wouldn't be too happy if they couldn't park in front of their own houses."

"California Boulevard is scheduled to be made into a four-lane highway up to the Business Administration and Education Building. This will eliminate parking on both sides of the street," Gerard said.

"Actually, it is quite expensive to give tickets to the students. It involves quite a number of man hours. This expense will be relieved, we hope, by installing pass key or coin operated parking lots."

"Such a system would eliminate the parking stickers and wouldn't allow access to anyone who didn't have a pass key or wasn't willing to pay for a parking place," said Gerard.

The target date for the "Walk-In Campus?" 1970.

College students educate needy younger generation

You can help the potential school dropout. You can be the one who keeps the slower child from losing interest and falling behind.

The Student California Teacher's Association's One-to-One Tutorial Project is a Cal Poly student effort to help school children who have shown a need for extra help in order to be successful in school. The program attempts to supplement the school work with a personal approach: one tutor to each child.

Students from all fields of study are urged to join this effort. No previous experience is necessary to participate as a tutor. Orientation meetings to learn what can be done are provided for the tutors.

Most of the children helped are in the lower grades of second grade to eighth grade. Children are referred to the project primarily by their schools.

A tutor spends one hour each week with the child assigned by the project. This time is usually spent in the child's classroom immediately after the school day is finished. Materials from the classroom may be available to the tutor in addition to what can be brought from the Cal Poly Library and other sources.

'I support sports' buttons will sell

Society for the Advancement of Management (SAM) will sponsor a 'I support athletics' booster button drive Nov. 14 through 18 to raise money for the athletic fund.

Designed by SAM members, the buttons read, "I'm an athletic supporter," and are priced at 50 cents each. Dick Frost, chairman of the drive, stated, "I want the students to know that the 50 cents is each student's contribution to the athletic fund."

Individual solicitors interested in helping to sell the buttons will find them in the main foyer of the BA&E or in the Snack Bar

LAST ISSUE

Because of midterm exams for the printer's and Veterans' Holiday, this issue is the last until Nov. 18. Included in this issue of El Mustang is the four-page Homecoming Pictorial.

El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

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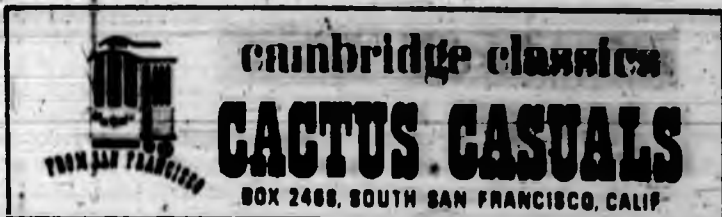
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Allemande left...

Canadian calls for square dancers

Every square dancing club needs a caller, and the Poly Twirlers are fortunate enough to have one. They had to import him from Canada, but no matter—he's good!

He is Bruce Webb, a sophomore Animal Husbandry major all the way from the little town of Hinton, in Alberta. His background in education and agriculture is diverse and interesting. Back in Alberta he helped his father manage an Arabian horse ranch.

Five years ago he moved to Orme, a private school located on an operating cattle ranch near Phoenix, Arizona. Along with general studies he took part in round-ups and other chores around the ranch. He also took up stage managing at the converted barn theater there.

From Arizona he ventured to California to finish high school in Woodside. "This was the hardest change for me," Bruce noted. "It was harder to get to know people at this school with 2200 students, than at Orme with 120!"

Bruce attended San Mateo Junior College before he transferred to Cal Poly to enter formal studies in agriculture.

"I like the aggie field—I'm freer. There is something different happening every day."

But how did he get interested in the unusual art of square dance calling? It started back in Can-

ada at his dad's square dancing club.

Bruce's talent for calling is self-taught. He worked at it until 7th grade. "until my voice changed!" Calling involves a fair amount of singing along with giving calls to the dancers.

He returned to calling two years ago for a 4-H club, and has been continuing with it for the Poly Twirlers. He teaches and calls for the beginners classes on Monday nights, and calls for the regular meetings every other Wednesday night.

Calling involves not only a talent, knack, and voice, but also a lot of hard work and a lot of fun! Bruce explained it this way.

"There are 63 basic calls that have to be memorized. And new ones are added all the time. You have to know how they can be combined into patterns. Then the difficult part, and the job of the caller, is to keep the dancers going through intricate patterns without 'throwing the floor.' ('Throwing the floor' is getting the dancers so confused that they have to stop and get all reorganized.)

"It is sort of a game between the caller and dancers, and it's fun to see who will win. Either the dancers will lose by not following a call, or the caller will lose by making a call out of sequence."

Of course, sometimes both will

win and get through the dance with no mistakes.

Bruce named two types of calling, singing and patter. Singing calls are to a tune that comes with a prepared pattern to that particular tune.

Patter calls are ad lib—the caller can plan them ahead or make them up as he goes along. "It is more of a challenge, but harder," he said.

Bruce, who is also a good dancer, enjoys dancing as much as calling. When he goes with the Twirlers to visit another club, he gets a chance to try the game on the other team.

Students display Japanese artifacts

Japanese pottery, parassels, posters and pamphlets all add up to a simple, understated beauty that prevails in the Small Gallery in Engineering West.

Two architecture students, Roger Scott and Bud Goldberg, have displayed artifacts which they collected while spending a year in Japan.

They studied at Waseda University in Tokyo during the academic year 1965-66, began their senior project—a book entitled "Japan's New Architecture,"—and traveled throughout the Orient.

While traveling and talking with Japanese architects, they collected various pictures of architecture, pamphlets, architectural floor plans, books, clocks, Japanese dolls and posters.

The hanging posters, artistically featuring geisha girls in dresses of different countries, are in reality ads for beer.

A short version of the pictorial book which they have written is on display in the gallery. There is a colorful fabric fish that is hung on Children's Day, a national holiday in Japan.

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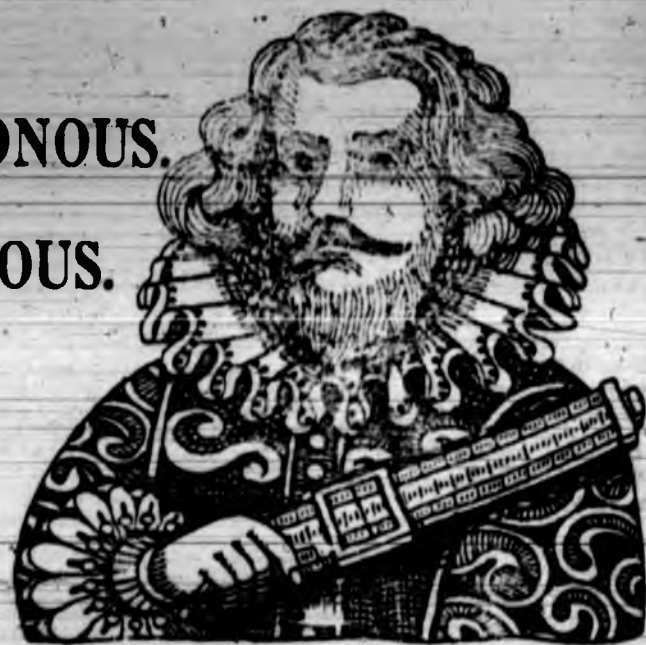
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People to People

Problems and coffee

Anything goes at the People to People international club-sponsored Friday afternoon coffee hours. Foreign and American students alike meet each Friday at 4 p.m. in the International Lounge (in the post office building) for informal but provocative and stimulating discussions.

Subjects such as the politics of diverse countries, problems of foreign students on American college campuses, freedom of speech, and sports are tossed out into the ring for discussion. But if you want to hear international ideas on another topic, just pour yourself a cup, sit down, and start talking!

The coffee hours are open to everyone. Mr. Glen Rich, advisor for the club is "well pleased that more and more American students are coming. We would like a 50-50 ratio of foreign students to American, but we haven't reached that point yet." Rich let

it be known that everyone is more than welcome to the informal gatherings.

An up-coming event of the club is a party in the spirit of Christmas. This will be held at the end of finals week for foreign students and will feature a traditional Christmas tree and gift exchange.

People to People is trying to get off the ground with a brother-sister program. Ideally, an American student would team up with—"adopt"—a foreigner, and share with him activities and ideas. This program would help the foreign student feel at home and become better oriented to Cal Poly.

Another part of the club, the People to People Council, co-ordinates activities of various foreign student organizations on campus. It is a communication device that Rich hopes more organizations will make use of.

Candidates debate state tuition issue

State Senator Fred Farr, author of numerous conservation and beautification programs, has praised the beauty and organization of the Architectural Patio.

Located within the Engineering West building, the patio was the site of a "Candidate's Day" program last Thursday. The event was hosted by the Cal Poly Young Democrats.

Senator Farr, Assemblyman John Williamson, and U.S. Congressional candidate Gerald V. Barron spoke to a crowd of more than 200 people on the topic of fees and tuition for state college students. Assemblyman Williamson said, "Our position is NO tuition."

College education, said Williamson, is an investment in which the people of California will be reaping for many years to come. He said that the educational system under the present administration has become the best in the nation, without any need for a tuition.

Barron, a candidate for the U.S. House of Representatives, criticized his opponent, Burt Talcott, for continuously avoiding a debate between the candidates. He pointed out that Talcott voted negatively on every piece of legislation for secondary and higher education and the Head Start Program.

Barron, in reply to a question, stated that he felt more effort and money should be spent on world disarmament than on es-

calating the war in Vietnam. He believes that the problem should be put in the hands of the United Nations.

The moderator of the College Hour event was the former president of the Young Democrats, Al Granados, now a member of the San Luis Obispo Economic Opportunity Commission.

Farm leader talks on land utilization

Effective land utilization in California will be the subject of a speech given by Agriculture Council guest speaker, Robert Long, Wednesday, at 8 p.m. in the Little Theater.

Agriculture Speakers Program, an activity of Ag Council, sponsors outstanding leaders in agriculture each quarter to speak to the student body on different phases of agriculture.

Agriculture Speakers Program guests, who formerly spoke about general areas in agriculture, now speak on specific agricultural problems, which can be more applicable.

Long will be the first speaker of the 1966-67 academic year.

Long is vice-president of Irvine Ranch Company. Irvine is the largest land development complex in Orange County. It is comprised of crops, citrus, cattle, livestock, grain and shopping centers.

Campus Capers

Clubs sponsoring events or guest speakers at a meeting or a social meeting and would like publicity are asked to lodge the information and details in GA 228. The material must be in Friday before noon if it is to appear in the Tuesday paper or by Tuesday noon if it is to appear in the Friday paper.

Books at high noon

A series of readings of prose, poetry, and drama to illustrate that oral reading may be effectively used to increase understanding and appreciation of literature will be given next Tuesday, Nov. 15, by students now taking Speech 305.

John Garcia will be master of ceremonies. June Trask will read "What is Purple?" to show the power of words as symbols in communication. Mrs. Helen Lilley, on Robert Frost's "Blueberries," will illustrate poetry as a prime vehicle for communicating feelings and ideas. Jackie Allen will read from the Book of Ruth, emphasizing the rhythm and emotion of great prose. Richard Friend will build toward the climax of Poe's "Telltale Heart," and Jim Fallah will read from the play, "The Honeymoon is Over," to show the use of humor to communicate a serious idea.

served. Each child also received a party favor. Nancy Whipo, president of Gamma Sigma Sigma, was general chairman; Carolyn Jeffroy was skit chairman; Penny Meldrum organized the games; Mary Stark and her committee made the party favors; Patty Hove, Gail Robbins and Becky Cox (pledge president) taught the songs.

WAA

Cal Poly's five men and three women fencing team will travel to UCSB Nov. 19 for their first Intercollegiate competition. There are 14 men and 5 women vying for the team positions.

All foreign men students are invited to take part in WAA field hockey. Practice is at 5:15 on the hockey field. Equipment will be provided.

Ski Club

The Cal Poly Ski Club will show Warren Miller ski movies and discuss the skiing trips planned for this season at its meeting on Wednesday at 7:30 p.m. in Ag. Engr. 123.

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Gamma Sigma Sigma

Thursday, Oct. 27, might have been a little early for the Great Pumpkin, but not for Gamma Sigma Sigma. Pledges and actives of the service sorority gave a late morning Halloween party for the children at the branch of Chris Jespersen School located in the San Luis County Schools building. Everyone participated in the games and songs, after which refreshments were

A limited number of spaces is available

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Karin, a senior in Animal Husbandry from Palm Springs, models a striking pant and vest outfit from the selection of women's wear at Rio Malo. The co-ordinate outfit in a corded rayon and cotton fabric is by Lasso. Karin is a former captain of the Girls' Rodeo Team.

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On Campus with Max Shulman

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

"M" IS FOR THE MANY THINGS YOU'LL TEACH HER

Nobody will dispute—surely not I—that raising children is a task which requires full time and awesome skills. Nonetheless, a recent nationwide survey has revealed a startling fact: mothers who go back to work after their children are safely through the early years are notably happier, better adjusted, and more fulfilled than mothers who simply remain housewives. Moreover—and mark this well—the children of such working mothers are themselves happier, better adjusted, and more fulfilled!

All very well, you say, but what's it got to do with you? Isn't it obvious? If you are underachieving at college, get your mother a job.

What kind of job? Well sir, your mother is probably between 35 and 50 years of age, so certain occupations must immediately be ruled out. Logging, for example. Or whaling. Or carhopping.

But don't despair. There are other kinds of jobs—not many, to be sure, but some. However, you must not stick Mom in just any old job. You must remember that after the excitement of raising you, she would be bored to tears as a file clerk, for instance, or as a doorman. (A doorman, as we all know, is someone who brings handfuls of water to truck layers. With the recent invention of the pull, doorman are gradually falling into technological unemployment.)

But I digress. I was saying, find Mom a job worthy of her talents, something challenging that uses her vast wisdom and experience but, at the same time, is not too hard on her obsolescing tissues. That's what Walter Sigafos did, and the results were brilliantly successful.

Walter, a sophomore at the Upper Maryland College of Wickerwork and Belles Lettres, majoring in Yarns, approached the problem scientifically. First he asked himself what his mother did best. Well sir, what she did best was to keep hollering, "Dress warm, Walter!"

At first glance this seemed a skill in wide demand, but Walter was not discouraged. He sent out hundreds of inquiries and today, I am pleased to report, his mother is happily employed as wardrobe mistress for the Montreal Canadiens.

Another fortunate venture was that of Frank C. Grunsmire, a junior at the Oregon State Conservatory of Music and Optometry, majoring in sties. Frank, like Walter, did a survey in depth of his mother's talents. Chief among them, he found, was her ability to make a pot of beef feed the whole family for three days. So, naturally, Frank got her a job at the Museum of Natural History.

What has one to do with the other, you ask? Isn't it obvious? Anyone who can stretch ribs like that belongs in paleontology.



I cannot conclude this column without saying a few words about Personna Super Stainless Steel Blades. The reason I cannot is that this column is sponsored by the makers of Personna Super Stainless Steel Blades, and they are inclined to get peckish if I omit to mention their product.

Not, mind you, that it is a chore for me to plug Personna. Or, for the matter of that, to shave with Personna. No sir: no chore. Personna takes the pain out of shaving, scrubs the scrape, negates the nick, repudiates the rasp, peels the pull, boycotts the burn, blackbills the bite, ousts the ouch. Furthermore, Personna endures and abides, gives you luxury shave after luxury shave, day after day after day. And further furthermore, Personna is available both in double-edge style and Injector style. And as if all this were not bounty enough, Personna is now offering you a chance to grab a fatful of \$100 bills! Stop at your Personna dealer and get an entry blank for the new Personna Super Stainless Steel Sweepstakes. But hurry! Time is limited.

The makers of Personna who bring you this column all through the school year also bring you the ultimate in luxury shaving with Personna and Personna's partner in shaving comfort—Burma Shave, regular or menthol.

Ornamtal horticulture instructor resigns; health sighted as reason

Mrs. Jeanie Tucker, ornamental horticulture instructor, has resigned for reasons of health and has been replaced by Dorene Kemek, who will be working with floral design.

The beginning flower arranging class formerly taught by Mrs. Tucker meets on Tuesdays and Thursdays from one to five. There are 21 students taking the course, which calls for a one-hour lecture and three-hour lab once a week.

The curriculum includes, among other things, a field trip where the students scour the roadside

for dried weeds, learning even or eight different styles of arrangement and learning how to choose flowers and containers for individual taste.

All the flowers used in the course are commercial. The California State Florist Association has given Cal Poly a budget to buy wholesale flowers, so the flowers used are of top quality.

Advanced classes offered in the department are flower shop management, including window displays and the business end of running a flower shop; and ad-

vanced design, which is taught in the spring. Each of these classes offers a three-day field trip.

Last week-end some of the students attended a Christmas design school at Los Angeles State, a highlight of the year. Students, Janet Lutz and Wilton Lee, were also representatives of the college at the show. Both are from San Luis Obispo and are OH majors.

There is a great opening for trained florists today. Ten years ago, the California State Florist Association looked at the state colleges, and because of the upside-down curriculum and "Learn by Doing" theory, it was hard to find a florist. Cal Poly has a floral program backed by the association.

Mrs. Tucker does not intend to give up floral work even though she won't be teaching anymore. She plans on spending more time with her children and her own service, "Hearts and Flowers" here in San Luis Obispo.

She is also making new filmstrips using the AV equipment available. The films are for teacher training in schools and junior colleges, on the basic techniques of flower arranging and corsage making.

Flowers play an important part in Mrs. Tucker's life. She has the phrase "flowers are a language" to express her feeling that because we all have work, we might as well use something we like.

Russian general tells how Stalin took Spanish gold

How "the biggest single act of plunder in history" was carried out for Stalin in 1936 has been revealed for the first time by its chief perpetrator Alexander Orlov, a former general in the Soviet Intelligence Service (N.K.V.D.) who is now a teacher of Russian at the University of Michigan.

This was the secret shipment early in the Spanish Civil War to Russia of the bulk of the Spanish gold reserve, a treasure accumulated by an ancient nation through the centuries.

Spanish Republican leaders were seeking a safe place for the gold and General Orlov was in Spain as chief Soviet adviser to the Madrid government on intelligence and guerrilla warfare. In a coded telegram, Stalin ordered Orlov to ship the gold.

"Arrange with Prime Minister Largo Caballero," said the message, "for shipment of the gold

reserves of Spain to the Soviet Union. Use a Soviet steamer. Maintain utmost secrecy. If the Spaniards demand a receipt, refuse—I repeat, refuse. Say that a formal receipt will be issued in Moscow by the State Bank. I hold you personally responsible for the operation."

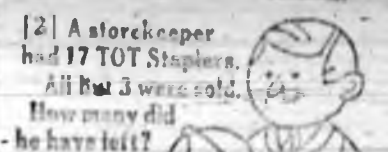
Spanish sailors loaded the gold, most of 725 tons in boxes of 145 pounds each, on trucks in a cave at Cartagena. Soviet tankmen dressed in Spanish army uniforms drove the trucks to the piers and four Soviet ships.

On the third night, German planes bombed a Spanish ship nearby and Orlov decided to send his ships with the gold then loaded, some 7800 and about three-quarters of the reserves. He refused to give a receipt but allowed the Spanish Treasury to send a man with each ship. These men were detained in Russia until the Spanish War was over.

Swingline Puzzlements



[1] How far can a dog run into the woods?
Answer: Not far.



[2] A storekeeper had 17 TOT Staples. All but 3 were sold. How many did he have left?

This is the Swingline Tot Stapler



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Student enrollment reaches new high

The Agriculture Division reached a new high with a total enrollment of 1,677 students.

The Animal Husbandry Department enrolled the largest number of students with 521. This is in contrast to the 392 enrolled one year ago. This department is the sixth largest.

Other departments included Agricultural Business Management, 415; Agricultural Education, 211; Agricultural Engineering, 188; Crops, 154; Dairy, 95; and Farm Management, 151.

Also Food Processing, 57; Ornamental Horticulture, 110; Poultry Industry, 56; and Soil Science, 67. A 12-week course in horse shoeing, a part of the Animal Husbandry Department, enrolled a total of 13 students.

Intramural rodeo lassos winners

The Collet Arena was the place last Saturday, when Rodeo Club sponsored an intramural rodeo," according to Perkins, Rodeo Club member.

Dianne Foster placed first in bareback broncs, followed Dan Freeman and Rich Brown who tied for second and third. The saddle bronc riding was won by Richard Kuszyk.

The bull riding was won by Jim Gionolfini, with Mike Im and Clay Riedel coming in second and third, respectively. Dan Freeman was first in calf roping.

Steve Proctor, followed by Coleman, Rich Martin, and Williams. Bob Loefer came out top in the steer wrestling. Dwayne Collins placed second and Mike O'Terral placing third.

In the girls' events, Sharon Burnap won the goat tying, followed by Linda Pella and Barbara Bauer. The barrel race winners were, in order, Linda Burnap, Sharon Burnap, and Linda Ayers.

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Survey shows cigarette advertisements misleading

A majority of Americans believe that the tar and nicotine content of cigarettes should be disclosed in all cigarette advertising.

Of the 30 brands tested in a Reader's Digest survey, Carlton cigarettes showed the least amount of tar and nicotine derived from the smoke.

The next four brands, in ascending order of tar and nicotine derived, were Marvels, Duke of Durham, True and Montclair.

Highest in tar and nicotine content of the brands tested was Pall Mall Filter, which yielded 31.6 milligrams of tar and 1.72 milligrams of nicotine. Part of the higher yield may be attributed to Pall Mall's greater length.

Of the 30 tested brands, Pall Mall was the longest at 100 millimeters, of which 70 millimeters were smoked in the tests. Carlton and Montclair were shortest; each measured 83 millimeters and was smoked for 50 millimeters. All other brands tested were 85 millimeters.

The tests were conducted for the Digest by Foster D. Snell, Inc., consulting chemists and engineers, using Federal Trade Commission-approved methods.

In the public opinion survey, which was conducted among smokers and non-smokers of both sexes, more than 54 percent of those responding thought that all cigarette advertising should disclose tar and nicotine content. More than 63 percent thought that cigarette packages should list tar and nicotine. More than 92 percent believed that special efforts should be made to discourage young people from smoking.

The Digest article by Lois Mattox Miller and James Monahan, sharply criticizes the tobacco industry for its "deeply ingrained flim-flam" in reporting the facts about tar and nicotine content. It implies that the industry gives the public only favorable information and withholds facts at other times.

As one example, it notes that P. Lorillard Co. advertises the tar and nicotine content of True, but does not disclose that of Kent or of any other Lorillard brand. Similarly, American Tobacco "touts the low tar-nicotine content of Carlton but fails to disclose anything about Montclair," say the authors.

Federal legislation in effect since last January requires cigarette packs to carry the warning, "Caution: Cigarette Smoking May Be Hazardous To Your Health." But contrary to common opinion, the authors state, the requirement represents a clear victory for the tobacco industry. In fact the industry itself planned the mild warning as a substitute for stiffer legislation.

Pro football teams deal with \$65 million a year

The happiest sound in professional football these days is not the roar of the crowd but the ring of the cash-register. After 30 years of instability, the play-for-pay game has hit the financial big time, with an annual take for the two major leagues of more than \$65 million.

Although the box office is still the prime source of revenue, increasing millions are pouring into league coffers from such "fringe" areas as television, hot dog sales, endorsements, licensing fees and programs.

The top-notch team in both leagues, the National Football League's Cleveland Browns, last year averaged 79,611 paying fans at each home game. Cleveland's income from all sources (not overlooking the \$75,000 netted from selling program) is about \$4 million a year; a low-ranking NFL team grosses about \$2.6 million. Even selling the season tickets months in advance makes money; by putting the payments out at interest, the team can make another \$15,000 to \$30,000.

Columbia Broadcasting System won the right to televise NFL games this season by offering more than \$18 million—about \$1.2 million to each of the 15 teams. American Football League teams will average a take of about \$100,000 annually from their five-year deal with the National Broadcasting Company.

By far the biggest single cost in the player payroll, which is rarely less than \$700,000. The Washington Redskins' payroll is now more for one week than it was for the entire season of 1957.

The average NFL player makes about \$10,000 a year—for what amounts to about five months of work—and the AFL player makes close to that.

It takes from \$275 to \$300 to equip a player, from helmet chin strap at \$1.50 to shoulder pads at \$35. By NFL rules, the home team must provide 12 new footballs (\$18.95 each) for each game. The insurance bill for the Philadelphia Eagles (every Eagle flight is covered for more than \$10 million) runs to \$38,000 a year.

Marching bands and baton-twirling girls for half-time shows cost another \$10,000 to \$30,000. All in all, it's just about impossible to field a pro team for less than \$2.1 million a year. Thus, there is an increasing danger that some owners may start concentrating on good profits rather than good teams.

Drama ticket valid during five plays

Season tickets will be sold for five plays presented by CU Drama Committee and the English and Speech Department.

Tickets will be \$1 with an ASI card and \$1.50 without one. The ticket will be valid for all five plays. There will be no single admission and the price will remain the same no matter when the ticket is bought. It is, therefore, to the student's advantage to buy a ticket for the first play.

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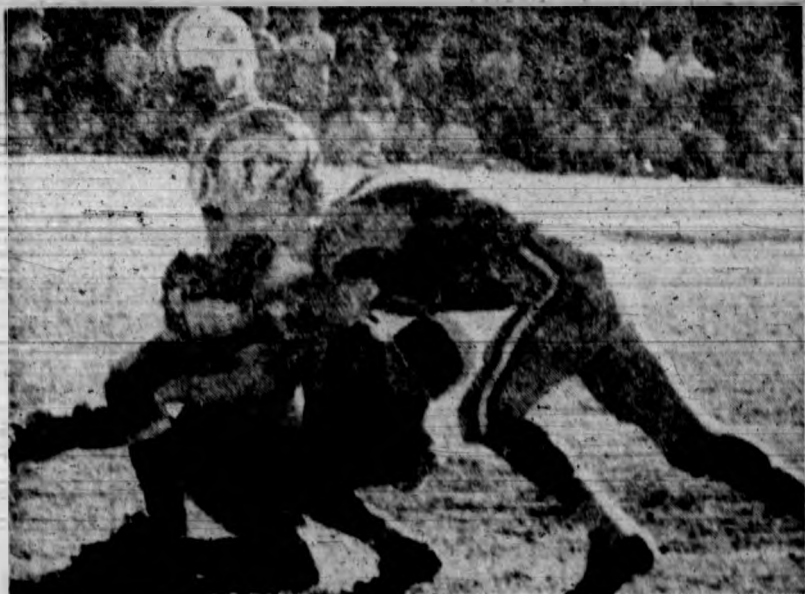
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By RUDY SILVA, C.G.
American Gem Society.

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Headaches eliminated; bell helmets introduced

Now that the football season is almost completed you might have wondered what made this year's team somewhat different in looks from that of other opponents. The reason; the new Bell helmet.

A little less than a year ago team physician Dr. Art James began studying the problem of head injuries and came up with the answer to purchase the safer Bell type.

"As far as I know, we are the only college team that has this type of helmet. And right now, I can say it was well worth the

purchase," stated Dr. James.

The main difference from the old suspension type and that of the new is improved protection. The old suspension type has straps that give on contact which many times pinch the neck nerves. The Bell version is completely cushioned inside without any straps.

"The new helmet permits the player to have a better vision of the playing field and also enables better protection to the top, side, and back of the head," remarked Dr. James.

A winning approval has been

given by members of the team, stating the helmet is no longer a problem in pinched necks and bad headaches.

Defensive end Bill Schwerm said, "I feel I have added protection now. The helmet is more comfortable and gives me better vision of the field."

"I believe that the helmet is the most important part of football equipment, thus a standard requirement in construction should be established. This means when making the helmet, a standard set force should be used in testing the strength of each helmet produced.

"Along that line, at the present time Homer Beatty of LA State is heading up a committee study for the NCAA concerning the standardization of equipment for football; which is an outstanding idea," sighted Dr. James.

"The new helmet is terrific. It gives the athlete a more secure feeling during contact and so far has cut the head injury list way down this season," said Coach Sheldon Harden.

So Cal Poly really hasn't been supporting a motorcycle gang this past season but has been protecting one of the finest protected teams in the nation.



Sports

Karin Provland
Sports Editor

Dave Brockman

George Ramos

Chuck Stevens

Reporters

Grapplers prepare for Fullerton practice meet

The long climb back up the championship wrestling ladder will begin this weekend as Cal Poly's matmen travel to Southern California to battle Fullerton and El Camino Junior Colleges.

"The team is showing high spirits and seems to be rounding into good shape. The competition with Fullerton and El Camino will only be scrimmages," said Coach Vaughn Hitchcock.

Fullerton is one of the toughest powers in the Eastern Conference while El Camino, in the last two years, has been State Junior College Champions.

Hitchcock will take 16 team members on the trip. At 115 lbs. will be Quinn Morgan; 123 lbs. John Garcia and John Yasuda; 130 lbs. Jess Flores and Roy Hann; 145 lbs. Steve Johnson and Dan Pry; 152 lbs. Kent Wyatt; 160 lbs. Terry Wigglesworth and John Miller; 167 lbs. Dennis Downing and Dean Hilger; 177 lbs. Ken Bos and John Woods; 191 lbs. Tom Kline; and Hwt. Hank Drabin.

Thursday night the team may scrimmage Pierce College as a warmup prior to the matches with Fullerton and El Camino.

Before the scrimmage at Fullerton there will be a coaches clinic which will have as a featured speaker Coach Mirian Roderrick,

from the University of Oklahoma. The clinic will be designed to give coaches ideas and fundamentals on all phases of wrestling; from the diet to winning holds.

Coming up on the wrestling calendar will be the first intercollegiate match of the year against UCSB on Nov. 29.

Water Polo team even one for one

Coach Dick Anderson's poloists made it one even last week with a loss to San Francisco State and a win over Monterey Peninsula.

The Mustangs lost to the Golden Gators, 8-7, Thursday and thumped Peninsula 12-1 Friday afternoon.

It was a most frustrating ball game for Poly against San Francisco having the winning score fired with one second remaining in the contest. The Gators stole the ball, advanced down to the Poly goal, and as the gun went off forward Jim Dunn rifled the ball into the net.

Forward Tom Ruggles again played to form by scoring four goals with two coming in the first period, one in the second, and one in the third. Don Fishback racked up two and Al Evans, one.

Poor passing and lack of defense in the second period accounted for three San Francisco goals, which gave a 5-3 margin over Cal Poly. Fishback sparked the Mustangs in the third period with heads up ball control which helped put Poly only one point behind.

With a little less than two minutes left in the game, Evans scored the tying goal and an almost sure overtime game. Poly maintained stiff defense but at the last minute fell apart for the loss.

Against Peninsula the Mustangs played an offensive ball control in racking up 12 goals.

Ruggles and Fishback scored five goals between them. "Ruggles and Fishback are now beginning to come to their own. I hope they will lead us into the State College Championships," stated Anderson.

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Mustangs No. 1 on poll

(Editor's note: The following article appeared in the Cal State at Los Angeles campus newspaper. The article was sent by alumnus Austin Angell, currently training for the Peace Corps at L.A. State.

by Dave Shelburne
Sports Editor

Cal State L.A. figures to be in for rugged battle this weekend when the Devils travel north to meet a Cal Poly squad that is ranked No. 1 in the nation.

The ranking, released earlier this week, comes not from A.P. or UPI but rather from C.S. (comparative scores).

According to C.S., Cal Poly rates its high national ranking off an early season game with San Diego State. Poly lost that

one by one point on the last play of the game when they were unable to make a conversion attempt, but the Mustangs were impressive in defeat.

Since then, San Diego has gone on to thump San Jose State 25-0. San Jose has since clobbered California 24-0. California turned around to drop Washington 24-20. Washington came back to mangle Ohio State 38-22. And Ohio was just barely edged by the then No. 1 (A.P.-UPI) rated Michigan State Spartans, 11-8.

By C.S. statistics, Cal Poly figures to be 65 points better than undefeated Michigan State. The Spartans, meanwhile, will probably be 8-point underdogs when they meet the current NO.

1 ranked (by wire services only) team, Notre Dame. This drops the point spread a little, but still leaves Cal Poly roughly 57 points better than the Fighting Irish.

It goes unsaid that a Diablo upset tomorrow night, or even a good defensive effort holding Cal Poly under 57 points, might well vault the Devils into national prominence.

Unfortunately, even should the Devils win, it can only be but conjecture as to whether they, or the Irish, are the top team in the nation.

The problem could best be solved on the gridiron, but this, sadly, can never come about because of Notre Dame's foolish attitude toward post season games.

Record sets new record

Mustang ace Terry Record set a new home record as he placed Coach Dick Purcell's men to a 24-32 win over Westmont College last Saturday morning on the 4.4 mile campus course.

Record negotiated the distance in 21:04, breaking the old mark set by Bryon Lowry of San Jose State earlier this season of 21:23.

Coach Purcell commented that Record went by the two-mile mark in 9:31, which is usually fast for cross country.

Dennis Savage was Westmont's top finisher for the day. He came in second with a time of 21:13, which also broke the old course standard.

Purcell said that Savage could become one of the world's great runners, if he can stay healthy. Savage, according to Purcell, has had a history of ailments due to running on concrete.

Jeff James and Dennis Lyons completed the Mustangs' scoring effort with times of 22:08 and 22:17, respectively.

Coach Purcell was quite pleased with his team's performance. He said, "Almost everyone improved on his time. This was definitely our race."

He continued, saying, "Last year, we were beating everybody, including UCSB by something like 17-40. And they went on to win the small college cross country title."

"Now, we're running faster times, but we're getting beat. This is our first dual meet win for the season," Purcell related.

Terry Record himself was surprised by his performance. He said, "The coach talked to me about setting a new course record, but I dismissed it. I thought I wasn't ready and look what happened."

The Mustangs' sophomore duo, Al Nerell and Barry DeGroot, came through with another strong performance. They came in fourth and fifth, respectively, to practically clinch the race for the Mustangs. Nerell's time was 1:54 and DeGroot's clocking was 22:04.

MISSION NEWS

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Diablos downed 14-10

Broncos next to be tamed

by George Ramon

With two more games left on their schedule, the Mustang grid-ers have a chance to put together their finest season since the tragic plane crash in 1960.

The Mustang evened the seasonal mark to 4-4 with a shakey 14-10 win over Cal State at Los Angeles last Saturday night at Mustang Stadium.

Coach Sheldon Harden's crew ended their conference play with a 2-3 record, posting victories over San Fernando Valley State and the Diablos, while losing to Fresno State, San Diego State, and Cal State at Long Beach.

The Mustangs closed out their home schedule this Saturday afternoon against Santa Clara and finish out the season in Santa Barbara against UCSB on Nov. 19.

An added note is that Santa Clara downed the Gauchos last Saturday in Santa Clara 17-14.

Getting back to the win over the Diablos, the Mustang defense turned in its strongest performance of the season.

They held the Diablo ground attack to a minus six yards rushing and allowed only 43 yards through the air.

The visitors had run off 43 offensive plays as compared to 79 for the Mustangs.

But it was the Diablos' defense that gave the Mustang offense headaches and presented L.A. with its two scores for the night. In the first quarter the Mus-

tangs drove from their own five to the Diablos 38 when left cornerback Mickey Sneddon picked off a Jon Sunderland aerial and brought it back 76 yards for a touchdown.

John Dunaway kicked the extra point to give the Diablos an early 7-0 lead with 2:29 left in the first quarter.

Los Angeles continued to be peaky as they held the Mustangs in check midway through the second period.

On a fourth down punting situation, punting specialist Larry McCurry kicked from his own 19 to the Diablo 47, where Phil Spiller took the ball and rambled 39 yards to the Mustangs' 14 yard line.

Unable to move the ball on three tries, John Dunaway was called in and booted a 26 yard field goal with 7:27 left in the second quarter to give the Diablos a 10-0 lead.

Later in the period on a bad punt by Diablo Dave DeWoody, the Mustangs took over ball possession on the L.A. 25. It took them seven plays to punch the ball over for the score with Jeff Carlovsky taking the ball over the final yard. Larry McCurry converted the extra point to cut the Diablos' advantage to 10-7.

The Mustangs came back to take the lead in the third quarter on a 19 yard pass to flanker Bill Bentley, who made a spectacular catch in the coffin corner of the end zone for the score.

McCurry again kicked the point

to give the Coach Harden's crew the lead, 14-10, with 11:58 left in the third period.

An eleventh hour attempt to pull the game off the fire for the Diablos went array as fullback Don Newman was stopped short of a first down by inches on the Mustang 37.

Statistically speaking, the Mustangs gunned down the Diablos in many departments.

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BISCUITS	Pillsbury or Ballard	can 7c
FROZEN DINNERS	Banquet — all varieties	3 for \$1.00
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Noted architect to speak to AIA

Herman Charles Light, FAIA, a well-known architect who has done much work in the Los Angeles area, will be the guest lecturer of the Architecture and Architectural Engineering De-

partment the week of Nov. 14. Light will give a formal lecture Thursday, Nov. 17, at 8 p.m. in the A. C. Aud. An AIA meeting will precede at 7:30 p.m. He will also be teaching an architecture class during his week

here, in addition to giving numerous seminars.

A graduate of Ohio State University, Light has also pursued additional studies at Beaux-Arts Institute of Design.



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find new and better ways to make things that help people communicate is very rewarding and satisfying. Did you ever hear these wry words of Oliver Wendell Holmes? "Never trust a generality—not even this one."

That's how we feel about the generality that claims you'll just become a little cog in a company like Western Electric. You might, of course, but if you consider yourself an individual now, odds are 10 to 1 that you'll keep your individuality. And cherish it. And watch it grow. Even at big, big Western Electric.

You know, that's the only way we'd want you to feel. If you feel like coming in with us.



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Rifle and Pistol teams plan for winning year

"I think that the prospects for the Rifle and the Pistol teams this year are outstanding," Major Waite, Military Science instructor, said recently.

All the members of last year's pistol team are returning again this year. The team was rated fifth in the National Intercollegiate Pistol Team Championship last year.

"We have all-American Charles Dickerhoff again this year," Waite said, "along with three other high-ranking shooters." The other three are John Wilson, Tom Grundman and Ron Oftebro. Bob Crane, last year's team captain, may also be returning as an alternate.

Dickerhoff was named last year on the 1966 National Rifle Association All American Intercollegiate Pistol Team.

Dickerhoff placed on the second team of the two, ten-man teams, selected. He is one of five out of the 20 on the two teams that doesn't attend one of the U.S. Military Academies.

Dickerhoff is the first student from Cal Poly to ever receive this honor.

There are two teams in the pistol competition: the Gold Team and the Green Team. The Gold is the first team and the Green is the second.

"The Gold Team," Major Waite said, "also won the Intercollegiate Sectional here at Cal Poly last Spring for the second year in a row." The pistol team has been undefeated in collegiate competition for two years.

Waite added that "the prospects

also look very good for the Green Team this year. Bernard Crane, who is the president of the Rifle and Pistol Club, is an excellent shot and will be shooting on the Green Team," he said.

The members of the Green Team this year will include Bernard Crane, Bill Bode, Oliver Sweningson, Everett Ratajoff and Terry Rudkin.

The Green Team won the Marksmanship category in the NRA (National Rifle Association) Regional Pistol Championship last year at San Diego.

"Last year the Rifle Team was concerned mainly with training and building," Waite said. "This year they should also be able to do pretty good," he said.

Adding to the shooting power this year will be Robert Gustin, a nationally ranked freshman. Gustin is in the Master Class which is the highest rank in the NRA. Also shooting on the Rifle Team will be Eric Camp, Bill Hall, Richard Bedford, Bob Vorelmann, Sam Thoman and Ron Schroeder.

Architects seek official design

Need \$30? Enter the Architecture and Architectural Engineering Department's decal design contest.

The winning decal will be an official decal of the Architecture and Architectural Engineering Department and it will be on sale later this year.

A plaque and \$50 will be awarded the winning designer by the student chapter of AIA, the contest's sponsor.

All interested parties should submit entries on or before Nov. 16, to the main office of the Architecture Department. The contest is open to all students.

The top ten entries, as selected by a student committee, will enter a final elimination by popular vote of all Architecture majors one week after the due date. The top ten entries will be on display in the Architecture Gallery for inspection after Nov. 16.

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Health Center

Lab services vary widely

(Editor's note: This is the second in a series of articles concerning the Health Center and the services it offers.)

by Mary Wiegand

The extensive services offered by the Health Center are backed by the excellent facilities of the laboratory, pharmacy, physiotherapy, X-ray and medical records departments.

Blood chemistries, bacteriologies and parasitologies are the types of tests done in the laboratory. Less common types such as specialized hormonal studies cannot be conducted in the lab because they require special equipment and rooms.

Card holders receive tests free, but tests of a special nature which must be sent out cost \$5 each.

Donald Curtis, a registered technician and registered nurse, ably runs the laboratory assisted by Mrs. Barbara Hammons and a student assistant. Curtis has published several papers on lab procedures and his next publication will be a study of mononucleosis with data gathered from cases he has dealt with on campus.

Tests done in the lab can be fascinating, especially to the science major. For example, to decide which antibiotic will be most effective against staphylococcus, Curtis grows a cloudy culture of the bacteria.

He places a small marked amount of each antibiotic on the culture. The effective medication will dramatically reveal itself by clearing a large circle in the culture. The lab often provides the bacteriology classes with cultures for experiments.

The five Health Center doctors decide in committee which medications should be stocked in the pharmacy. Since they agree on the specific brand of a type of medication, the pharmacist does

not have to carry the full line as he would downtown.

"Our object is to have the things our students need. The pharmacist averages about 50 prescriptions a day, although he has filled as many as 99 in one day," stated Dr. Billy Mounts, Health Center head.

Eugene Wiggenhorn efficiently runs the pharmacy. A registered pharmacist, he gave up his own drug store in the Los Angeles area when he came to Cal Poly.

Students leaving the Health Center after visiting the pharmacy are usually in a more jovial mood than when they came in, thanks to Wiggenhorn's friendly joshing.

The pharmacy is under the jurisdiction of the State Board of Pharmacy which licensed it and conducts regular inspections.

The physiotherapy room is operated in a friendly, yet professional manner by Mrs. Elizabeth Michels, a registered physiotherapist.

Physiotherapy includes application of "deep heat" by ultra sound, diathermy, microtherm and hot packs. Mrs. Michels may also use the ultraviolet lamp in treatment of skin conditions.

Other forms of treatment are the whirlpool and sitz baths and three diagnostic machines including an electrocardiogram, an electroencephalograph and an instrument for measuring the basal metabolism rate.

A service which physiotherapy offers often used by athletically inclined students is an exercise device. It is a table which can be used for exercising the knee or leg when recovering from an injury.

Chest X-rays are done on an assembly line basis before the beginning of school each year. "We want to make sure that al-

most every student has had a chest X-ray before school starts. This fall we did nearly 2000," stated Rhoda Downing, the technician. She is well assisted by Toni St. Onge, a technical journalism major.

Interestingly enough, X-ray film is exactly the same as photographic film, but with a slightly different emulsion. The same developing, fixing and washing procedure is used for X-ray film as for the film you casually slap into your camera.

"X-rays are used for two basic reasons — diagnosis or therapy. Ours is purely diagnostic. We do no therapy with X-rays, but occasionally a student needs such treatment, in which case we send him elsewhere," explained Dr. Mounts.

Although there is little to ex-

plain about the medical records department, "the department contributed substantially to our accreditation," said Dr. Mounts. Mrs. Viola Hughes keeps a record on each student and has several assistants, including students.

The Health Center maintains an account in the Tri-Counties blood bank serving San Luis Obispo, Santa Barbara and Ventura counties. Blood is available to any of the Cal Poly family, whether faculty, students or staff.

Donations to the blood bank may be made on alternate Wednesdays at the Monday Club, adjacent to the Little Chef restaurant. Appointments may be made by calling 543-2626.

Besides the blood bank's regular collection, the Health Center

itself holds an annual drawing. This year's drawing will be held on Nov. 18 in the Center.

"There are three prime requisites to giving blood — to fast for four hours, to be well and under 21, to have parents' signature."

Each of the five doctors available in the Center is a general practitioner and a student may choose his own doctor and continue seeing him, if he desires.

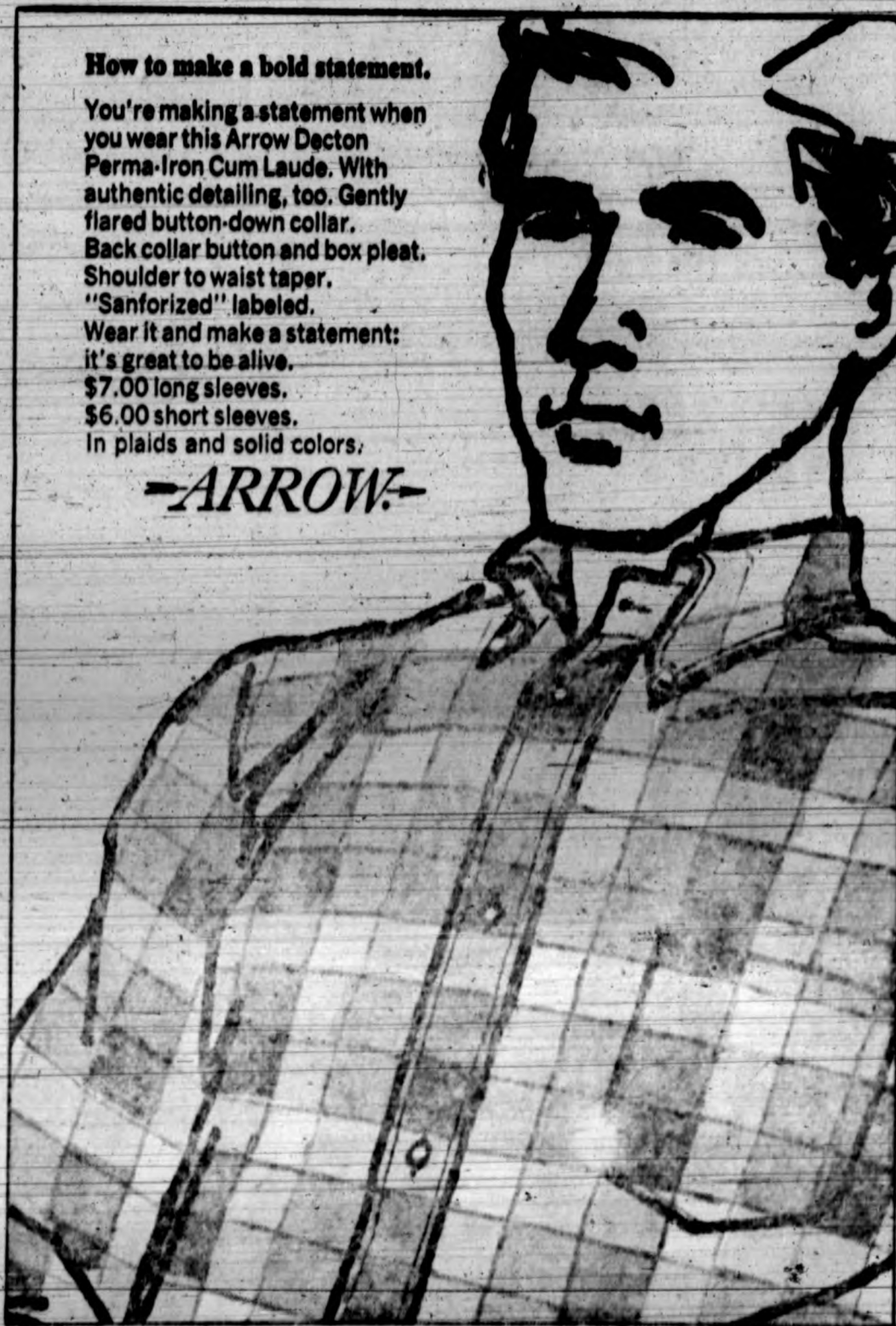
Dr. Arthur James, who has been with the Health Center for 11 years, is the football team physician. He travels with the team and attends the players' medical problems.

Dr. James is active in health education and "his annual talk on sex education is always a sell-out!"

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-ARROW-



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

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Mailbag

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(Editor's note: Although the letter on this page and the letter on the next one exceed the 250 word limit, because of their timeliness they will be printed in their entirety.)

Athletic grants

Editor:

By a 9 to 7 vote of the Student Affairs Council last Tuesday night, cash to students for representing Cal Poly on athletic teams has now become a new feature in the Cal Poly milieu.

Those who are pleased with the decision sincerely believe this is an important step toward solving

our athletic problems. Those who resisted this development must admit that SAC members had ample time to discuss the pros and cons before the final vote was taken.

Faculty advisors are commissioned to participate in the problem solving process in a limited way which does not include making decision for students. Our appropriate roles does involve, however, the proliferation of alternate solutions, the search for reliable knowledge, and the illumination of consequences related to proposed solutions.

Within this rationale, students interested in the athletic program

grant issue have been encouraged to seek out all possible relevant information from every available source so that their decision would likely be a responsible one. To my knowledge this was done. Now let us review a few of the components of this recent extravaganza for the benefit of the students and faculty who have not been "where the action was."

In isolation from all other student activities, reasons for allocating ASI funds for athletic grants can be both numerous and legitimate: athletes spend many hard hours practicing and playing for Cal Poly when they otherwise could be working at a job; large numbers of students enjoy spectator privileges; recruiting better athletes would be enhanced if we had funds available similar to other CCAA members; the Mustang Booster Club and Alumni Association would be more likely to generate more athletic grant money if the ASI would set an example; athletic grants would increase team morale, etc.

But the athletic program does not exist in isolation from all other student activities! It is a vigorous and successful competition for the ASI dollar with all

other program groups. This year's budget shows that intercollegiate athletics cost \$41,800 which is 60 per cent of the total program budget, and this does not include a \$4,250 athletic travel contingency guarantee, nor does it include the salary and expense of the Athletic Publicity Director and other ASI paid employees who are budgeted under "ASI General."

If the ASI were to budget 100 per cent of its program money to athletics, Cal Poly would still be at the bottom of CCAA member schools in dollar capability to recruit athletes.

Every dollar allocated to athletic grants must necessarily be taken from another program possibility. The \$900 voted to athletic grants by SAC is not small money! It is a larger subsidy than any one of the following: Poly Royal, Publications, the activities of eleven committees in the College Union, Welcome Week, Homecoming, Leadership Conference, Model United Nations, People to People, Rose Parade Float, Dairy Cattle Judging Team, ROTC Drill Team, ROTC Marksmanship Unit, Dairy Products Judging Team, Debate Team, Kaydettes, Girls Barrel Racing Team, and Spring Sing. Nine hundred dollars is 3.6 times as much as the \$250 given to El Mustang for the entire year.

What good \$900 may prove to be in shoring up our sagging athletic ledger may never be known. Nor is the \$900 the complete in-

sue if we are to survive in the CCAA. We must consider alternative uses of our limited resources, and judge their relative values to the best interest of Cal Poly students and the total activities program.

We are entering a most challenging period in undergraduate history. A year from next fall we open the doors to a \$3.7 million facility with still unknown program capabilities that will require money. Even this year we are witnessing the development of a Campus Radio, Kioaks, a Golf Course and a Faculty Evaluation Booklet. And on the horizon we see the need to construct a new stadium for football, track and baseball, an expanded permanent site for car repair and car wash, rifle range, etc.

In addition there are many among us who believe that the Cal Poly campus may qualify as a culturally deprived area in terms of its activities program budget. Rather than encourage cultural programs, our 1966-67 budget expects a profit from fine arts, drama, literary writing, forum speakers and forensics. And the climate for new program ideas involving the expansion of leisure enrichment and contemporary social issues is anything but temperate.

Dr. Dan Lawson
Associate Dean-
Activities

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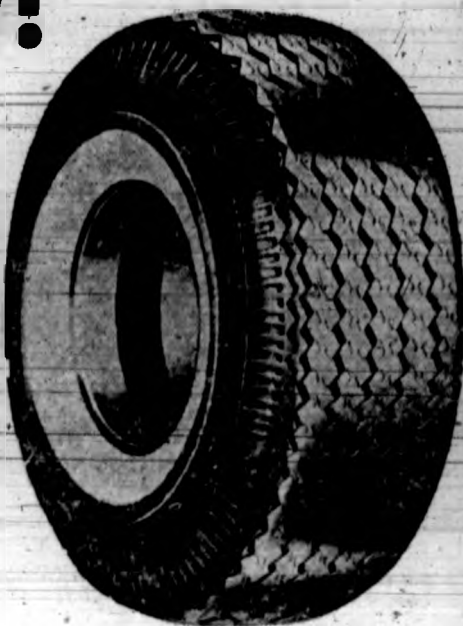
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Instructor reviews faculty evaluation

the following comments regarding the faculty evaluation procedure to be instigated on this campus.

First, I feel that all faculty and administrators should be evaluated—but I usually disagree with the methods of evaluation. Only those people intimately involved in the situation (teachers, students, and administrators) should have access to the completed evaluation. I feel that it's none of my neighbor's business (or a student's) who will never take my course) to have access to information regarding my classroom conduct and performance.

If a teacher's evaluation can be made public does it now follow that the instructor has an equal right to make a public evaluation of the student concerning attendance, honesty, classroom conduct, personal appearance, scholarship, morality, etc.?

Secondly, I seriously question the usefulness of a student's evaluation in reference to course content. I think that a teacher should only be evaluated by his peers who know the course content and who are experienced in methods of testing and presentation.

Before I arrived here, I invited anatomy professors from various junior colleges, state colleges, and universities to evaluate the human anatomy course I was teaching to physical education majors. I gave each a copy of my lecture notes and examinations, and some visited both the laboratory and lecture.

Their comments were summarized and returned to them for their own information and various of their criticisms were used to change my teaching methods and course content. Only the evaluation and I knew what business inspired during the evaluation. The evaluation procedure allowed an exchange of information that was valuable to both sides—all learned "tricks-of-the-trade" from the other.

Thirdly, I worry how the student's evaluation will be used even if it is not made public. Somebody somewhere will use it for promotion, retention or tenure. Thus, a teacher, in order to keep his job, may try to please the average student—a procedure that is not necessarily equitable with academic excellence.

Fourthly, why are the teachers singled out? Shouldn't the administrators also be subject to evaluation from their underlings—the teaching faculty? Discontent as well as content is now being registered via the grapevine and I don't see that a public expose would help the situation. As we all know a good administrator, leader, or teacher is not one who tries to please everyone, but one who follows through with his ideas with his mind open to constructive criticism from his peers and subordinates.

Possibly what we are after for all concerned is constructive criticism without public embarrassment. The criticism should be considered by the instructor or the administrator and then disregarded or incorporated into his course or duties as he sees fit. The evaluated must have an open mind towards improvement, but the choice should be his or his peers as to the changes, if any, that are going to be made.

In summary then, I seriously doubt the wisdom of student evaluation concerning course content and testing procedures. This information should only be evaluated by the peers of the instructor. The student can best evaluate the classroom presentation (diction, dramatics, etc.) and personality. These aspects are a very important part of the teaching process.

At all cost, the evaluation (whether from students, peers, or both) should only be made available to those intimately involved in the particular course or duties. What we are after is a better level of instruction and administration, not a popularity contest.

The college administration should be subject to evaluation procedures similar to those devised for the faculty.

I offer the following as one of many possible methods for teacher evaluation:

1. A departmental committee composed of tenured faculty, who are not eligible for promotion during their term of office, would be elected by the entire departmental faculty—not appointed. This committee would offer constructive criticism: for the course content, the presentation, and grading system of all departmental members. Particular emphasis would be paid to new curricula, new faculty members, and those eligible for promotion or tenure.
2. A student committee (from the departmental majors) would give an annual report to the departmental faculty committee concerning the evaluation of each faculty member. This report would be based on an evaluation sheet turned in by all students taking courses within the department.
3. The departmental Retention, Tenure, and Promotion Committee would summarize the accumulated data and present (orally or verbally) the criticisms to each instructor.
4. On the basis of the above information the departmental Retention, Tenure, and Promotion Committee would recommend a retention, promotion, tenure, or dismissal to a Division or All College RTP Committee (elected—not appointed). This committee would check all questionable cases and recommend to the College President the various faculty for dismissal, retention, promotion, or tenure.
5. The College President would be the ultimate authority for dismissal, retention, promotion, or tenure.
6. All information regarding the faculty evaluation would be kept in strictest confidence.
7. All committee members would get reduced teaching loads or assistance for their teaching duties (the committee work should not be considered an overload).

Harry L. Fierstine
Instructor, Bio. Sci.

Electrical, Mechanical, Civil Engineers



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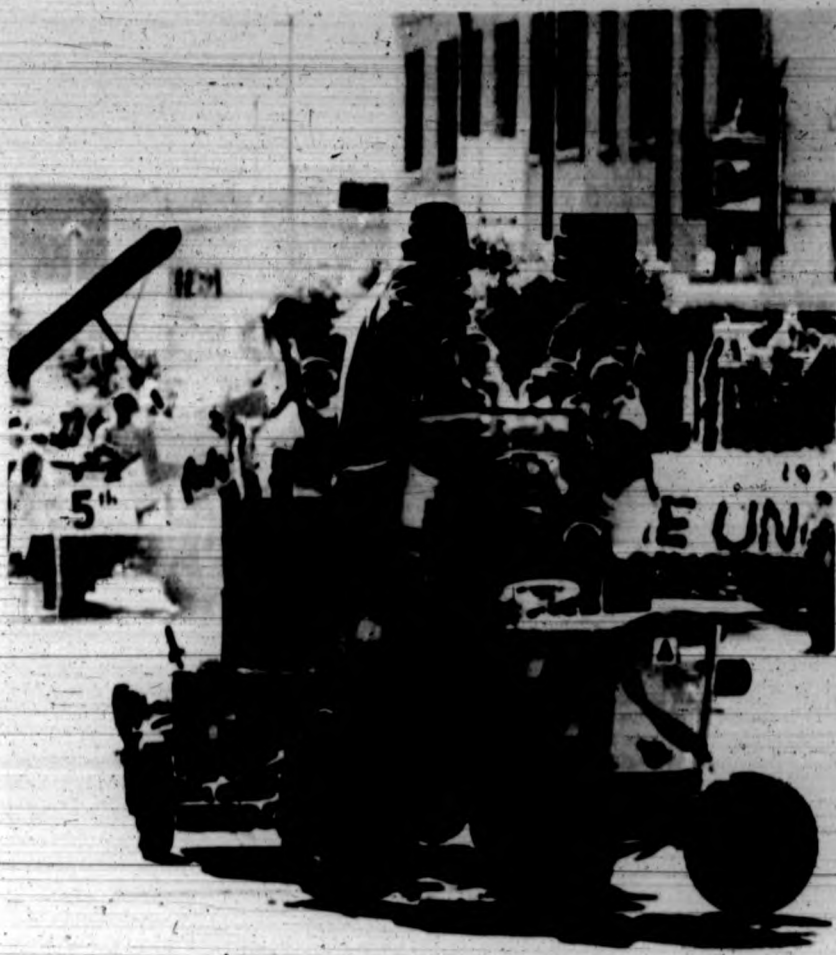
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Homecoming Pictorial

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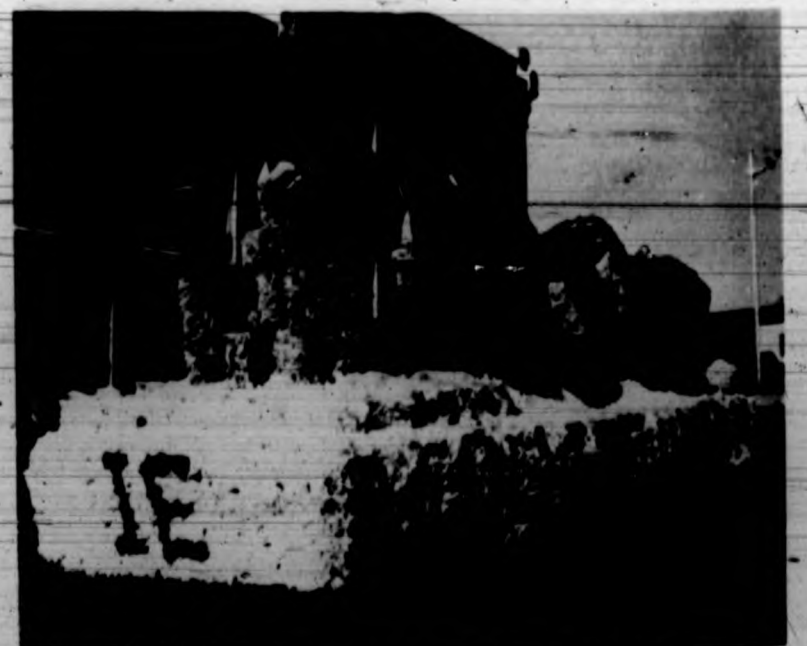


HOME STAR COMING PARADE STAR

THE JOLLY GREEN GIANT, WINNER OF THE SWEEPSTAKES AWARD, IS SHOWN DUSTING OFF THE MATADORS. THIS FLOAT WAS SPONSORED BY THE ORNAMENTAL HORTICULTURE CLUB.



The Crops Club's float, "Shoot the Moon", depicted a rocket being shot from the various centers around the globe where Cal Poly has interests.



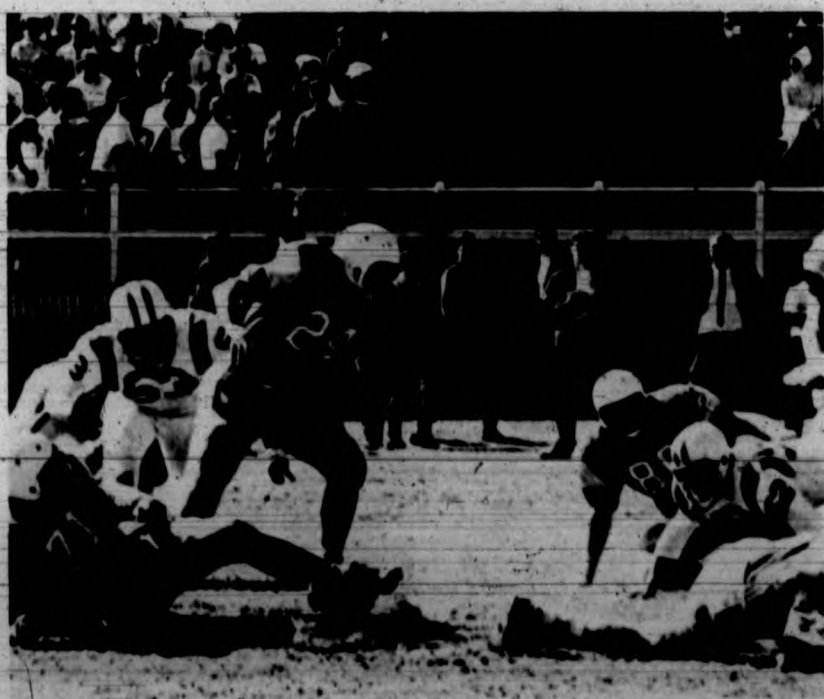
IE HAD MUCH TO SAY ABOUT THE PROPOSED COLLEGE UNION . . .



Terrell moves . . .



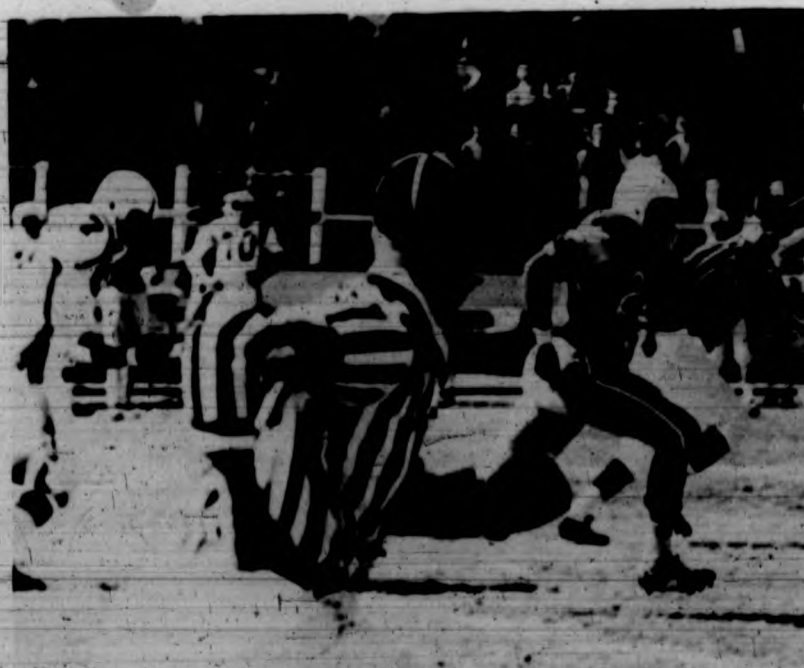
**just
keeps
on
moving . . .**



**and scores another
TD!**



**A WINNING
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GAME
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SAN FERNANDO
28-22**



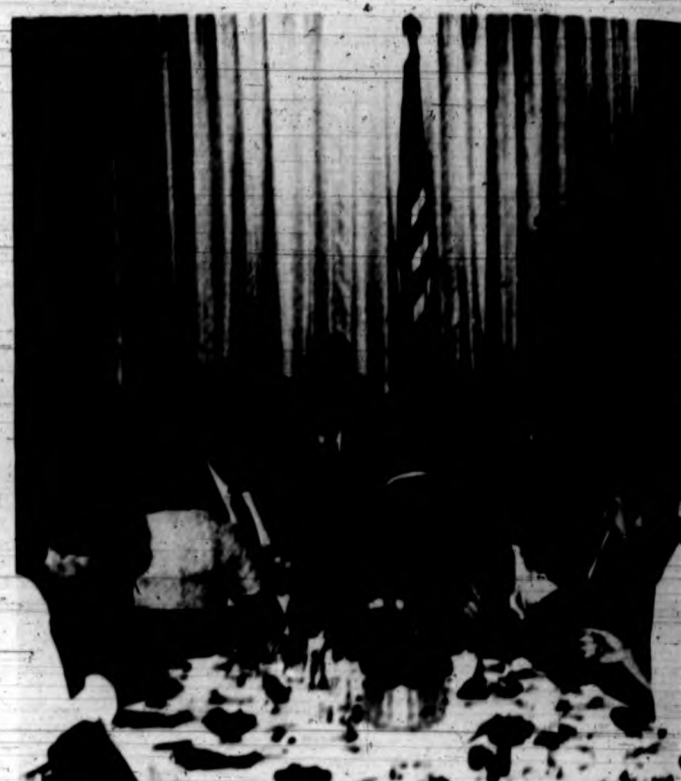
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ALUMNI ENJOY A GOOD DINNER

Would You Believe?

These four pages contain a selection of photographs taken during the Homecoming weekend. Photographs were taken by photo bureau photographers John Kerr, Lynn Haings, Steven Riddell and the El Rodeo Year-book staff.



HONORED GUEST C. O. McCORKLE WAVES TO
CROWD



BAND DIRECTOR WILLIAM JOHNSON LEADS POLY'S MARCHING BAND