THE 1939
EL RODEO

THE STAFF

Tom H. McGrath ................. Editor
William Page Phelps .......... Business Manager
Herbert Brownlee .... Assistant Business Manager
Wayne Lowe .................. Photography
Orrin Wickersham .......... Editorial Assistant
IN MEMORIAM

ELLIOTT PETERSON
FOREWORD

Each year the editorial staff tries to publish an annual that is different from those previous. Your 1939 El Rodeo has chosen a magazine theme because today, more than ever, we live in a faster tempo. To keep abreast of this pace we have followed the style of several well-known magazines. We have enjoyed publishing this book for you—we hope you enjoy it in the years to come.

We wish to thank the editors of LIFE, POWER, CURRENT HISTORY, ATHLETIC JOURNAL, and BUSINESS WEEK for allowing us to reproduce their cover designs. No part of this book is a re-print from any of the above magazines.

TOM H. McGRATH, Editor.
DEDICATION

In every college there is one man that is deep in the heart of every student. He is a man who has retained contact with each and every youth that has passed through his instruction, he is a man with whom the students can be natural, a man who understands men and can be a friend and advisor to men. He is a man that is “as common as an old shoe” yet demands respect and dignity through his lack of assumption.

There is such a man in this school and it is with the greatest of pleasure that we dedicate this 1939 El Rodeo to him, HENRY C. FIGGE, Welding Shop and Forge Shop instructor.
TO THE STUDENTS:

Your El Rodeo annual forms the most permanent link between your college and your memories. May this issue bring you for many years, thoughts of good times, good friends, good opportunities to learn. For the faculty and the administration, I wish you all the success in the world, whether you graduate this year or return for further study and activity at your chosen institution.

Julian A. McPhee, President.
THE ADMINISTRATIVE COUNCIL

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Dean of Instruction

CHARLES E. KNOTT
Dean of Industrial Education

WALTER C. PATCHETT
Dean of Agricultural Education
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POWER

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J. H. Perozzi

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Merritt Smith

J. I. Thompson

Harold O. Wilson

No Pictures For—
Lyman L. Bennion
Eugene Boone
Don DeRosa
Harry Parker
S. Stratton Smith
STUDENT GOVERNMENT
STUDENT OFFICERS, 1938-39

Harry Wineroth, President
Ben Snow, Vice-President
Angus MacKillop, Secretary
Jack Clark, Treasurer
Tom McGrath, El Rodeo Editor
William P. Phelps, El Rodeo Manager
Homer Hoskins, Athletic Manager
Francis Dougherty, Yell Leader
Tom McGrath, Editor
William P. Phelps, Business Manager

Wayne Lowe, Photography
Orrin Wickersham, Editorial Assistant
POWER
THE STUDENT AFFAIRS COUNCIL


THE OFFICE FORCE

Front row, from the left, Angela Ghirlenda, Josephine Sarter, Rosita Fischer, Wilma Stillwell, Genevieve Goff, Irene Coker. Second row, Glenn Tovani, Betty Swadener, Alberta Nolan, Grace Wise, Cecil Jones. Third row, Frank Coffey, Mary Young
CURRENT HISTORY
THE GRADUATES
CURRENT HISTORY

"ERNIE" BLAKESLEY, football, baseball, dramatics, Boots and Spurs are but a few of the activities of this popular fellow.

S. ANDERSON
Poultry Husbandry
Santa Rosa, Calif.

H. ARNOLD
Meat Animals
Colusa, Calif.

J. BENTON
Air Conditioning
San Diego, Calif.

J. BERTAGNOLI
Air Conditioning
Corning, Calif.

E. BLAKESLEY
Meat Animals
Lodi, Calif.

H. BOLTZ
Landscaping
Chula Vista, Calif.

J. BRADBURY
Air Conditioning
Santa Barbara Calif.

G. BRINK
Air Conditioning
Los Angeles, Calif.
"ESQUIRE" FOSTER, so named because he is without a doubt the best-dressed man on the campus. A three-year electrical industries major.

B. BROEMSER
Air Conditioning
San Jose, Calif.

O. CANCLINI
Dairy Production
Arcata, Calif.

C. CAMPBELL
Dairy Production
San Gabriel, Calif.

H. COMSTOCK
Meat Animals
Puente, Calif.

P. COOMBS
Meat Animals
Banning, Calif.

G. COURTRIGHT
Landscaping
Larkspur, Calif.

T. CUNHA
Meat Animals
Los Banos, Calif.

E. DANBOM
Dairy Production
Turlock, Calif.
CURRENT HISTORY

"MIKE" LIBONATI, one of the best liked men in school. To be remembered by his jovial smile and friendly hello.

W. FOSTER
Electrical Industries
Monterey Park, Calif.

L. FITZGERALD
Meat Animals
Gilroy, Calif.

W. GOOLD
Landscaping
San Luis Obispo, Calif.

A. J. GRANT
Crop Production
Cholame, Calif.

C. GRANT
Meat Animals
Pozo, Calif.

H. HALEY
Air Conditioning
Corcoran, Calif.

R. HALL
Aeronautics
Vallejo, Calif.

S. HAWES
Aeronautics
El Cajon, Calif.
"MAGGOTS" McGRATH, editor, politician, master of ceremonies. Usually has his finger in the pie.

A. HINKLE
Poultry Husbandry
El Cajon, Calif.

H. HOSKINS
Agricultural Mechanics
Santa Rosa, Calif.

W. HOLLISTER
Aeronautics
San Luis Obispo, Calif.

W. JACKSON
Air Conditioning
Arcadia, Calif.

R. KOBAYASHI
Poultry Husbandry
Santa Ana, Calif.

L. KOLDING
Agricultural Mechanics
Westley, Calif.

B. LANG
Aeronautics
Santa Rosa, Calif.

E. LA SALLE
Dairy Production
Artesia, Calif.
ROY NAMAN, inventor, brain truster, "red instigator," good fellow. Always a friendly fourth.

M. LIBONATI  
Meat Animals  
Vacaville, Calif.

W. LUCAS  
Aeronautics  
Woodlake, Calif.

R. MARSHALL  
Electrical Industries  
San Luis Obispo, Calif.

R. MAGNESS  
Aeronautics  
San Diego, Calif.

T. MOON  
Electrical Industries  
Laton, Calif.

S. MOORE  
Air Conditioning  
Fresno, Calif.

J. NAGLE  
Meat Animals  
Santa Barbara, Calif.

L. NAMAN  
Air Conditioning  
Fresno, Calif.
CURRENT HISTORY

"PAGE" PHELF S, business manager, club pres., human dynamo. To be remembered for his "braille" system of reading.

H. NITTA
Agricultural Mechanics
Santa Ana, Calif.

J. O'BRIEN
Air Conditioning
St. Louis, Mo.

R. ORR
Air Conditioning
San Francisco, Calif.

R. OWEN
Air Conditioning
Ducor, Calif.

R. FECKHAM
Air Conditioning
Arcadia, Calif.

F. PINA
Meat Animals
Fort Bidwell, Calif.

G. PINEAU
Meat Animals
San Jose, Calif.

J. POWERS
Aeronautics
San Diego, Calif.
“SWISS” TOGNETTI, football, basketball, baseball, Block "P." The sly old gentleman from King City lane.

E. PRIMEAUX  
Meat Animals  
Owyhee, Nev.

D. ROSS  
Meat Animals  
San Bruno, Calif.

J. SCHWEIZER  
Fruit Production  
Carpinteria, Calif.

O. SCOTT  
Dairy Production  
Gridley, Calif.

J. SNYDER  
Poultry Production  
Palo Alto, Calif.

J. STEWART  
Meat Animals  
San Diego, Calif.

L. STENNETH  
Dairy Manufacturing  
Ceres, Calif.

J. T. STURLA  
Meat Animals  
Gilroy, Calif.
CURRENT HISTORY

"WOP" VANONCINI, vice-prexy elect, baseball, Block “P” prexy. One of the best-liked men on the campus.

C. TEBBE
Meat Animals
Los Angeles, Calif.

E. TOGNETTI
Dairy Production
King City, Calif.

H. TOMASINI
Electrical Industries
San Luis Obispo, Calif.

E. TRAFTON
Air Conditioning
San Luis Obispo, Calif.

H. WALLACE
Landscaping
Modesto, Calif.

E. WETTSTEIN
Dairy Production
Santa Rosa, Calif.

O. WICKERSHAM
Air Conditioning
Burbank, Calif.

W. WOOD
Agricultural Mechanics
Fulton, Calif.
CURRENT HISTORY

“WICKIE” WICKERSHAM, racer, woman-killer, secretary of Alpha Gamma, jitterbug. Proved he could take it and smile.

L. VAUGHN
Poultry Husbandry
Kingsburg, Calif.

W. PHELPS
Air Conditioning
Pasadena, Calif.

T. McGRATH
Air Conditioning
Santa Barbara, Calif.

GRADUATES WITHOUT PICTURES

Aeronautics
Louis Barr, Los Angeles
Edward Beers, Merced
Rollis Clark, La Jolla
Jack H. Clark, Tulare
Lester H. Collins, Laguna Beach
Chester Coenrod, Montague
Jack Eagan, Jr., Windsor
Dudley G. Grimes, Merced
Charles Hofflund, El Cajon
David E. Hoover, San Luis Obispo
Harold Hunting, Watsonville
Wilmet Justice, Fresno
Angus MacKillop, Santa Rosa
Glen C. Sackett, San Bruno
Robert L. Settle, Hanford
Simon Simonian, Fowler
Antone Starn, San Bruno
Edwin B. Stickle, Modesto
Eugene Thomsen, Santa Barbara

Agricultural Inspection (Voorhis Unit)
Norman Brown, Laguna Beach
John Gang, Los Angeles
Marshall Munneke, Diablo, Colo.
Millard Watson, Los Angeles

Dairy Production
Charles Akins, Wheatland

Electrical Industries
Garland L. Barnaby, Wilmington
Laurence H. Barre, San Luis Obispo
Amos Cook, Oilhils
Clyde Doser, Jr., San Luis Obispo
Ronald A. Dumont, San Luis Obispo
James L. Irwin, Los Angeles

Meat Animal Husbandry
Stanton Lynn, Alhambra
Edward Warren Maxson, Covina
Day Tawney, Laguna Beach
Donald Paul Wirz, Hollister

Poultry Husbandry
Harry Petree, El Cajon

Air Conditioning Industries

Donald Anderson, San Luis Obispo
John Gray, Escondido
David Tremayne, Gustine
R. Wiley, Lubbock, Texas
BUSINESS WEEK

ALPHA GAMMA

OFFICERS

W. Phelps .................. President
R. Peckham................. Vice-President
O. Wickersham ....... Secretary-Treasurer


HONORARY FOR AIR CONDITIONING MAJORS
BUSINESS WEEK


DRAMATICS CLUB

MUSTANG MASQUERS

OFFICERS

William Himmelman ......... President
Paul Philbrick ............ Vice-President
W. Otto .............. Secretary-Treasurer
BUSINESS WEEK

SIGMA PHI KAPPA

OFFICERS

A. Parks .................. President
C. Boggs ................. Vice-President
R. Moss .................... Secretary


FOR COLLEGE-AGE SCOUTS
BUSINESS WEEK

CHASE HALL CLUB
OFFICERS

E. Schwander ............... President
S. Lynn ................. Vice-President
F. Bradley ........ Secretary-Treasurer


BUSINESS WEEK

JESPERSEN DORMITORY CLUB

OFFICERS

B. Magness ................. President
J. Clark ................. Vice-President
V. Bitter ............ Secretary-Treasurer

Front row, from the left: B. Folling, R. Ryan, J. Didier, D. Shackleford, W. Welker, A. Zakargin, L. McCray, J. Rasmussen.
HERON HALL CLUB
OFFICERS

H. Brownlee ................ President
E. Tognetti ............ Vice-President
R. Peckham .......... Secretary-Treasurer

Front row, from the left: R. Livingston, D. Tomkins, R. Garrison, R. Moun­


BUSINESS WEEK

DEUEL DORM CLUB

OFFICERS

A. Hinkle .................. President
O. Wickersham ........... Vice-President
A. Park .............. Secretary-Treasurer


THE BLOCK "P" CLUB

OFFICERS

L. Vanoncini ............... President
E. Schwander ............. Vice-President
W. Bridston .............. Secretary-Treasurer
Capt. J. C. Deuel ............... Advisor
BUSINESS WEEK

THE LANDSCAPING CLUB

NO OFFICERS

BUSINESS WEEK


THE VARSITY BAND
OFFICERS

E. Trafton .................... President
L. Dille ....................... Manager
W. Schrock .................... Librarian
B. Ponton ...................... Drum Major
H. P. Davidson ................ Director
THE COLLEGIANS

OFFICERS

Jack O'Brien ................. Manager
H. P. Davidson ............... Director


THE MEN'S VARSITY GLEE CLUB

OFFICERS

H. Boltz ..................... President
R. Owen .................... Vice-President
B. Gould ................. Secretary-Treasurer
R. Brown ................... Accompanist
H. P. Davidson ............. Director
BUSINESS WEEK

The Collegiate Quartet—From the Glee Club

Left to right: H. Boltz, Bass; R. Owen, Baritone; W. Gold, Second Tenor; L. Kolding, First Tenor. Reginald Brown, Accompanist.

The Varsity Quartet—From the Glee Club

Left to right: H. Wallace, Bass; R. Wasson, Baritone; R. Thom森, Second Tenor; G. Liegerot, First Tenor. Reginald Brown, Accompanist.

THE POULTRY CLUB

OFFICERS

Alfred Hinkle ................. President
Lorin Vaughn ................. Vice-President
Leo Sankoff ................... Secretary
Wilbur Schaner .............. Treasurer
EL MUSTANG STAFF

OFFICERS

Giles Liegerot .................. Editor
Richard Holt ............... Business Manager
BUSINESS WEEK


THE POLY "Y"

OFFICERS

B. Folling ................. President
W. Otto ................... Vice-President
R. Mills ............... Secretary-Treasurer
BUSINESS WEEK

GAMMA PI DELTA

OFFICERS

Rollin Lander ................. President
Ed Danbom ................. Vice-President
James Nagle ............ Secretary-Treasurer
Phil Coombs ............ Sergeant-at-Arms


HONORARY FOR AGRICULTURE MAJORS
BUSINESS WEEK

LOS LECHEROS

OFFICERS

Clinton Campbell ............ President
Dale Heffington .......... Vice-President
Jim Pappas ............ Secretary-Treasurer


ORGANIZATION FOR DAIRY MAJORS
BUSINESS WEEK

BOOTS AND SPURS

OFFICERS

T. Mathews ......................... President
J. Blake ......................... Vice-President
M. Libonati ................. Secretary-Treasurer


ORGANIZATION FOR MEAT ANIMAL MAJORS
BUSINESS WEEK

FUTURE FARMERS OF AMERICA

OFFICERS

L. Fitzgerald ............... President
J. Nagle ...................... Vice-President
E. Wettstein .................. Secretary
E. Danbom ..................... Treasurer
J. Carricaburu ............... Reporter
B. Dove ........................ Historian
D. Shackleford .............. Yell Leader


NATIONAL AGRICULTURE STUDENT ORGANIZATION
BUSINESS WEEK

POLY PHASE CLUB

OFFICERS

C. Doser .................. President
J. Irwin .................... Vice-President
C. St. John ............... Secretary-Treasurer


BUSINESS WEEK

AERO CLUB

OFFICERS

B. Lang .................. President
B. Snow .................. Vice-President
S. Hawes ............... Secretary-Treasurer


Sixth row: D. Dunham, H. Gibson, E. Stickle, L. Hobby, H. Clark, D. Ferguson.
BUSINESS WEEK

AIR CONDITIONING CLUB

OFFICERS

E. Trafton ................. President
R. Peckham ............... Vice-President
B. Jackson ............... Secretary-Treasurer


Dear Editor:

While looking over my picture album the other day I ran across the enclosed pictures. It takes me back to the days when I was a student at Poly. We had to wear uniforms in those days but we had girls to take our minds off our studies. That fellow throwing the basketball is me but don't tell anybody.

Some of your readers may recognize Mrs. C. E. Knott in the sewing class. She's the instructor and the girl in front of her is now my wife.

You can see by the picture that we had quite a football team in those days. In fact we went through the season without any fatalities.

My wife is in the metal shop picture. See if you can find her.

Yours,

An Old Grad.
LIFE

SPEAKING OF PICTURES

THIS IS HOW POLY STUDENTS PUT OUT FIRES; GO TO DANCES

The top pictures show our efficient campus fire engine and fire squad.

The best-liked extra-curricular activity at the State Technical college is dancing. Each campus organization sponsors at least one dance during the year and The Collegians, an eleven-piece dance band made up of students, sponsors dances every Friday night in Crandall Gymnasium, made over into the Collegiate Club.

Three lower pictures on this page show students enjoying the Los Lecheros dance, while the fourth shows intermission in the student store.
WORLD'S FAIR ON TREASURE ISLAND ADVERTISES STATE TECHNICAL COLLEGE

On Treasure Island in San Francisco bay the California State Polytechnic college has a large theater which gives a half-hour performance four times daily. The pictures, taken on the campus in December, show the entire workings of the state technical college. It will probably increase the enrollment by one-third through its display of the advantages of vocational education.

Treasure Island is also the scene of many stock shows in which students compete for valuable prizes. Shown here are three champion steers.

THIS IS HOW CAL POLY STUDENTS REGISTER

Thrice yearly Cal Poly students go through the formality of registering. Since the enrollment has increased so much in recent years it has been necessary to transfer registration proceedings to the gymnasium. Pictured here are a few of the many hundred students who registered this spring.
GLEE CLUB THRILLS AUDIENCES ON NORTHERN TOUR

Scheduling some fifteen performances in high schools throughout the northern part of the state, the Cal Poly Glee Club and dance orchestra did much valuable advertising for the school. Every performance was well received and invitations were received to return again next year.

The dance orchestra was the hit of the trip for they not only played for assemblies but they also gave several dances which were attended by capacity crowds. They went over so well that they received several offers to return later and play for school clubs.

Pictured on this page are the school bus, in which the trip was made, a typical crowd seeing them off, a "jam" session held in a restaurant, and a specialty number.

The trip this year was made up through the cities of the south coast area, around the San Francisco bay district, and into the upper San Joaquin valley on the return. The glee club trip next year will be made over a different route, perhaps through the Sacramento valley.
CONCRETE “P” REPLACES WOODEN STRUCTURE

Under the leadership of student body president, Harry Wineroth, an enlarged and more lasting “P” was constructed of concrete on the hill east of the school this spring. Some five hundred gallons of whitewash were applied by freshmen and members of the Block “P” club.

Building this P was but one of the many fine things that the Block “P” club undertook during the school year. A larger number of initiates were taken into the club this year than have been for many years past. One does not realize the enormous size of this P until he sees the dimensions. It is 40 feet tall and 30 feet wide.

Freshmen will be required to paint the “P” every year as part of their initiation.
LIFE GOES TO A PARTY

THE SEVENTH ANNUAL POLY ROYAL

In the spring of each year the school opens wide its doors to display its progress to parents and friends. This annual event began as a stock show and developed into a school-wide demonstration. Each year some five thousand persons from all over the west "come, see, and are conquered" by the amazing progress made in this unique school.

Here students show their parents and friends how they have borrowed money from the student project fund and purchased dairy cattle or hogs and are making them show a profit; they show how they have constructed miniature houses to an accurate scale and landscaped the entire setting; they show how they have learned to heat and cool buildings; they show how they have learned to construct and fly airplanes; they show how they have learned to wind motors and construct radio apparatus; they show how they have learned to operate Diesel electric plants; they show how they have learned to work, play, study, relax.

Previous to the opening of the Poly Royal much planning and preparation are necessary each year. Pictured on this page are two of several broadcasts advertising the event. Students pictured speaking over the National Broadcasting company in San Francisco are Mike Libonati, Tom McGrath and Harry Wineroth, with Jennings Pierce, director of agricultural programs for the western division of NBC. In the KVEC picture are Jim Pappas, Vince Garrod, Dal O'Brien, Howard Lewis and John Stutzman.
LIFE
LIFE GOES TO A PARTY—Continued.

At 10:00 a.m. on Friday, March 24, General Superintendent Leo Fitzgerald officially opened the Seventh Annual Poly Royal. Fitzgerald was followed by speeches from President Julian A. McPhee, the Poly Royal queen (see Life's cover) and Student Body President Harry Wineroth. The proceedings took place in the stadium with the German Band giving comedy relief.

Pictured on this page is the jitterbug number by the band, the official opening, and the ancient horse that served as transportation for the band. The horse died the day after this picture was taken.
Student projects were the main attraction and received thousands of visitors. Shown here are two views of the poultry exhibit, a jumping ring displayed by the electrical students, Roy Metz, aviation instructor preparing to start a student-overhauled aeroplane engine, and a general view of the aeronautics shop. The Aeronautics department attracted more people than any other industrial exhibit. Small boys were amazed by the construction work being carried on.

Air conditioning majors demonstrated re-built household refrigerators and student-built heaters. Also on display was a three horsepower cooling unit that was capable of cooling a large room down to 70 degrees.

Horse trailers and general service trailers built by the agriculture mechanics majors drew many visitors who were surprised at the fine workmanship displayed by the undergraduates.

The miniature houses and gardens, landscaped to scale, drew many favorable comments from visiting parents and friends. Also a part of the landscaping department's exhibit was a plant identification contest for women.
LIFE GOES TO A PARTY—Continued.

Landscaping students constructed model homes and surroundings to one-quarter inch scale. Shown here is a two-story house and garage with a tennis court in the side yard.

Directly below is the pump exhibit constructed by students majoring in agricultural mechanics. Various types, makes and sizes of pumps, ranging from deep-well irrigation units to small domestic pressure systems were on display. Highlight of the pump show was a water guessing contest, with visitors attempting to guess the number of gallons pumped through a water meter in two hours.

At the bottom of the page is a view of some of the farm equipment that was displayed by local merchants.

As there is no county fair for merchants to display their merchandise, many find that the annual Poly Royal is an excellent opportunity to place their wares before the public. Tractors, graders, plows, hay bailers, seeders, harrrows, discs and cultivators shown.
Students themselves participated in many contests. Shown on this page is a pole-climbing contest conducted by students majoring in electrical industries, and livestock judging and competition for the meat animal students.

Also pictured here is the milk can rolling contest. Anyone could enter with a free ice cream bar given to persons rolling the can around the pole within the given time.

In the lower left hand corner is pictured Jim Blake astride the horse he rode in the stock horse competition at the student rodeo on Saturday afternoon.

The agriculture students competed in many contests that were not possible for industrials due to the nature of their school work.
LIFE

LIFE GOES TO A PARTY—Continued.

The public was invited to enter many contests and many won valuable prizes.

The "tired business men's" cow-milking contest is pictured in the lower left hand column while directly below them is shown the winner of the women's nail-driving contest.

At the top of the page is shown a few of the many hundred persons served barbecued meat and brown beans on Saturday afternoon in Poly Grove.

People were transported about the 1300-acre campus by improvised buses driven by agriculture students. One such bus is shown here.

Another view of the pump display is shown below.

Below this is the tractor-balancing contest. A prize was given to the man that could balance a tractor on an 18-inch log.
A baseball game was the feature attraction on Friday afternoon with the Cal Poly team defeating the San Luis Obispo All Stars 11 to 8.

The Seventh Annual Poly Royal reached its climax on Saturday night with the crowning of the queen (see Life's cover) and her coronation ball, held in Crandall Gymnasium. Pictured at the bottom of the page are Queen Betty Lou Alexio, and her court Helen Atkinson, Edna Cave, La Verne Alderman and Elizabeth Theroux.
LIFE follows students through a typical day

In an assembly this spring Cal Poly students named two students that they believed to be typical of the general run and LIFE has pictured their activities during an average day in college.

On the following pages you will see pictures of Ray Peckham, typical industrial student, and Don Weirs, (Continued on next page)
LIFE

typical agriculture student. Ray is an air conditioning ma-

major and hopes some day to be an engineer in the field of air conditioning. Don is a meat animal husbandry student and has majored in hog farming. He has already received a position as foreman of a hog farm.
LIFE
LIFE shows how students earn their way at college
LIFE
Dear Sir:

I am enclosing several pictures of the Block “P” club. Three were taken while I was on the annual trip to Arroyo Seco, the other was taken during a night track meet in which athletes were trying to earn enough points to be eligible for the Block “P.”

Under the able guidance of Les Vanoncini the club has been extremely active during the past year. Selling hot dogs at football games, sponsoring an exceptionally successful fun night and acting as chaperons for the dances have been a few of their activities.

The initiation that is held in the spring of each year offers many laughs to the spectators and many sore spots to the initiates. Candidates are required to wear about every type of dress imaginable. Boys in dresses, sheets, burlap, boxes and newspapers are a common sight. The initiation lasts a full week and by the end of the seven days the boys are just about ready to call it quits and take a poke at the next fellow that says “kow-tow” or “assume the angle.”

The traveling jackets that were purchased by the members of the Block “P” were the envy of the entire student body.

I hope you may be able to use some of these pictures in your magazine.

Sincerely yours,

A Student.
LIFE

Students will recognize two instructors in these old pictures who are still to be seen on the campus, H. C. Figge, forge shop teacher, and B. R. Preuss, printing instructor, who is now printing the student newspaper and other campus literature. These pictures were taken 12 to 18 years ago.
LIFE VISITS THE VOORHIS UNIT...
THE SOUTHERN CAMPUS
OF CALIFORNIA POLYTECHNIC

Jerry Voorhis and C. B. "Uncle Charley" Voorhis
C. WEIR FETTERS
In Charge, Voorhis Unit

AVON CARLSON
Student Body President, Voorhis Unit
STUDENT BODY OFFICERS

Front row, from the left: Avon Carlson, president; C. Yonge, vice-president; C. Hansen, secretary. Second row: V. Meacham, Advisor; J. Bowden, treasurer; D. Hughett, athletic manager.

STUDENT ACTIVITIES COMMITTEE
LIFE

CAFETERIA-DORMITORY COMMITTEE

L I F E


A SOCIAL FRATERNITY

SIGMA PI GAMMA
SUNSET COTTAGE


ROSE COTTAGE
LIFE

UNCLE CHARLIE'S COTTAGE


A DORMITORY ORGANIZATION

THE PENTHOUSE
THE FACULTY

LIFE


BASKETBALL—VOORHIS UNIT

SEASON'S RECORD

<table>
<thead>
<tr>
<th>Opponents</th>
<th>Opp. Score</th>
<th>Cal Poly Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>LaVerne Frosh</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>Citrus J. C.</td>
<td>43</td>
<td>31</td>
</tr>
<tr>
<td>Cal Poly Jayves (S.L.O.)</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>Pomona J. C.</td>
<td>66</td>
<td>39</td>
</tr>
<tr>
<td>Citrus J. C.</td>
<td>35</td>
<td>38</td>
</tr>
<tr>
<td>Glendora A. C.</td>
<td>39</td>
<td>28</td>
</tr>
<tr>
<td>LaVerne Frosh</td>
<td>32</td>
<td>43</td>
</tr>
</tbody>
</table>

267 221
### BASEBALL—VOORHIS UNIT

#### SEASON'S RECORD

<table>
<thead>
<tr>
<th>Opponent—</th>
<th>H.</th>
<th>R.</th>
<th>E.</th>
<th>Cal Poly—H.</th>
<th>R.</th>
<th>E.</th>
</tr>
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<tr>
<td>Bonita High</td>
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<td>2</td>
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<tr>
<td>Cal Tech Jayvees</td>
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<td>16</td>
<td>13</td>
<td>13</td>
<td>21</td>
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<td>6</td>
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<td>Cal Tech Jayvees</td>
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<td>78</td>
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<td>27</td>
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</tbody>
</table>

LIFE GOES TO A PARTY
(CONTINUED)

THE POLY VUE
AT VOORHIS UNIT
LIFE

VOORHIS VIEWS
FOOTBALL

SEASON'S RECORD

Opponent—           We  Them
Saint Marys of Texas............... 6  0
Chico State ..................... 14  7
Arizona State ...................  0 13
Humboldt State ................... 13  6
San Francisco State .............. 20  2
San Diego Marines ...............  0 19
San Jose Frosh ................... 26  0
University of San Francisco Frosh... 19  6
University of Idaho, Southern Branch. 21  0

LETTERMEN

ATHLETIC JOURNAL


FIRST TEAM

First row, from the left: J. Clark, H. Null, E. Schwander, H. Wineroth, E. Lawrence, E. Guaraneli, C. Hargrove.

SECOND TEAM


THIRD TEAM

ATHLETIC JOURNAL

E. Schwander  G. Silva  B. Snow
ATHLETIC JOURNAL

BASKETBALL

SEASON'S RECORD

<table>
<thead>
<tr>
<th>Opponent</th>
<th>We</th>
<th>They</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Luis Obispo J. C.</td>
<td>44</td>
<td>41</td>
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<tr>
<td>University of Mexico</td>
<td>34</td>
<td>37</td>
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<tr>
<td>Bakersfield J. C.</td>
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<td>47</td>
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<td>Broadway Clowns</td>
<td>38</td>
<td>40</td>
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<td>Santa Maria J. C.</td>
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<td>20</td>
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<td>House of David</td>
<td>48</td>
<td>52</td>
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<td>Bakersfield J. C.</td>
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<td>31</td>
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<tr>
<td>Chico State</td>
<td>23</td>
<td>46</td>
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<td>Chico State</td>
<td>27</td>
<td>51</td>
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<td>Taft J. C.</td>
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<td>33</td>
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<tr>
<td>Santa Maria J. C.</td>
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<td>31</td>
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<tr>
<td>Santa Barbara State</td>
<td>34</td>
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<td>San Luis Obispo J. C.</td>
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<td>Maricopa All Stars</td>
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<td>Taft J. C.</td>
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<td>29</td>
</tr>
<tr>
<td>Maricopa All Stars</td>
<td>51</td>
<td>53</td>
</tr>
</tbody>
</table>

LETTERMEN

ATHLETIC JOURNAL

H. Haley   E. Maxson   W. Solway
ATHLETIC JOURNAL

Second row: J. Benton, manager; R. Danley, G. Liegerot, F. Ringler, H. Brownlee, J. Adams,
W. Phelps, P. Gifford, assistant coach.
Third row: Don De Rosa, coach; W. Blankenship, M. Yerxa, B. Ponton, G. Boyd, H. Bement,
J. Blake, A. Williams.

TRACK

SEASON’S RECORD

Santa Maria J. C., 48; Ventura J. C., 61; Poly, 53.
Taft J. C., 75; Poly 56.
San Luis Obispo J. C., 14; Santa Maria J. C., 59; Poly, 89.
San Luis Obispo J. C., 16; Santa Maria J. C., 61; Poly, 53.
San Jose, 95½; Humboldt, 30; Poly, 35½.
Agriculture Division, 58; Industrial Division, 73.
Santa Barbara State Frosh, 34; Poly 95.
ATHLETIC JOURNAL

J. Adams  J. Blake  J. Blankenship
LETTERMEN

ATHLETIC JOURNAL

E. Escalante, E. Blakesley, Capt. J. C. Deuel, coach.

BASEBALL

SEASON’S RECORD

Opponent— We They
Santa Barbara State ................. 8 21
San Jose State...................... 3 14
San Luis Obispo All Stars .......... 11 8
Santa Barbara State............... 3 8
Taft J. C......................... 8 5
Bakersfield J. C................. 0 1
Santa Maria J. C................. 7 4
Santa Maria J. C................. 17 3
Taft J. C......................... 7 3

LETTERMEN

A. Hinkle, S. Ikeda, K. Ikeda, E. Tognetti, E. Escalante, A. Bowman,
ATHLETIC JOURNAL

G. Arthur  E. Blakesley  A. Bowman
O. Canclini  A. Hinkle  K. Ikeda

S. Ikeda  A. Milich  H. Nitta

E. Tognetti
It has cost the merchants five dollars a column inch for the advertising which appears on the following pages. They believe that it is money well invested, for through their purchase of advertising space in the El Rodeo they believe that they are enabling the students—their customers—to publish their college annual at a price the students can afford. The merchants of San Luis Obispo have shown their co-operation by taking space in football programs, student newspaper advertising and in many other ways. The cost of this year-book is approximately three dollars, but due to the fine support that we have received from the merchants and other sources, the total appropriation from the student body funds is only about one dollar and fifty cents. The students can show their appreciation by patronizing the merchants whose names appear on these pages.
DAY TONE, a quiet unassuming fellow that everyone likes. Day was one of the mainstays on the swimming team this year.

CHUCK BOGGS, business manager of El Mustang, member of the Sigma Alpha Kappa fraternity and one of the busiest fellows on the Campus.

---

CLARENCE BROWN
Your Credit Jeweler
Phone 1312
862 Higuera St.
San Luis Obispo
- - California - -

EXCELLENT PHOTOGRAPHY
GAINSBOROUGH STUDIO
Official Photographer for the 1939 El Rodeo
862 Higuera St.
Phone 1541

COMPLIMENTS OF
WILSON'S FLOWER SHOP
MEMBER F. T. D.
1110 Garden St.
Day or Night Phone 1622

Everything from a Sandwich to a Complete Meal

GOLD DRAGON
“Next to the Obispo Theater”
Greetings to the California Polytechnic Student Body

SOUTHERN PACIFIC MILLING COMPANY
"SINCE 1885"
Lumber, Millwork, Building Materials and Building Specialties
—SAN LUIS OBISPO—

COMPLIMENTS OF
KIMBALL'S TIRE SERVICE CO.
San Luis Obispo, Calif.

“Quality—You Can Taste”

SNO-WHITE CREAMERY
—Where They All Meet—

888 Monterey St.  San Luis Obispo

JOHN CARRICABURU was elected to the highest position possible, student body president, and we feel sure that he is going to hang up a record that is going to be hard to beat. Best of luck next year, John.

“MOOSE” GUARANELLI, so named because of his size, is always good for a cheerful hello. He is one of the bulwarks which the football team will be built around.
JOE STOMBAUGH is perhaps the laziest man on earth; however, one can’t help but like his carefree way and friendly attitude. One of the most popular fellows in school.

BOB DOVE is an ag student that is liked as well by the industrials as he is by his classmates. Bob is sure to be a leader next year.

SHELL SERVICE STATION
Cor. Monterey and Santa Rosa St.
Shellubrication—Goodyear Tires—Hobbs Batteries
Manager, E. J. Anderson — Assistants, C. R. Hoyt, E. S. Bennett

SANDERCOCK TRANSFER CO.
"Everything in the Hauling Line"
Stock Specialty—Local and Long Distance
Phone 19 San Luis Obispo

COMPLIMENTS OF
C. H. KAMM & CO.
A. L. CUNNINGHAM
San Luis Obispo, Calif.
PONTIAC

BUICK

For the Best Stock Feeds See
E. C. LOOMIS & SON
GRAINS, SEEDS, FEEDS, SUPPLIES, FERTILIZERS, INSECTICIDE
ALSO CUSTOM MILLING
San Luis Obispo Wholesale and Retail Arroyo Grande
JOE COHEN, one-time editor of El Mustang, and a fellow that is in on the know. Joe is said by some to be wasting his time here at Poly. They say he's a real brain.

“BUCKSHOT” HALEY, president of the Air Conditioning club, varsity basketball and always one of the crowd. Buckshot is one of the popular members of the Block "P" club.
FRAN DAUGHERTY, the boy with the iron lungs who has been yell leader for the past two years, is one of the most popular fellows on the campus. Fran will be back next year to pep up the boys.
W. CRANCE has served very faithfully on the staff of the student newspaper and is always on the spot when news is made.

BRUCE BROEMSER is without a doubt one of the nicest fellows we know. He never steps out of place but he can always be depended on to do his job well.

COMPLIMENTS OF

MISSION LAUNDRY

Telephone 1173, 406 Higuera St. Telephone 1958, Broad and Marsh

DISTRIBUTORS OF GOODYEAR TIRES and GOODYEAR BATTERIES

JONES TRANSPORTATION SERVICE

Complete Automotive Service Day and Night
San Luis Obispo, Calif.

For the Best Products:
Ask for Dairy Products from the

HARMONY VALLEY CREAMERY ASSOCIATION

For the Best Prices:
Join the Cooperative Movement

MULHOLLAND'S GRILL
— ANDERSON HOTEL—

Good Food At Reasonable Prices

Phone 794

MAKE YOUR HOME WORK A PLEASURE WITH A
ROYAL PORTABLE TYPEWRITER
Prices start at $34.50—Terms from 75c per week

JOHNNY B. NELSON
1013 Chorro St., San Luis Obispo
BELLO GARAGE
BRAKES HEADLIGHTS FRONT AXLE STEERING LUBRICATING
REBORING MACHINING OVERHAULING WASHING
1234 Broad Street San Luis Obispo, California

VIC TOMEI is mad about horses and it took him two years to find it out. Certainly the campus wouldn't seem the same without Tomei.

ED MAXON has appeared in a basketball uniform for the past three fine job. We hope to see you back next year, Ed.

DODGE AND PLYMOUTH — DODGE TRUCKS
BOOTH BROTHERS
San Luis Obispo —-Since 1916— Paso Robles

HOTEL ANDREWS
Quiet and Homelike
Corner Osos and Palm St. Mrs. J. S. Kellogg, Mgr.

Fresh Fish and Shellfish—Wholesale, Retail
SAN LUIS FISH COMPANY
Free Delivery
680 Higuera St., Phone 136 Cypress Street
San Luis Obispo Pismo Beach

ANDERSON BARBER SHOP ANDERSON SHOE SHINE PARLOR
Anderson Hotel Bldg. - Phone 1216 1012 Morro St.
JACK CLARK, treasurer of the student body, varsity football, student affairs council, vice-president of the senior class, are but a few of the activities of this popular fellow.

COMPLIMENTS TO THE EL RODEO STAFF

WICKENDEN’S

Phone 1511 837 Monterey

COMPLIMENTS OF

ANDERSON HOTEL
Modern and Fireproof

HOME OF POLY VISITORS

DANIELS & BOVEE
998 Higuera St., San Luis Obispo, Calif.

RADIOS — ELECTRIC APPLIANCES — REFRIGERATORS
SALES AND SERVICE

JOHN BENTON, one of the best managers ever to handle the tracksters. John, known to many as “Stagehand” is sure to be a success when he leaves school.
ED SCHWANDER and HARRY WINE-ROTH, the golddust twins, who have roomed together for the past two years, are actually two of a kind. Both fellows have been prominent during their school life and will probably have as much success when they leave.
"WONG" COOK, so named because he handles the laundry contract, is one of the campus big shots. Vice-prexy, Block "P," football and many other activities are his pastime.
BETTER LIGHT
BETTER SIGHT

Good Lighting is easy on the eyes, prevents fatigue from eyestrain. Consult our Home Lighting Service.

ORLANDO CANCLINI is another of those fellows that are seen and not heard. He was a mainstay on both the baseball and basketball teams.

FORD V 8 — MERCURY — LINCOLN ZEPHYR

R. C. HOYT, INC.

THE QUALITY GROUP

Santa Rosa and Monterey San Luis Obispo

DR. B. F. LOVEALL

DENTIST

Telephone 880 San Luis Obispo

774 Marsh St.

In the Price Range of Ford, Plymouth and Chevrolet

THE NEW STUDEBAKER CHAMPION

At C. A. Maino — San Luis Obispo
PHIL LUMLEY, two hundred pounds and all brawn, so he tells the girls, but he isn't fooling us one bit. We like you just the same, Phil.

TO POLY—Best Wishes for Another Great Year in 1939-40

T. SEBASTIAN’S

SANTA ROSA MARKET

Santa Rosa At Mill

Phone 325

LYLE F. CARPENTER

MERL F. CARPENTER

SAN LUIS FURNITURE CO.

855 Marsh Street

SAN LUIS OBISPO

GOOLD’S GARDENS

Corsages and Bouquets

WE TELEGRAPH FLOWERS ANYWHERE

1512 Mill St.

Phone 1733

THE WHITE HOUSE

S. Tognazzini, Prop.

The Home of Quality

Groceries, Fruits, Bakery Goods, Household Hardware

Phone 52 and 53, Meat Market 62 — San Luis Obispo

Chevrolet’s the Choice

First in Sales, First in Performance, First in Features, First in Value

J. J. DUNNE

San Luis Obispo
HOMER HOSKINS has been athletic manager for the past year and a good job he has done. Perhaps it is because he is so friendly with everyone.
COMPLIMENTS
FROM YOUR LITTLE
BROTHER

EL MUSTANG

California Polytechnic Weekly News Publication

Mailing Subscription $1.00 per year
Student Subscription included in Student Body Card

“FRENCHY” LIEGEROT, the power of the press. He has done
more work to keep the newspaper alive and active than any other
man on the campus. You deserve much credit, “Frenchy.”

BOB LANG is another news-hawk. Lang, often called Flip, is one
of the outstanding aero students.
ANDY BOWMAN, for three years the man that the baseball team has been built around is sure to be missed when he leaves school to work.
BETTY LOU ALEXIO, the only girl to appear in these pictures, receives the distinction because she was elected Poly Royal Queen for 1939.

PHIL YORK, president of the Air Conditioning club, is but one of his accomplishments. A freshman this year, we look forward to great things for this fellow next year.

COMPLIMENTS OF

PEERLESS BAKERY

Owned and Operated By S. Leguina and Sons

COMPLIMENTS OF

DRS. J. B. V. BUTLER and W. D. BUTLER

MORE IMPORTANT THAN PAINT AND BRICK AND WOOD!

The most important thing to do when planning to build or remodel is to select a supply company that is reliable—that can furnish good materials at a fair price and render satisfactory service. You can depend on the . . . .

PACIFIC COAST COAL LUMBER

“Everything To Build Anything”
DICK McCONNEL is a well liked fellow without a doubt. A nifty dresser, he seems to have a way with the quail.

GLEN ARTHUR was elected president of the freshman class and has proven himself worthy of the honor. More power to you, Glen, in years to come.
May we extend our best wishes and hearty congratulations to the 100 GRADS OF CAL POLY

Sears, Roebuck & Co.
879 Higuera Street
San Luis Obispo

JOE POWERS is often thought of too lightly. He is really one of the brains of this school. Good luck to you, Joe.

GREEN BROS.
KNOWN FOR GOOD CLOTHING

871 Monterey St.
San Luis Obispo

BEST WISHES, MUSTANGS
SAN LUIS MILL AND LUMBER CO.
Your Local Lumber and Millwork Dealer
PHONE 624

THE RED AND WHITE STORE
A. SAUER CO.
Groceries and Provisions
San Luis Obispo
848 Monterey St.
WE APPRECIATE YOUR PATRONAGE

A U S T I N ’ S
Homemade Candies and Ice Cream
We Also Serve Breakfast, Lunch and Dinner

868 Monterey St. Phone 86

If You’re Looking For Recreation, Visit
THE EL MONTEREY BILLIARD PARLOR
Across from Obispo Theater

COMPLIMENTS OF

NEHI BOTTLING CO.
Beverage Headquarters

447 Higuera St. Phone 948

COMPLIMENTS OF

S A M ’ S
Best Hamburgers In Town

1057 Monterey St. Next to Chevrolet Garage

Save With Safety With
MADDALENA TIRE RECAPPING
PHONE 79
U. S. Tires — Brake Service
San Luis Obispo — 1001 Higuera St.

“DUKE” BRADLEY; students come and students go but Brad goes on forever. We’d miss you, Duke, if you left so better hang around another year or two.

ORRIN WICKERSHAM and WARREN FOSTER appear again. What is this? They must have a drag with the editor.
UNUSUAL AND DISTINCTIVE

GIFTS
FROM THE ORIENT
AH LOUIS STORE
800 Palm St. Since 1874

Formerly Covell’s Shop
TAKKEN’S SHOE SHOP
1027 Morro St. San Luis Obispo

“STUDENT RATES THROUGHOUT THE SUMMER”
SAN LUIS

BOWLING RECREATION
PING PONG “Bob” Jean, Mgr.
BADMINTON

EVANS BROKERAGE CO.
REAL ESTATE
Specializing In Ranch Properties
1118 Chorro St. Phone 63

MODERN HOMES USE
GAS FOR THE 4 BIG JOBS
REFRIGERATION - COOKING - WATER HEATING - HOUSE HEATING
SANTA MARIA GAS COMPANY

RICHARD HOLT is perhaps responsible, more than anyone else, for the success of the newspaper. Dick is the go gettem type that sells advertising space.

JACK ADAMS is a frosh officer as well as a track letterman and member of Los Lecheros. You have our best wishes for continued success, Jack.
BOB PHILIPS is another freshman officer that we expect much from.

JACK STEWART has worked hard for his track letter and we were glad to see that he received it. Good luck in the future, Jack.

---

COMPLIMENTS OF YOUR STUDENT STORE

---EL CORRAL---

Congratulation Class of '39

----

Intrnational Trucks

ROUTZAHN MOTOR CO.

1330 Monterey St., San Luis Obispo
101 So. Brodaway, Santa Maria

SMITH FRUIT COMPANY
Wholesale Distributors
FRUITS AND PRODUCE

1121 Higuera St., Phone 1381 San Luis Obispo, California

H. D. BECKER
COMPLETE LINE OF
DAIRY AND CHICKEN FEED
Albers Feeds a Specialty

Phone 587-W San Luis Obispo
AUTOGRAPHS
AUTOGRAPHS