

Policy for use of university name: call us 'Cal Poly'

Cal Poly's name is used in a variety of forms. To help establish a consistent identity for the university, President Baker has endorsed the following policy for the use of the university name in official material.

It applies in letters, newsletters, brochures, posters, fliers, signs, sound recordings, videotaped programs, research proposals, in both headlines and text — in short, whenever the university's name is used in university-produced material.

You'll notice that the policy is in keeping with the new university logo's emphasis on the name "Cal Poly." (Incidentally, guidelines for use of the logo are expected to be published soon.)

Questions? Call Bob Anderson or Stan Bernstein at ext. 1511.

- **The guiding principle:** Use "Cal Poly" — just "Cal Poly" — whenever possible in referring to the university. That applies to formal material as well as informal material.

- Use the full "California Polytechnic State University" where context, full identification or strict formality requires it, but use it only once, using the short form (Cal Poly) for other references. (The full name is printed on letterhead stationery; that should suffice for a letter.)

- The first and most prominent reference to the university on a printed piece or in any other medium (the cover of a brochure, the large type on a poster, the opening line in a radio spot, etc.) should say "Cal Poly," not the full name.

- Avoid using "San Luis Obispo" as part of the name of the university. Leave it out altogether whenever possible

(Here, too, the printed San Luis Obispo address at the top of the letterhead suffices for letters.)

- Because every printed piece that goes off campus should have a complete identification on it, the university's full name along with "San Luis Obispo" should be used somewhere. But they should be small, in a visible but unobtrusive position (e.g., lower corner or back cover), and preferably used only once. Try to keep the university name and "San Luis Obispo" on separate lines. A return address with the new university logo serves the purpose well.

- A way to further separate "San Luis Obispo" from the university name is to make it smaller than the university name. But do that only if the two are on separate

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CSU trustees OK tougher requirements

The California State University trustees have approved tightened admission requirements.

The new standards mean that freshmen entering in the fall of 1988 must have four years of English, three years of mathematics, one year of U.S. history and government, one year of laboratory science, two years of a foreign language, one year of visual or performing arts, and three years of electives from specified fields of study.

In addition, students must also have a grade point average which places them in the top third of their high school class.

Procedure for MPPP Awards announced

The procedure for awarding Meritorious Performance and Professional Promise Awards (MPPP) to faculty unit employees has been distributed by President Baker to all faculty and librarians. Meritorious Performance and Professional Promise Awards in the amount of \$2500 each are to recognize or promote excellence in one or more of the following areas — teaching, professional activity or service. All persons covered by the faculty unit 3 collective bargaining agreement are eligible to apply or nominate unit 3 employees for these awards.

For the 1985-86 academic year the following schedule applies:

Action	Deadline
Members of Unit 3 submit applications/nominations to department heads	Dec. 1
Department heads forward applications/nominations to School MPPP committees (Applications/nominations may be ranked or remain unranked by department faculty)	Jan. 15
School MPPP committees forward positive recommendations to Deans	Feb. 15
Deans make awards for undisputed cases and forward disputed cases to the President	March 1
President transmits disputed cases to UPLC	March 5
UPLC forwards positive recommendations to the President	March 20
President announces final decisions on disputed cases	April 1

Note — whenever one of the above dates falls on a weekend or holiday, that deadline is extended to the next regularly scheduled workday.

Dance master class planned for Friday

Nolan Dennett of the dance faculty at UC Santa Barbara will offer a master class in modern dance technique with an emphasis on performance on Friday, Nov. 22.

Dennett's appearance from 3 to 5:30 pm in the dance studio of the Crandall Gymnasium Annex is being sponsored by the Orchesis Dance Company, a student organization chartered by the ASI.

Moon Ja Minn Suhr, director of the company, is urging all dancers of intermediate ability to attend. Those participating in the class will learn how to improve their performance, and more specifically, how to dance with somebody else.

Dennett, who specializes in modern dance, improvisation, dance composition, and choreography, most recently was director of the Choreographer's Showcase at the Lobero Theatre in Santa Barbara, which was sponsored by the Santa Barbara Dance Alliance.

There will be a \$5 fee for the class. Further information is available from Mrs. Suhr at ext. 1169, or the Theatre Box Office, at ext. 1421.

Video dance will aid quake victims

A video dance featuring a 24-foot screen will be held on Saturday, Nov. 23, in Chumash Auditorium.

All proceeds will go to the American Friends Service Committee, a Quaker group providing relief and reconstruction work for earthquake-torn Mexico City.

A minimum \$1 donation is requested for the 8:30 pm dance, which will feature top-40 hits, soul, and rock and roll music.

Refreshments and "Aid To Mexico" T-shirts will also be available.

The Aid To Mexico Committee, which is sponsoring the video dance, is made up of 15 ethnic clubs of the ASI. For more information call the Multi-Cultural Center at ext. 1405.

Comedy show set for Nov. 22

An evening of laughter is in store as three talented comedians take to the stage of the Cal Poly Theatre, for two shows, 8 pm and 10:30 pm, on Friday, Nov. 22.

Scheduled to appear in the "Laugh Asylum Comedy Show" are Bo Smithson, Tim Jones, and Frank Looney, also known as Captain Rowdy. All three have performed stand-up comedy in comedy clubs in both Northern and Southern California, as well as Texas and Washington.

Advance tickets for the Nov. 22 show are priced at \$3.50 for students and senior citizens and \$4.50 for the general public and are available at the UU Ticket Office. They will be 50 cents more at the door.

The Laugh Asylum Comedy Show is a presentation of the Special Events Committee of ASI.

Spry reception

Ethel Spry is retiring after 23 years. A reception is planned for Thursday, Dec. 5 from 1-3 pm in the UU Galerie.

Extra copies

Copies of President Baker's address, "Cal Poly and California in the Next Decade," are available from the Public Affairs Office, 206 Admin., ext. 1511.

Xerox awards \$220,000 grant to Computer Science

The Xerox Corp. has granted \$220,000 worth of computer systems, service and software support to the Computer Science Department.

The grant will provide the Cal Poly department with a new system of high-performance workstations, laser printers and computers for filing and communicating information. It is the department's second major grant from the corporation in two years.

"The software and hardware involved in this grant will enable Cal Poly for the first time to teach artificial intelligence on a large scale," said Dean of Engineering Duane Bruley.

Cal Poly is one of 24 U.S., Canadian and British universities to share in the second phase of Xerox's three-year, \$30 million University Grant Program. Last year Cal Poly, as one of 12 universities in the program's first stage, received a \$1.2 million computer grant.

Thanksgiving recess food service hours

Tuesday, November 26

Normal schedule, except Vista Grande Cafeteria will close after lunch and the Ice Cream Parlour will close at 5 pm.

Wednesday, Nov. 27

Staff Dining Room . . . 8 am - 3:30 pm
VG Restaurant . . . 11 am - 8 pm
Campus Store . . . 6:30 - 5 pm
Burger Bar . . . 9 am - 5 pm

Thursday, Nov. 28

VG Restaurant . . . 11 am - 8 pm
Friday & Saturday, Nov. 29 & 30

VG Restaurant . . . 11 am - 8 pm
Sunday, Dec. 1

VG Restaurant . . . 9 am - 8 pm
Burger Bar . . . 5 pm - midnight
Campus Store . . . 9 am - 5 pm

Commencement speakers sought

The Commencement Speaker Screening Committee is soliciting suggestions for names of individuals suitable to be considered for the featured speaker at future commencements.

Any member of the campus community is welcome to make a nomination. Along with the name, submit any known pertinent data such as qualifications, background, speaking ability and other factors which may be helpful in evaluating the nominees.

It is suggested that individuals nominated fall into one or more of the following categories:

- ✓ A prominent national, state or local figure who has knowledge and concern for higher education.
- ✓ A member of the California State University Board of Trustees.
- ✓ A member of Cal Poly's President's Cabinet.
- ✓ A prominent leader from business, industry or the professions.
- ✓ A present or former member of the University administration, faculty or staff.
- ✓ An alumnus of the University who exemplifies the desirable qualities and achievements the University would like for all of its graduates.

The committee has requested that all nominations be submitted prior to Dec. 3. Nominations should be sent to the faculty or student representatives on the committee or to the committee chairman, Don Coats, Associate Dean, Educational Services, 312 Admin.

'Guys and Dolls' faculty noted

In the Nov. 7 issue of the *Report* mention was made of faculty involvement in the Cal Poly production of "Guys and Dolls."

Unfortunately, two faculty members were not recognized. Peter Kentes, a new member of the Theatre and Dance Department, choreographed the Damon Runyon musical. In addition, Dr. Bill Parker, visiting lecturer from Pacific Lutheran University, played Nicely-Nicely Johnson.

...Policy for use of university name

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lines. (You can see a good example on the concrete campus entrance signs.)

- In text, the preferred way to indicate the university's location is to use a phrase like "Cal Poly is at San Luis Obispo," when it works in the context, rather than using "Cal Poly, San Luis Obispo" as shorthand to answer the geographical question.

- Never use the abbreviation "SLO" as part of the university name.

- Never use "Cal Poly State University" (even if the freeway signs do) or "Cal Poly University" or any other truncation or abbreviation of the full name other than "Cal Poly."

- Never refer to Cal Poly by its initials — neither "CP" nor "CPSU."

- Never use just "Poly" without the "Cal" when naming the university. (NOTE: That does *not* rule out combined names for events and programs such as Poly Royal and Poly Reps.)

- Use "the university" with a lower-case "u."

- Use "The (upper-case 'T') California State University," but "the (lower-case 't') California State University system."

- Any commercial use of the university name or symbols must be reviewed by the director of public affairs.

English architect to speak today

An internationally known English architectural educator will speak today (Nov. 21) on "Meaning in Architecture."

Geoffrey Haigh Broadbent, professor and head of the School of Architecture at Portsmouth Polytechnic University, is to speak at 7:30 pm in the Gallery on the ground floor of the Architecture and Environmental Design Building. A \$1 donation is suggested at the door.

Broadbent's illustrated lecture will explore different ways buildings can have meaning: their effect on people as "signs" as measured by psychological research, their abstract geometric systems, and the way buildings "carry" their meaning.

His appearance is part of the lecture series sponsored by the Architecture Department.

Professor checks quake damage

Dr. Satwant Rihal, professor of architectural engineering and a noted national authority on the behavior of buildings during earthquakes, has just returned from Mexico City after a four-day visit to inspect buildings destroyed by the recent temblors. He inspected the damage with an eye for its implications for California and the Central Coast in particular.

Rihal's trip was sponsored by the National Science Foundation, which has sponsored much of his recent research. He was accompanied by a UC Berkeley earthquake engineer, sponsored by the World Bank, and in Mexico City talked to members of a UNICEF structural inspection team, among others.

dBASE II/III classes will be offered

The Instructional Support Group (ISG) of Computer User Support is sponsoring two hands-on dBASE II/III class sessions, which will cover dBASE Report Formats, an Introduction to dBASE Programming, and dBASE Programming Techniques.

Course participants should have attended the Introductory and Beginning dBASE classes (levels 1 and 2) or be familiar with using dBASE in an interactive mode (i.e., the commands — create, use, list, browse, edit, print, delete, pack, modify structure, and copy).

These level 3 and 4 courses are scheduled for Friday, Dec. 6 and 13, from 3 - 5 p.m. in CSc 255. Call ISG at, ext. 2516 to reserve a place.

Community minded faculty to meet

Faculty interested in integrating community projects into the curriculum will meet today (Nov. 21) in UU 219 beginning at 11 am. Malcolm Wilson and Fred Abitia will make remarks about community service and its role in the curriculum.

Participants are encouraged to bring a sack lunch so that conversation can extend beyond noon. The meeting is open to all interested faculty. Those who cannot attend the meeting can request notification of future meetings by calling Dianne Long, ext. 2957 or 2984.

Elected president

John Paulsen, assistant director of Public Safety in charge of the University Fire Section, was recently elected president of the

County of San Luis Obispo Fire Chiefs Association. He takes office on Jan. 1, and will serve a one-year term. He is presently secretary of the association. Paulsen's duties will consist of county-wide coordination of fire related issues and training programs.

Contract canceled

In the Sept. 19 issue of the *Report* it was announced that the California State University (CSU) had signed a contract with Pacific Southwest Airlines (PSA) to obtain discounted air fares for CSU employees flying on official business between certain cities. That contract has been canceled.

Education faculty receive awards

Becca Wachtmann, a lecturer in the Education Department, recently received the Marcus Foster Award for outstanding contributions to reading and literacy in California. The Marcus Foster Service Award is the highest honor given by the California Reading Association and Wachtmann was presented the award at the general session of the California Reading Association Conference held in Anaheim. At the same meeting Don Maas of the Education Department faculty was presented the Margaret Lynch Area Exemplary Service Award in recognition of an outstanding contribution in the field of reading.

New employees, transfers and promotions

Jan Pieper, director of personnel and employee relations, announces the following appointments to new positions, transfers, and promotions to the support staff. A hearty welcome is extended to the new members of the Cal Poly staff and congratulations to those who have been promoted!

New employees	Classification	Department
Pamela Baldridge	Clerical Assistant II	Cooperative Education
Charla Burgraff	Clerical Assistant II	School of Architecture and Environmental Design
Carolyn Carr	Clerical Assistant II	University Library
Madeline Downs	Clinical Aid II	Student Health Services
Carol Freeman	Registered Nurse II	Student Health Services
Diane Hancock	Clerical Assistant II	Enrollment Support Services
Connie Higgs	Clerical Assistant I	Payroll Services
Christina Hayes	Clerical Assistant II	Enrollment Support Services
Patricia Hillman	Clinical Aid II	Student Health Services
Lawrence Kennedy	Public Safety Officer	Public Safety Department
Gerald Kosaka	Groundsworker	Plant Operations
Peter Martin	Computer Operator	Computer Services
Richard Morales	Student Services Prof. III	Student Academic Services
Lori Patterson-Williams	Clerical Assistant II	Student Health Services
John Roach	Groundsworker	Plant Operations
Nancy Szejkowski	Data Entry Operator	Computer Operator
Promotions		
Allen Anderson	Programmer I	Computer Services
Barbara Ballard	Clerical Assistant II	University Library
Gloria Beck	Registered Nurse II	Student Health Services
Karen Blum	Registered Nurse II	Student Health Services
Karen Christian	Registered Nurse II	Student Health Services
Esther Seddig	Clerical Assistant III	Student Data Systems
Transfers		
Kathy Ann Brindley	Clerical Assistant II	Student Data Systems
Janet Wallravin	Clerical Assistant II	Mathematics Department

Who, What, When, Where

Sandra Davis Lakeman, *Architecture*, received a grant from the Graham Foundation of Chicago, which aids work in architecture and the arts, in support of a summer trip to Italy that included two lectures and continuing photographic studies of Italian town squares. She lectured on her selected paper "The Meaning of Architecture Within the Gothic City Realm" at a conference in Venice on "Making Cities Livable," sponsored by the Center for Urban Well-Being. She also lectured on the topic at the University of Oregon International Program in Rome.

Michael Swiderski, *Physical Education and Recreation Administration*, had a paper, "Outdoor Leadership Competencies: A Research Study Surveying Outdoor Leaders," accepted by ERIC Clearinghouse.

Michael Blum, *Graphic Communication*, had an article, "Register Control Can Improve Pre-Press," published in the October issue of *Printing Journal*.

Raymond Wysock, *Industrial Technology*, presided over a regional caucus at the 18th annual conference of the National Association of Industrial Technology. He was also honored by Epsilon Pi Tau, an honorary fraternity, and received the EPT laureate citation.

Rudy Dressendorfer, *Physical Education and Recreation Administration*, presented a paper, "Predictive Accuracy of the Bruce Treadmill Protocol for Estimating VO₂max in Unfit Cardiac Man," at the annual meeting of the American College of Chest Physicians in New Orleans.

D.B. Smith, *English*, presented a paper, "Technical Writing, Language Planning, and the Control of Technology," at the Conference on the Mediation of Technology, University of Colorado at Colorado Springs.

Patrice Engle, *Psychology and Human Development*, presented a paper, "Effects of Maternal Work for Earnings on Nutritional Status in Urban Guatemala," at the 12th International Nutrition Congress in Brighton, England.

Linda Dalton, *City and Regional Planning*, presented a paper, "Why the Rational Planning Paradigm," at the 27th annual conference of the Association of Collegiate Schools of Planning in Atlanta.

Lezlie Labhard, *Home Economics*, co-presented "Undergraduate Research in Textiles and Clothing: Senior Projects" at the Western Region meeting of the Association of College Professors of Textiles and Clothing. She was also evaluation chairman for the conference.

Edward Ward, *City and Regional Planning*, presented a paper, "Changes and Opportunities in the Planning Education Environment," at the 27th annual conference of the Association of Collegiate Schools of Planning in Atlanta.

William Howard, *City and Regional Planning*, made a presentation, "Instilling Professionalism in Undergraduate Planning Education Through the Use of Community Based Projects and Internships," at the 27th annual conference of the Association of Collegiate Schools of Planning in Atlanta.

William Howard, *City and Regional Planning*, made a presentation, "A Case Study of Growth Management in California," at the 27th annual conference of the Association of Collegiate Schools of Planning in Atlanta.

Dateline. . . .

(\$) - Admission Charged

(!) - Admission Free

THURSDAY, NOVEMBER 21

University Club: Sam Lutrin (Activities Planning Center) will discuss "Under Fire: Notes on Student Life in Israeli Universities." Staff Dining Room, noon. (!)

Speaker: Geoffrey Broadbent (Portsmouth Polytechnic University, England) will discuss "Meaning in Architecture." Architecture Gallery, 7:30 pm. (\$)

FRIDAY, NOVEMBER 22

Dance Class: Nolan Dennett (UCSB) will hold a master dance class for intermediate dancers. Dance Studio, Crandall Gym, 3-5:30 pm. (\$)

Volleyball: UCSB, Main Gym, 6:30 pm. (\$)

Speaker: Robert Stevenson (UCLA) will discuss "California Music History: An Unworked Gold Mine,"

as part of the Arts and Humanities Lecture Series. UU 220, 7:30 pm. (!)

Bandfest: Cal Poly's bands and guest artist Loren Marsteller of LA will perform. Chumash, 8 pm. (\$)

Comedy Show: "Laugh Asylum," Theatre, 8 & 10:30 pm. (\$)

Men's Basketball: College of Notre Dame, Main Gym, 9 pm. (\$)

SATURDAY, NOVEMBER 23

Volleyball: University of the Pacific, Main Gym, 7:30 pm. (\$)

Play: Ed Metzger will perform "Albert Einstein: The Practical Bohemian," in this one-man show. Theatre, 8 pm. (\$)

MONDAY, NOVEMBER 25

Women's Basketball: Melbourne, Australia, Main Gym, 7:30 pm. (\$)

TUESDAY, NOVEMBER 26

Men's Basketball: St. Mary's College, Main Gym, 8 pm. (\$)

WEDNESDAY, NOVEMBER 27

Thanksgiving: Academic holiday for faculty and students, continuing through Sunday, Dec. 1.

Cross-Country Skiing: Spend Thanksgiving eating delicious turkey then go skiing at Donner Summit. Continues through Sunday. Sponsored by ASI Outings. Details in the Escape Route, UU 112, or call ext. 1287. (\$)

Craft Sale: Applications to sell your crafts available in the Craft Center, UU 111, or call ext. 1266. (!)

THURSDAY, NOVEMBER 28

Thanksgiving: Holiday for support staff, administrative and 12-month academic employees. Nov. 29 also a holiday, designated for observance of Lincoln's Birthday.

SATURDAY, NOVEMBER 30

Men's Basketball: Hayward State, Main Gym, 8 pm. (\$)

MONDAY, DECEMBER 2

Speaker: Jonathan Fairbanks (Museum of Fine Arts, Boston) will discuss "Re-Collecting 17th Century New England Arts." Architecture Gallery, 7:30 pm. (\$)

TUESDAY, DECEMBER 3

Women's Basketball: Fresno Pacific, Main Gym, 5:45 pm. (\$)

WEDNESDAY, DECEMBER 4

Wrestling: San Jose State, Main Gym, 7:30 pm. (\$)

THURSDAY, DECEMBER 5

University Club: Holiday Music by Cal Poly's Men's Chorus and Women's Chorus. Staff Dining Room, noon. (!)

Position Vacancies

Vacant staff positions at Cal Poly State University and the Cal Poly Foundation are announced in this column and are posted outside the respective offices. Contact those offices (State: Adm. 110, 805-546-2236—Foundation: mobile unit near the Fire Department (805-546-1121) for applications and additional position details. Both Cal Poly and the Foundation are subject to all laws governing affirmative action and equal employment opportunity. All interested persons are encouraged to apply.

State

CLOSING DATE: 12-6-85

Clerical Assistant II-A, \$634.50-\$748/month; half-time, Physical Education.

Groundsworker, \$757.50-\$859.50/month; half-time, Plant Operations. 7 am to 11 am, Monday through Friday.

Candidates for positions on the faculty of the university are presently being sought, according to Jan Pieper, director of personnel and employee relations. Those interested in learning more about the positions are invited to contact the appropriate dean or department head. This University is subject to all laws governing Affirmative Action and equal employment opportunity including but not limited to Executive Order 11246 and Title IX of the Education Amendments Act and the Rehabilitation Act of 1973. All interested persons are encouraged to apply.

CLOSING DATE: 12-27-85

Lecturer, salary is competitive; rank is dependent upon qualifications, Business Administration (Business Law), available beginning Sept. 15, 1986. Position requires teaching business law at the undergraduate level for the 1986-87 academic year. Teaching load includes 15 units per quarter with no more than three preparations per year. Qualifications include a J.D. from an A.A.L.S. accredited law school, membership in a state bar, prior legal experience, and at least two years of university teaching experience. Send resume and names of three references to: Dr. Dan Bertozzi, head, Business Administration Department.

CLOSING DATE: 1-24-86

Associate Professor/Professor, salary commensurate with qualifications and experience, Dairy Science, available Spring Quarter (March 31, 1986). Duties include teaching courses in the Dairy Products Technology Option and supervision of the dairy plant operations. The successful candidate will also share in development of the Dairy Products Technology Center. Ph.D. or Master's degree required with dairy plant experience. For additional information or an employment application contact E.E. Starkey, Dairy Science Department.

CLOSING DATE: 2-10-86

Assistant/Associate Professor, salary commensurate with qualifications and experience, Photography Option, Art. Position available September 1986. Duties include teaching basic through advanced courses and corporate/annual report emphasis. Requires: two years professional experience; MS, MA and MFA photography emphasis; and university-level teaching/professional lecturing.

CLOSING DATE: 2-15-86

Tenure-Track Position, salary and rank commensurate with qualifications and experience, Architectural Engineering. Position available beginning September 1986. Duties include teaching structural analysis and design. Ph.D. with experience in structural engineering practice preferred; M.S. with extensive experience in practice will be considered.

Lecturer, salary range from approximately \$38,000 to \$46,000 per academic year depending upon qualifications. Architectural Engineering. Position available for the 1986-87 and 1987-88 academic years, beginning in September 1986. Duties include teaching structural analysis and design. Ph.D. with experience in structural engineering practice preferred; M.S. with extensive experience in practice will be considered.

Assistant/Associate Professor or Lecturer, salary commensurate with qualifications and experience, Home Economics (teacher education and either consumer education, foods, textiles and clothing or equipment). Position available September 1986. Primary duties and responsibilities include teaching methods, supervising student teachers, and coordinating the teacher education program. Additional teaching responsibilities in one or more of the above-named areas also expected. For tenure-track, require-

ments are an earned doctorate from an accredited college or university with specialization in home economics education or vocational education or equivalent; at least one degree in home economics; and prior university experience in teacher education and at least one of the above-named areas. For lectureship position, a master's degree with above-listed specializations and experience is required. Apply to Barbara Weber, head, Home Economics Department.

Lecturer, salary commensurate with qualifications and experience, Home Economics (Interior Design). Position available September 1986. Duties and responsibilities include teaching beginning and advanced interior design courses, directing undergraduate research, and developing and supervising internships. Requirements are a Master's degree with specialization and work experience in interior design; prior university full-time teaching experience, and professional affiliation in ASID, IDS and/or IBD expected. Apply to Barbara Weber, head, Home Economics.

CLOSING DATE: 3-15-86

Lecturer, salary commensurate with qualifications and experience (\$24,168-\$29,064), Philosophy, available for the 1986-87 academic year. Duties include teaching critical thinking and philosophical classics; some upper division and interdisciplinary courses. Ph.D. in Philosophy required; teaching experience preferred.



Holiday schedule

The Report will not be published the week of Thanksgiving. In December the Report will be published twice—Thursday, Dec. 5 and Thursday, Dec. 12. The first issue of the Winter Quarter will be Thursday, Jan. 9. Copy is due by Thursday, Jan. 2.