



LEAR BELIEVES EXPERTS HAVE "ROCKS IN THEIR HEADS"

"The experts have rocks in their heads," inventor-designer William P. Lear once said. And then he set out to prove it. A few years ago, amid the laughter of skeptics, Lear announced that he was developing a steam car that would practically eliminate air pollution and revolutionize the automobile industry.

According to Esquire magazine, Lear had been laughed at many times in his career, but he had also amassed a vast personal fortune and patented 150 inventions -- including the famous Lear Jet, the eight track stereo tape cartridge, the car radio, and several airplane navigation systems. And he had confounded the experts every time.

Now his steam car is nearing completion, and with yet another Lear success almost at hand, the self-educated electronics and aeronautics genius will visit Cal Poly on Thursday (Nov. 1) as a speaker in the university's 1973-74 convocation series.

Co-sponsored by the university and by the Student Council of its School of Engineering and Technology, Lear will discuss "How to be a Creative and Positive Thinker" at 11 a.m. in Chumash Auditorium of the Julian A. McPhee University Union. Admission will be free and the public is invited.

(Continued on Page 2)

AUTO CLUB GRANT PRESENTED TO CAL POLY

Cal Poly has been chosen as the first recipient of a \$1,000 memorial grant, honoring the late president of the Automobile Club of Southern California. Intended for the "furtherance of transportation-engineering education," the Joseph E. Havenner Memorial Grant will be administered in 1973 by the Transportation Engineering Department, according to John W. McDonald, the Club's director of engineering and technical services.

This year's check for \$1,000 was presented by McDonald to Robert Valpey (Dean of Engineering and Technology) on Friday (Oct. 26). Following the presentation, Dr. Valpey led a tour of the university's transportation engineering laboratories.

The namesake of the memorial grant, Joseph E. Havenner, was an active member of the engineering profession. In 1941, he received a "certificate of transportation" from Yale University, prior to joining the staff of the Auto Club's Public Safety Department in Los Angeles as a traffic engineer.

After serving in the Navy during World War II, Havenner* returned to the Auto Club and was made manager of public safety. He was named director of engineering and technical

(Continued on Page 2)

EXTENSION COURSE WILL BEGIN THIS WEEK

Navigation and survival in the wilderness will be the subject of a free course being offered soon by Cal Poly Extension. Titled "Land Navigation and Survival," the course will be held on Thursday nights, Nov. 1, 8, and 15, from 7 to 10 p.m. in Room 117 of Dexter Library on campus.

The course, to be taught by Capt. Henry H. Wendling and Capt. Leonard L. Gingras (Military Science), is meant to acquaint persons interested in hiking, mountain climbing, hunting, fishing and backpacking with the basic tools and methods required for navigation in the wilderness areas.

The noncredit course, which is being offered as a public service by Cal Poly Extension and the Military Science Department, will also include instruction in survival techniques.

Additional information on the land navigation course or other Cal Poly Extension courses can be obtained by contacting the Continuing Education Office, Adm-317, 546-2053.

EXPERTS HAVE "ROCKS IN THEIR HEADS" . . . (Continued from Page 1)

Despite advice that it couldn't be done, Lear launched the project to build his low-cost executive jet at age 58 with several million dollars of his own money, and, in the end, proved the experts wrong. His jet was the lightest, fastest, most inexpensive -- and most successful -- jet in the air. According to Reader's Digest, it was designed, built, and certified by the FAA in a record two years.

With that project accomplished, Lear began looking for new worlds to conquer and hit upon the steam car. When he announced his plans, automotive experts said it couldn't be done. And now that the car, which was built at a former air base near Reno, Nev. is "almost an operating reality" the automobile industry is not greeting it with squeals of joy.

"A couple of men from Dodge and American Motors came out here fairly early in our operation," Lear Says. "Even then, they couldn't believe how far we'd come, and they didn't like it at all. They regard me as a threat, which is ridiculous of course."

Also scheduled for the Cal Poly Convocation Series is newspaper editor William Randolph Hearst, Jr. He will appear in the first week of January, 1974, under co-sponsorship of the university and the Student Council of its School of Communicative Arts and Humanities. The time and place of his address will be announced later.

AUTO CLUB GRANT . . . (Continued from Page 1)

services in 1956; general manager of the Los Angeles office in 1961; and executive vice president and chief executive officer in 1964. He was appointed to the newly created post of president early in 1973. Havenner died suddenly last March 5, at the age of 56, victim of an apparent heart attack. In September, the Auto Club's Board of Directors established a \$10,000 memorial to him, of which \$1,000 per year will be granted to a designated institution of higher learning for student scholarships, the purchase of equipment, or other expenses.

EVALUATION WORKSHOP FEATURES MICHAEL SCRIVEN

Michael Scriven of University of California at Berkeley, a nationally-recognized authority in the area of educational testing, will present a workshop on teaching effectiveness and course evaluation for faculty at Cal Poly on Wednesday, Nov. 7. The day-long program will take place in Tenaya Lounge beginning at 9 a.m. and will continue through the afternoon.

Being presented by the School of Communicative Arts and Humanities, the program has been designed so that faculty members who can attend only during the morning or during the afternoon will be able to benefit from Dr. Scriven's remarks and the discussion.

According to Jon M. Ericson (Dean of Communicative Arts and Humanities) the morning will be divided into sessions beginning at 9 and 11 a.m. The first will be repeated at 1:30 p.m. and the second at 3:30. A break will divide the two sessions during both the morning and afternoon programs.

Dr. Scriven is a graduate of both the University of Melbourne and the University of Oxford, who achieved prominence first as a philosopher, especially in the areas of logic and philosophy of science. He later became interested in educational research and evaluation of teaching. A professor of philosophy at UC Berkeley since 1966, he now teaches there also in the School of Education.

Topics for the workshop sessions will be different measures of teaching effectiveness and coordinated professional evaluation involving various measures including performance contracts, prior establishment of weights for particular areas of professional performance, etc. Other topics of particular interest to participants will be discussed as time permits.

Dean Ericson, who pointed out that the entire faculty of the university is invited to take part in the Nov. 7 workshop, said the techniques that will be discussed by Dr. Scriven are necessarily voluntary and teacher designed and initiated.

"While it is clear already that many of us will not wholly agree with his rather pragmatic viewpoints, Dr. Scriven is nevertheless a stimulating leader in the areas of course evaluation and measuring teacher effectiveness. We urge every member of the Cal Poly faculty to participate in the workshop," Dr. Ericson concluded.

PORTRAYAL OF MARK TWAIN SLATED FOR SATURDAY

"Mark Twain on Stage," a dramatic portrayal of Samuel Clemens, will be presented by actor John Chappell on Saturday (Nov. 3) at Cal Poly. The 8 p.m. production will be held in Chumash Auditorium of the Julian A. McPhee University Union.

Chappell's portrait of Clemens is inspired by the original presentation created by Hal Holbrook. Chappell is the only person to whom Holbrook has ever given permission for use of "Mark Twain Tonight," his highly acclaimed television special.

Tickets are on sale at the information desk of the University Union. Prices are \$1.25 for Cal Poly students and \$2.50 for all others. Anyone under 18, and not a university student, will not be admitted unless accompanied by an adult.

The Fine Arts Committee of Cal Poly's Associated Students, Inc., is sponsoring the one-man show to which the public is invited.

HARVEST HOEDOWN PARTY BEING PLANNED BY WOMEN'S CLUB

Good fixin's, an old fashioned melodrama, and dancing are the ingredients for a Harvest Hoedown Party being planned by the Cal Poly Women's Club. The party will be on Saturday, Nov. 17, at 2880 Broad St., San Luis Obispo, and will get underway at 7 p.m.

Wives from the School of Agriculture and Natural Resources are preparing a barbecued beef dinner with all the trimmings down to the homemade desserts with Betty Gibson and Clara West as co-chairmen.

"The Face at the Barroom Door" is the title of the old fashioned melodrama which will be presented following dinner. Cast members will be announced when they have had sufficient time to leave town. The play will be directed by Joyce Black who expects there'll be hissing and booing followed by cheers. Kay Gilbertson is in charge of the entertainment portion of the evening. After the melodrama there'll be dancing to the music of "The Impromptones."

Tickets are only \$3 per person and may be obtained from Erma Fennema, 544-5671; Kathy Golden, 544-4029; or any of the club's section chairmen. Tickets are limited.

OFF CAMPUS POSITION VACANCIES

Information on the administrative position vacancies listed below can be obtained from the Placement Office, Adm-213, 546-2501:

California State University, Hayward -- Dean of Undergraduate Studies (\$24,468 to \$29,748 annually depending on qualifications), earned doctorate or equivalent required, appointment date is Sept. 1, 1974.

California State University, Hayward -- Dean of the School of Business and Economics (\$24,468 to \$29,748 annually depending on qualifications), earned doctorate or university teaching experience required, appointment date is Sept. 1, 1974.

University of Southern California, Los Angeles -- Director of University Personnel (salary commensurate with experience), college or university degree plus experience in wage and salary, employment, benefits, labor relations, etc., required.

RETURN OF DUES PAYMENTS URGED BY UNIVERSITY CLUB PRESIDENT

The return of dues payments or the unused membership cards is being urged by the Cal Poly University Club through its president, L. Harry Strauss (Director, University Library), who pointed out that the social and recreational activities of the club for faculty and staff are financed through memberships.

Strauss said an early response to the membership invitation, which was mailed to university employees recently, will enable the club's Board of Directors to establish a working budget and to determine the scope of this year's program for the club.

The University Club president asked those who have not already done so to forward their payments or the unused membership card to George Davies (Admissions Officer) in care of the Admissions Office, Adm-206.

WHO . . . WHAT . . . WHEN . . . WHERE ? ? ?

Ruth James (Head, Home Economics) attended the American Home Economics Association's 11th Lake Placid Conference on Oct. 14-17, in Lake Placid, N.Y. Dr. James was one of 300 home economists selected to attend the conference which was for discussion of the future of their profession. The first 10 conferences at Lake Placid were held between 1899 and 1908 and resulted in establishment of the home economics movement and AHA.

Robert F. Williams (Business Administration) is directing eight student consulting teams working with local businesses under sponsorship of the Small Business Institute. The projects cover such areas as inventory control, forecasting, computerization of order processing, employee motivational surveys, consumer profile studies, target market analysis, product mix studies, and cost systems. The Small Business Institute has been established by the Small Business Administration to assist small businesses at no cost.

Starr Jenkins and Martin Luschei (both English), along with Edward Mayo and John Snetsinger (both History), attended the national convention of the American Studies Association in San Francisco on Oct. 18-20. Principal speakers for the gathering were Henry Nash Smith ("The Novel in American Studies") and Daniel Aaron ("What Should American Studies Become?"). Also included were tours of recent architectural developments in San Francisco. Dr. Luschei is treasurer of the Northern California Chapter of ASA.

Lyle McNeal (Animal Science) and Roy Miller, an animal student, attended and assisted in the coordination of the Sheep Industry Development Range Symposium on Profitable Range Sheep Production which took place in Denver, recently. Participants included range sheep producers and affiliated industry people from all over the Western United States.

Loren Nicholson (Journalism) was elected regional vice president and a member of the Board of Directors of the Conference of California Historical Societies during the organization's annual meeting in Sacramento recently. He also addressed members of the San Luis Obispo branch of the American Association of University Women at their October meeting. Title of his remarks was "Press Freedom in the World Community."

Gordon Curzon (English) took part in two sections at the third annual Yosemite Conference of the California Association of Teachers of English on Oct. 19-20. He led a session "Creativity and Contemporary Poetry," and led and participated in a poetry reading with Kenneth Rexroth. Dr. Curzon, who is editor of California State Poetry Quarterly, announced that issue number four, which contains a new poem by Rexroth, is now on sale.

Sara Behman (Economics) has been informed that a paper she gave at the Productivity Conference held during September, 1972 in Washington, D.C., has been published in Measuring Productivity in the Construction Industry: A Conference Sponsored by the National Commission on Productivity and the Construction Industry Collective Bargaining Commission. Title of Dr. Behman's paper is "Measuring Trends in Output Per Manhour for Specific Craft Occupations."

Randal L. Cruikshanks (Political Science) has been invited by the Institute of International Education, New York, to serve on the National Screening Committee to review applications and nominate candidates to the Board of Foreign Scholarships, the policy-making agency for the Fulbright-Hays Grants and overseas award programs.

CAMPUS VISIT SCHEDULED FOR O F P REPRESENTATIVE

Maureen Torgerson, a program associate for the Office of Federal Programs of the American Association of State Colleges and Universities, will be available on Nov. 12-14 for on-campus consultation with faculty members who are interested in discussing federal grant possibilities with her, according to Dr. Howard Boroughs (Associate Dean, Research).

Dr. Boroughs pointed out that Cal Poly, as a member of AASCU, has available to it all of the services and resources of the Office of Federal Programs, which was established in 1967. These include on-campus assistance and consultation for faculty, clarification and guidance in working with federal agencies, publications, and assistance to those on business trips to Washington, D.C., where the office is located.

Those who wish to have an appointment with Ms. Torgerson should provide for Dr. Boroughs Adm-314, 546-2982, by Nov. 9, (1) a list of free hours when an appointment could be scheduled and (2) a one-page or less resume of the proposal including a brief description of the project, its objective and methodology, approximate cost, and the appropriateness of the program to the university and available academic resources.

CANDIDATES FOR FACULTY POSITIONS BEING SOUGHT

Candidates for positions on the faculty of the university are presently being sought, according to Donald L. Shelton (Director, Personnel Relations). Those interested in learning more about the positions are invited to contact the appropriate dean or department head. Cal Poly is an Affirmative Action Employer. Following is a description of the available positions:

Instructors, Intermediate and Senior; Lecturers, Range C and F (\$900-\$1466), School of Architecture and Environmental Design. Duties and responsibilities include the areas of architecture and landscape architecture. Applicants should be prepared to submit a brochure of original work for review, must possess a master's degree, and have office or field experience. Prefer candidates with California registration and teaching experience. Minority group members and women are encouraged to apply. Position available: winter and spring quarters 1974 and 1974-75 academic year.

Intermediate Instructor (\$900-\$1149), Education Department, School of Human Development and Education. Duties and responsibilities include teaching in area of kindergarten-primary education and supervising student teachers. Prefer candidates with a doctorate and successful teaching experience in public and private schools at elementary level. Minority groups and women are encouraged to apply. Position available: winter quarter 1974.

Intermediate Instructor (\$900-\$1149), Education Department, School of Human Development and Education. Duties and responsibilities include teaching in area of growth and development, bilingual and bicultural education, and supervising student teachers. Prefer candidates with a doctorate and successful teaching experience in public or private schools at the elementary level. Minority group members and women are encouraged to apply. Position is a leave replacement available: winter quarter 1974.

PHOTO OF CANOE RACES PUBLISHED IN "A C I JOURNAL"

Photographic coverage of the second annual West Coast Ferro Cement Canoe Races, which took place in San Luis Obispo in April of this year, was included in an article published in the August, 1973 issue of ACI Journal, the official publication of the American Concrete Institute. Cal Poly's School of Architecture and Environmental Design was host for the competition.

Typewritten copy intended for the next issue of Cal Poly Report must be received prior to 12 noon on Friday, in the Office of Information Services, Adm-210. Copy for Cal Poly Dateline, which replaces the "Coming Events" section of Cal Poly Report and is published separately on Thursday, is due in the Office of Information Services by 12 noon on the Tuesday before publication.

encouraging

notes

October 30, 1973

OFP Representative on Campus. Elsewhere is this issue of the Cal Poly Report is news about the visit of a representative of the Office of Federal Programs on November 13. Ms. Maureen Torgerson, a Program Associate of OFP, will be available to faculty members to discuss possible Federal funding through the various agencies. This is an opportunity to get some top-level advice, so check it out.

* * *

Social Science Research Council. The pamphlet lists a number of programs available directly from the Social Science Research Council, fellowships and grants in the social sciences from other organizations, cosponsored fellowships and grants in foreign areas. Programs cover both pre-doctoral and post-doctoral proposals. The deadlines for most of the applications are in December and January. These are individual grants and fellowships, not institutional programs. Those interested will find some attractive possibilities.

* * *

Exxon Education Foundation. These are institutional grants, usually not exceeding \$100,000, but it appears that a number of faculty within a department or school could develop a proposal. Judging from title of prior examples of educational research and development grants, the foundation is primarily interested in instruction, teacher training, and curricular development. Ideally projects should be completed within one or two years. There are four closing dates for submission of preliminary proposals: March 1, June 1, September 1, and December 1.

* * *

Eastman Kodak Company. Their Educational Aid Program includes direct grants, and research grants in chemistry, physics, engineering, and related interdisciplinary fields. More detailed information may be obtained from the address below. The notice that we have does not list deadlines, but those can be obtained.

Financial Aid Committee
Eastman Kodak Company
343 State Street
Rochester, New York 14650

* * *

Energy Research Programs. A new Advanced Energy Research and Technology Division has been established within the National Science Foundation's Research Applied to National Needs (RANN) program. The new Division will emphasize solar energy research, but will also have responsibility for NSF's advanced research and



RESEARCH OFFICE

ADMINISTRATION 315

TELEPHONE 546-2982

CALIFORNIA POLYTECHNIC STATE UNIVERSITY • SAN LUIS OBISPO, CALIFORNIA 93407

technology in geothermal energy, energy conversion, energy resources, and energy and fuel transportation.

The Division is currently soliciting proposals for advanced research on new sub-systems and systems technology for the application of solar energy to the heating, cooling, and hot water service requirements of buildings. The deadline for submitting proposals is November 28. A copy of Program Solicitation No. NSF 73-22 may be obtained by contacting:

Forms and Publications Office
National Science Foundation
Washington, D. C. 20550
(202) 632-4128

* * *

Right-to-Read Program. (Special Local Interest Category) Because Mr. Olguin served as Head of the Foreign Language Department last year before he left for Washington, D. C. After numerous delays, the Office of Education plans to solicit proposals for the Right-to-Read program by the end of this month or the first part of November. The college and university-based component of the program is expected to have about \$1 million for new starts. We should receive guidelines very shortly, or you may wish to inquire directly:

Mr. Leonard Olguin
Right to Read
U. S. Office of Education
Washington, D.C. 20202
(202) 961-1653

* * *

Student-Oriented Programs. The National Science Foundation has extended the application deadlines for its Student-Oriented Programs (Undergraduate Research Participation, Student-Originated Studies, and Student Science Training) from November 30 to December 7, 1973. Combined guidelines for all three programs (NSF E-74-7) will be available within the next few days. The program contact is:

Dr. Leo Sciuchetti
Student-Oriented Program Group
Office of Experimental Projects and Programs
National Science Foundation
Washington, D.C. 20550
(202) 282-7900

* * *

Innovative Projects for 1974-75. It's not too early to begin thinking ahead about proposals for the next round of state-funded innovative projects. Rumor has it that about the same total figure will be requested in the 1974-75 budget, but that it may be divided up somewhat differently, with a part for system-wide or multi-campus projects, a part for projects submitted to the state committee, and a part for distribution by a local committee. More of this later as we learn about it.