



Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE

VOL. 1, NO. 3

SAN LUIS OBISPO, CALIFORNIA

FRIDAY, JULY 19, 1968



RADIO SOUND-OFF . . . Campus radio will debut on July 27. Frank Growe, Kip White and Red Allen are shown here (from right to left) as they prepare future programs. (photo by Olson)

KCPR to break silence; premier set for July 27

The third time's a charm—or so the staff of Cal Poly's proposed KCPR 91.3 FM radio station hopes. Alan Holmes, the station's general manager, anticipates that regular daily broadcast will begin July 29, initiating a 30-day test period.

Two earlier attempts were thwarted—the first due to the death of Glen Smith, the station's advisor, and the second due to transmitter line installation delays.

"The more blocks we have encountered, the more our determination rises to meet them," Holmes explained.

Now equipped with turntables, tape recorders and transmitter, KCPR will begin official air checks July 27.

All that the station lacks is additional staff to help the general manager, program director and news director. A student desiring to work with KCPR should contact Manager Holmes at 544-2869.

While a campus station, KCPR will not be an "educational channel" with National Educational Radio programming. Nor will KCPR "be just another FM station," Holmes said.

Emphasis is totally on the sound of today. Programming samples include an "oldie-but-goodie" hour, current movie soundtracks and completely original in-studio productions. One creative endeavor is a spontane-

ous recording of disk jockeys in the play adaptation entitled "Oh, What a Beautiful Mourning."

News Director Jim Witmer has proposed a revival of the radio serial and comedy playhouse.

"I feel the radio drama was the essence of radio in the 1920's and 30's, and we are hoping to revive the golden age of original radio productions," Witmer said. "This type of program has been lost in the stereotyped format of today. We hope to bring a bit of imagination into our programs."

Perhaps KCPR's most distinguishing feature will be a lack of regular commercials. "Spots" or "Promos" will not be totally missing, however. The station will carry student activities announcements. And a supplementary collection of ingenious take-offs on standard ads is already being taped by student DJ's.

Even news will receive a "new" treatment. National, state and campus news will bear to a musical background.

The greatest problem facing the KCPR News Department is putting together an adequate news staff. Witmer invites those interested in writing, editing, or broadcasting the news to contact the station manager.

KCPR, located in GA 201, will broadcast daily from 6 p.m. to 12 p.m. The federally licensed station will provide career training to its all-student staff.

Graduate club first for campus

Graduate students, long the neglected body on campus, have united to form a club.

The first of its kind on campus, the club is open to anyone who is enrolled at the college and holds a bachelor's degree.

The main purpose of the club is to offer both social and serious activities to its members. Such activities include sponsoring lectures, taking field trips up and down the state, and attending different cultural programs of interest to the graduate students.

Dr. Dale Federer, advisor to the club, feels that the graduate students would like to meet with and share knowledge with others who have the same common interests as they.

The club when chartered will give the graduate students a voice in SAC. At present they pay their student body fees, and have no representation unless it's through the department as a whole.

Currently the club is planning a barbecue to be held Friday, July 26.

Students interested in joining the club may do so by attending the meetings every Friday at noon in the East Dining Hall or contacting Dr. Federer. SAC# 122.

NAACP leader calls for local integration

"The dilemma we face is an American dilemma," stated Alex Gunn, vice-president of the San Luis Obispo chapter of the National Association for the Advancement of Colored People and superintendent of the Paso Robles School for Boys, recently during a noon speech.

Gunn, who spoke on the topic, "The Negro Dilemma in America," fired at his nearly all white audience, "what would you say if I told you that 99 per cent of the businesses in San Luis Obispo do not employ Negroes?"

"What would you say if I told you none of the colleges hire black people to teach, that there are only two Negroes employed in any grocery store in San Luis Obispo?"

"What would you say if I told you there are no Negroes employed in county government? Negroes dare not apply, they have been turned down so often," stated Gunn.

The Negro leader went on, "it's not all the fault of the ruling class, but still they must make the Negro feel that he can apply for jobs, and that he does have a chance for work.

"The white man in San Luis Obispo must realize that small cities can burn down too," Gunn reminded his audience.

Gunn discussed the controversy over the uses of the words "Negro" and "black," stating that this is where the curtain goes up on the dilemma. In later discussion with a member of the Black Students Alliance he pointed out that "some black people would rather be called Negro than black." The youth claimed that the term should be Afro-American.

Gunn related that whatever the dilemma, the big problem was individuality. "You can't generalize about a whole people. No whole group ever agrees, they are all individuals."

Gunn concluded that, "In San Luis Obispo, we have an opportunity to solve the problem. But we need to change our methods of recruiting. We need to change our methods of recruiting teachers on campus. And you need to get up and go out and talk to your friends and businessmen, about what we can do about the dilemma. That's what you can do."

Filmstrips, books to aid ag teachers

Hill Vickers
Staff writer

Senior projects and faculty ingenuity have converged to develop six new classroom aids for the instruction of agriculture in high schools.

A 38-frame color filmstrip outlining opportunities in the food processing industry has been prepared by DeWitt Sampson, head of the Food Processing Department. The strip details methods of canning, drying, and freezing of fruits and vegetables. In addition to its usefulness in the classroom, the strip can be used to create a better understanding among growers and workers for the requirements of the food processing industry.

An animal husbandry student's senior project grew into a filmstrip which provides graphic

demonstration of the relationship of live and dressed swine carcasses. The strip and its accompanying manual are useful in the instruction of swine judging and in creating a better understanding among swine raisers of market requirements for hogs. Stan Sears, now graduated, developed the theme as a senior project. A former faculty member, Gordon Gibbs, and a present faculty member, Richard Birkett, contributed to the final product.

Gerald Westesen and John Merriam, instructors in the Agricultural Engineering Department, collaborated to produce a filmstrip on irrigation useful in offering fundamental instruction in techniques and methods of irrigation.

James Bermann, agricultural engineering instructor, has pre-

pared a manual covering the repairing and maintenance of small gasoline engines used primarily in the ornamental horticulture industry.

Gaylord J. Chisak, instructor in the Farm Management Department, is making available a workbook for advanced instruction in farm record keeping. Included with the workbook is a chronological order of transaction for entry into the records, entry into the records.

Elementary farm record keeping instruction will receive an assist from a workbook and farm problem development by Arthur Duarte and Harold D. Morris, also instructors of the Farm Management Department.

The aids, which will be distributed by the college, are available to schools at cost.

Early president, Dr. Crandall, passes away at age of 94

Dr. Benjamin R. Crandall, president of the college for nine years from 1924 to 1933, died last week in North Hornell, N.Y., at the age of 94.

The years during which Crandall was president was a time of expansion for the college. Enrollment reached a high of 407, 1200 acres of land were added to the campus, and six new buildings were constructed including Jespersen Hall, Heron Hall, and the old gymnasium, bearing his name.

The project system was insti-

tuted during his term and a two year junior college was started in 1937.

The closing years of the Crandall regime were years of disappointment. State officials criticized the agricultural program. And the college lost prestige with the legislature. The budget was cut 60 per cent in 1933. After the budget cut, Crandall regrettably resigned saying, "The vision of a great technical institute on the Pacific Coast must be abandoned."



WILLARD OF ALL TRADES . . . Ex-Greenbay Packer, high school coach and Golden Gloves boxer, W. E. Pederson, now heads the English and Speech Department. See story on page 4. (photo by Olson)

End to 20-year dream: college union building

A 20 year-old dream is finally becoming a reality. The dream is the Julian A. McPhee College Union Building. The college union building has been in the planning stages for almost 20 years according to Doug Gerard, associate dean of faculty planning. Gerard spoke before a small but receptive audience last week as part of the noon speakers program. Julian A. McPhee started planning for the facility in the 1930's. All the profits from the bookstore have been laid aside for a permanent location. At present, the bookstore has a nest egg of three quarter million dollars, to be put toward their new home in the C.U. Building.

The building now going up between the Dining Hall and Administration Building is the result of the work of hundreds of students and faculty members. They tried to decide the best type of facility in respect to the town, transportation situation, and resident students. These people came up with a documented description of what the building should look like. Every detail from lighting to the size of the rooms was included in the final manuscript, Gerard said.

The document was given to a Senior Architecture Design Class in 1963, and 18 different drawings began to form. Six drawings were chosen from the 18 and from these six, models were

constructed to get an idea of what the building would look like.

The next step was convincing the people the students wanted the building. A general vote was taken and the student body voted 91% in favor of the C.U. Building, even if it meant paying a small fee toward its completion. The C.U. fee of \$4.00 a quarter was initiated in the Fall of 1966.

It was hoped that the building would be under construction at this time, but there was a two year delay in getting funds from the federal government.

The expected completion date for the building in October 1969, according to Gerard.

The structure will have two levels, the top for business offices and conference rooms, and the bottom for game rooms. Housed in the building will be a 10 lane bowling alley, 12 billiard tables, lounges, dance rooms, a burger bar, KCPR (campus radio), the Bookstore, a barber shop, Student Body offices, the SAC room, and hopefully a bank.

Operation costs for the first five years will be one-third of a million dollars, which includes salaries, utilities, custodial services, etc. This cost will come from student fees, and 46% of it will come from the billiard tables, bowling alley, barber shop, burger bar, and the bank. If things go as planned the C.U. building may be self-supporting in 15 years, Gerard concluded.



WORKERS START... laying the foundation for the Julian A. McPhee College Union Building. The structure is expected to be completed by October 1969. (Photo by Olson)

Honor student awarded first Julian McPhee Scholarship

Terry Rudkin, of 865 N. Oak Ave. Fillmore Calif. is the first recipient of the Julian A. McPhee Award.

Rudkin, a senior agriculture business management student, was selected for the honor by the Scholarship Committee of the college.

Rudkin has previously won many honors available to college students. He has been chairman of Poly Royal, the annual open house at the college, which has drawn 60,000 visitors each year.

The awardee's academic record is outstanding. He has been on the Dean's List each quarter and on the President's List each year

of his college course. He is a member of Phi Kappa Phi national honor society. His grade point average at the college has been 3.62.

In ROTC work, Rudkin received the Distinguished Military Student Award and the Association of the United States Army ROTC medal at the recent President's Review of the Cal Poly unit.

He was the winner of the Outstanding Agriculture Student Award, held a Sears-Roebuck Scholarship for two years, a Leopold Wrasse Scholarship of \$500 for two years, and is a member of Alpha Zeta national honorary agricultural fraternity and Blue Key national honorary service fraternity.

The Julian A. McPhee award of \$150 is to be made each year to one student at California State Polytechnic College, San Luis Obispo, and one student at California State Polytechnic College, Kellogg-Voorhis. Recipients are outstanding students who are members of the junior, senior, or fifth year classes who have attended the college for a least six quarters as a full-time student.

The award recognizes academic proficiency, interest in the college, and participation in the co-curriculum. A G.P.A. of 2.8 or better is required. Funds for the awards are provided by the Julian A. McPhee award trust.

Disneyland tour

Want to take a trip to the moon, sail down the Barbary Coast, or bobbed down the Matterhorn?

The Summer Program Committee is offering a chance to do this and much more. The Committee is planning a tour of Disneyland July 26 - 27.

The trip to "the magical kingdom" will start in front of the TCU building at 5:30 p.m. Friday, July 26, and will spend the night at Cal State Fullerton or in a motel. Saturday will be spent exploring Walt Disney's, "world of fantasy."

Cost for the trip is \$18-18 and includes transportation, room, and ticket book for Disneyland.

Reservations for the tour must be made before Tuesday, July 23. For further information call 546-2476.

Educators gather

School teachers and counselors throughout California have participated in two workshops in student counseling and guidance given by the Education Department.

The first given by Dr. Barbara Varenhorst, a consulting psychologist for the Palo Alto Public Schools, concentrated on the use of life career and parent-child games in guidance and today.

The second given by Dr. Harry Scales, a member of the faculty of the Education Department, consisted of counseling potential school dropouts.

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Published once a week during the summer quarter except holidays and exam periods by the Associated Students, Inc., California State Polytechnic College, San Luis Obispo, California. Printed by students majoring in Printing Technology and Management. Opinions expressed in this paper in signed editorials and articles are the views of the writers and do not necessarily represent opinions of the staff, views of the Associated Students, Inc.

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Poly senior develops new building material

by Robb Seibly

A thesis written by a senior in business administration at Cal Poly has developed into a profitable business and a product that may be a major breakthrough in the building materials field.

An entirely new type of home insulation came into being when Albert Lawrence of Santa Maria began his thesis project on establishments of a home insulation business. He found that insulations being in many homes today left something to be desired.

That realization led to considerable experimentation that resulted in the new insulation, which does more than provide longer protection against fire. It also repels insects and rodents, extinguishes flames, and is, itself, fireproof.

Lawrence demonstrates its protective and flameproof qualities by holding a copper blot cradled on an inch-thick pad of the new product in the palm of his hand and heating the metal with a blow torch until it becomes molten.

The Cal Poly senior has been marketing his product on an experimental basis in the Santa Maria area since early this year.

Although some of the materials and chemicals he uses are more expensive than those used in similar building insulations, he is able to manufacture and install it in homes at a cost as much as 25 percent lower than other products presently available.

This is possible because Lawrence buys his chemicals and other materials from their manufacturers in large quantities and stores them in bulk. He delays the

process of mixing until they are loaded into a custom-built truck used to apply the insulation.

Lawrence has already begun making arrangements for franchising his new product in other parts of California and hopes eventually to market it throughout the nation.

Although the 45-year-old college senior readily admits that he is not the first to use several of the materials and chemicals contained in his new product in insulation, he has found that the combination he uses provides longer-lasting and safer protection than other insulations.

"This is because they are non-volatile, virtually non-corrosive, and greatly reduces the amount of moisture absorbed out of the air," Lawrence explains.

Yet another chemical being used in the new insulation makes it non-combustible after the various chemicals it contains have been dissipated.

Lawrence credits two faculty members of Cal Poly's Business Administration Department with valuable assistance in getting his new venture off the ground. Col. William Boyce is faculty advisor for the 75-page senior thesis paper being written on the project and John Trammell assisted with marketing aspects of the project.

Future Farmer officers elected, female sodbusters now admitted

"Integrating of women into the Future Farmers of America" and the election of new officers were principal topics at the Annual California Agriculture Association meeting here during the month of June.

How the female Future Farmers of America, who were officially admitted on July 1, would participate in field trips, at agricultural events, and the type of uniform they should wear, received a great amount of discussion. It was decided that these women could function normally in all of the agriculture programs.

Frank Lawhorn of Visalia was

elected to preside over the association for the 1968-69 year. He will be assisted by Earl Penix of Hartnell College, Salinas, vice president; Ed Leal from Thomas Dowey High School, Modesto, secretary; Ron Squires of Brea in Orange County will serve as treasurer.

During the conference teachers, principals, and superintendents from 237 high schools throughout California attended professional improvement sessions which brought them up to date on classroom teaching techniques.

Agricultural instructors were informed of the latest developments in agricultural education

by Dr. Orville Thompson, from the University of California at Davis, and Gary H. McLeod of Berkeley, representing the state-wide study of vocational education liaison committee. These instructors attended professional improvement meetings which illustrated the use of visual and instructional materials for the use in classrooms.

Keynoting the conference was Wesley P. Smith, state director of vocational education, speaking on the forward direction agricultural programs have taken in the last four years; Eric Thor, University of California extension economist, relating his expectations of "Agriculture for the Next Quarter Century"; D. E. Coggin, Ford Motor Company, discussing "Agriculture in the year 2000, and Stacey Grange, a Visalia rancher, who provided a farmers viewpoint of the world.

During the final meeting, H. H. Burlingham, teacher-trainer at Cal Poly since 1948, received the National Vocational Agricultural Teachers Association citation in recognition of his outstanding service in the field of vocational agricultural.

Library snarfs up on two fed grants

Happiness is receiving \$22,170 for development of the college library.

President Robert E. Kennedy has announced the receipt of two federal grants received from the Department of Health, Education, and Welfare in Washington.

The college received a basic grant of \$5,000, plus a supplemental grant to the tune of \$18,170. The Faculty Library Committee, consisting of two faculty members from each of the instructional schools, has been requested by Dean Clyde Fisher to

recommend a program of acquisition for the grants.

The campus library has depended on federal grants in the past, the funds awarded in '66 and '67 were spent for special reference materials. The grants have been made under Title II-A of the Federal Higher Education Act of 1965.

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Former coach leads English faculty team

by John FitzMandolph
Staff writer

After reading the "fact sheet" about W.M. Pederson, the academic thing to do is to re-read it—after washing the face and neck in icy water.

The only "ordinary" thing catalogued about the lanky, ruddy-complexioned instructor is his present position—Head of the Department of English and Speech. The rest of the sheet? Well—it is an impressive accumulation of extraordinary accomplishments.

Pederson served in the Navy during World War II as a frogman. He is an All-American football player from Colorado Western State College. He won Colorado Golden Gloves heavy weight championship honors—later winning the 13 professional bouts he entered. He played five years of professional basketball and two years of professional football—the latter with the Green Bay Packers. He coached college football for 20 years, ran his own TV sports show, published a sports article in Collier's and skillfully roared down snowy Rocky Mountain slopes before skis had bindings.

In a recent interview, Pederson answered questions relating to journalism, sports, and youth. He spoke candidly, a stubby cigar clasped firmly between the first two fingers of his gesturing right hand.

Q: As a journalist, how do you rate the job being done by the news media in bringing accurate national and world events to the public?

A: Personally, I am very dissatisfied. Too often newspaper headlines do not truly represent the story they introduce. A large portion of the public believe that things are just as they appear in print. And, when events are distorted, even slightly, views become distorted.

Q: Can you give an example of a current distortion?

A: Yes, I sure can. The press has been completely overemphasizing the 'generation gap' in recent years. Oh, there is obviously a gap between the young

and old. But this is not new. Mark Twain talked about it, Shakespeare talked about it—but the press today is feeding on it. Young kids today feel they are 'in' when they seek to widen the gap. The press, I feel, has caused this dilemma. I'm hungup on this because I'm with young people so often. It disturbs me.

Q: As an instructor of composition, how do you define creative writing?

A: Good writing, I believe, has to come from home base. If you haven't experienced something, you certainly can't express yourself adequately about that subject. Trying to create good fiction is based on some kind of fact. At least it should be.

Q: The Green Bay Packers, your former team, have captured the NFL Championship three years in a row. Can they repeat in 1968?

A: I think the Packers will have their best team yet in 1968. And all the things said about General Manager Vince Lombardi 'hating' are distortions. He does not teach players to hate. Those stories are just another example of distorted writing by journalists.

New spelling 'alfubet' invented

by Robb Seibly
Staff writer

"There are 12 vowels which I developed out of the English language at the age of 17, and I'm now 35 and I've never been able to improve on them," stated Roger Algee, author of "WORLD ALFUBET."

Algee advocates using these phonetic spellings in the dictionary, right after the word, for the correct pronunciation. He claims this is much better than the phonetic spelling currently used. "It's quite simple, with these vowels you can say anything you need to say, and it's a one to one correspondence," Algee stated.

Everyone should use this pronunciation guide and spell the way a word is pronounced. Then people from another country, using this pronunciation guide, will be able to pronounce the language and everyone will be able to understand, he said.

Algee also said he developed a typewriter and shorthand keyboard which is competitive as far as speed and performance is concerned.

Algee has also written a book called "UNIT MEASURE". It took Algee a year and a half to complete this work and Algee said, "It is very self-explanatory."

Unit measure is based upon

the best natural phenomena—the 200 figures in 40 dimensions of unit measure are all based upon those 16 natural phenomena which have proven to be the most well established in science and engineering.

"Unlike the metric system or British system of measure, unit measure relates to natural phenomena by base-ten. For this reason, unit measure calculates twice as easily as metric and three times easier than British on the average," said Algee.

"In unit measure, your angle, date, time, and position are all mutually interchangeable. No other set of standards can make those claims either," Algee offered.

Unit measure standards, to Algee, are simple and direct. "Earth gravity equals unit accel-

eration and with unit time yields unit distance. That simplifies all mass and force calculations. Then force times distance creates unit energy, which is the same in various mechanical, electrical, chemical, and heat forms. That simplifies all energy and power calculations," he said.

"My atomic particle mass and electron charge standards are set directly to base-ten in multiples of one thousand, as are all unit measures. Consequently, chemical mass calculations involving Avogadro's number or Faraday's electrochemical equivalent begin in multiples of one thousand," stated Algee.

Algee has lectured here on two occasions in the past year. One lecture being on his unit measure theory and the other on his pronunciation guide.

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