Cochran Outlines Poly ROTC Plans

By Glenn Johnson

Los Angeles (Sept. 13)—Dr. Joseph A. Cochran, university officer in charge of Cal Poly's ROTC program, has called a meeting of Poly's student body to explain the program. All students are welcome to attend.

The meeting will be held in the student union on Monday afternoon at 2:00 p.m.

Cochran said that the ROTC program is one of the nation's most successful ways to prepare students for military service. He pointed out that many students who participate in the ROTC program later go on to serve in the military with great distinction.

Cochran also discussed the benefits of joining the ROTC program. He said that it provides students with valuable leadership experience and helps them develop important skills that are valuable in any career.

The meeting will be an opportunity for students to learn more about the ROTC program and to ask questions about how to join.

The program is open to all students, regardless of their major or academic background. It is especially encouraged for students who are interested in serving in the military or who want to develop leadership skills.

Cochran emphasized the importance of the ROTC program for the nation's defense. He said that it is crucial for the United States to have a strong and capable military force to protect the country.

He concluded by encouraging students to attend the meeting and learn more about the ROTC program. He said that it is an opportunity to be a part of something important and meaningful.

The meeting will be held in the student union on Monday afternoon at 2:00 p.m.
Special Notices

ARB Dance Committee will meet today, Oct. 3, at 4:15 in Ad
building Room 614. Chairman Ben Arnold will preside.

Students who have a change of address should come to
both Information desk and Recorder's office and change
their cards immediately. Is it there to keep you

Lovett, Staff Here To Fix
Cuts, Abrasions, Burns, Etc.

"The aim of the student health center," says Dean Everett Chandler, "is to provide complete health service to our students, within
practical limits."

To do this, the health service has a professionally-trained staff and a complete inventory of diag-
nostic equipment, including an
electronic stethoscope, various laboratory equipment, and a 300-millimeter
Phillips X-ray machine.

The student health program is under the supervision of Dr. E. D. Lovett, college physician. Dr. Lovett retired from private practice in Iowa to head the Cal Poly health service pro-
gram.

The addition of the full-time
physician to the staff last year has resulted in a more efficient and smooth-running health service pro-
gram and has made possible con-
siderable improvement in environ-
mental sanitation as a preventive
measure.

The student health program is
located near the center of the campus.

There are also a private office for
the resident physician and living
quarters for the resident nurse and
three student orderlies. A small,
but well-equipped diet kitchen
supplements the prepared meals.

The student health center handles about 18,000
visits during a school year.

Approximately 300 bed patients
are accommodated during the
year.

The Complete Restaurant
Specializing in
SEA FOODS and
BROILED STEAKS
BEE HIVE CAFE

Cal Poly Student Car Owners!
Visit Universal Auto Parts
AUTO TOOLS, SUPPLIES
ACCESSORIES
We Handle Stock for Almost All Makes and Models
UNIVERSAL AUTO PARTS
304 Monterey
Phone 1418

DAVIDSON'S
• DRAPES
• FURNITURE
• AWNINGS
• WINDOW SHADES
• LINOLEUM
• BABY FURNITURE

LET US FURNISH
YOUR HOME

You are invited to use
our easy terms
NO CARRYING CHARGE
Phone 421
669 Higuera St.

FRIDAY, OCTOBER 3, 1936

CHES FERFIELD

FIRST PREMIUM
QUALITY CIGARETTE
TO OFFER BOTH REGULAR & KING-SIZE

Both regular and king-size
Chesterfields are premium quality
cigarettes and come in the smart
white pack.

Both contain only those proven in-
gredients that make Chesterfields
the best possible smoke: the
world's best tobaccos, pure, more
costly moisturizing agents (to keep
them tasty and fresh), the best
cigarette paper that money can
buy — nothing else.

Both are much milder with an
extraordinarily good taste and, from
the report of a well-known research
organisation — no unpleasant
after-taste.

Both are exactly the same in all re-
spects. There is absolutely no difference
except that king-size Chesterfield is
larger — contains considerably more of
the same tobaccos — gives you a 21% longer
smoke, yet costs

LARGEST SELLING CIGARETTE in AMERICA'S COLLEGES

Buy CHESTERFIELD — Much Milder
Board Makes Continued Appeal For Editorship

An urgent appeal is once again being made by the board of publications for anyone among the 1400 students on campus—yes, ANYONE who is capable of assuming the editorship of Cal Poly's yearbook, El Rodeo. Without such a man, the hundreds of seniors who have worked long and hard to graduate, the various departments and campus organizations who look forward to being a part of the annual, none of these will be able to tell their story. Without such a man the college will be unable to pictorially and editorially close this school year in the time honored traditional manner so familiar to all of us.

If you can qualify your school needs you NOW! See Ken Ritch, Journalism department head, in basement, for any additional information.

Postmaster McMillan Lays Down Postal Law

Official word on inter-campus mailing of notices and letters was announced today by Postmaster Phil McMillan. Rulings are as follows:

- All notices should be on paper not less than six by eight inches.
- All notices should be arranged alphabetically, giving the complete name and box number.
- All notices must be at the post office a minimum of three days previous to all regularly scheduled meetings.

"These requirements are made because the post office is to be permitted absolutely no extra help in the distribution of mail," McMillan said.

"Full cooperation of all students will be needed to maintain any kind of mail service," he continued.

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**DURING THE LAST 50 YEARS A GREAT MANY UNCOMPLIMENTARY THINGS HAVE BEEN SAID ABOUT PROFITS. LEFT WING PROPAGANDA HAS BEEN SO SUCCESSFUL THAT MANY HONEST AMERICANS WERE ACTUALLY BEGINNING TO WONDER IF MAYBE THERE WEREN'T SOMETHING EVIL ABOUT PROFIT AFTER ALL. BUT THE ANSWER IS Plain IF WE UNDERSTAND ONE OF THE MOST IMPORTANT FUNCTIONS OF PROFIT IN OUR ECONOMY. IT IS SIMPLY THIS: THE CHANCE FOR PROFIT CONSTANTLY ENCOURAGES THE DEVELOPMENT OF NEW AND IMPROVED PRODUCTS. BECAUSE OF THE COMPETITION FOR PROFIT, EVERY BUSINESS STRIVES TO PUT OUT BETTER AND MORE USEFUL PRODUCTS, WITH GREATER EFFICIENCY, AT LOWER PRICES. (AS UNION OIL, FOR EXAMPLE, WE'RE SPENDING $10,000 PER DAY ON RESEARCH—AND OUR COMPETITORS WORK JUST AS HARD AS WE DO ON PRODUCT IMPROVEMENTS.)

BECAUSE OF THIS ESSENTIAL FUNCTION OF PROFIT THE AMERICAN PEOPLE HAVE BETTER PRODUCTS IN GREATER ABUNDANCE THAN THE PEOPLE OF ANY OTHER COUNTRY. AS A CONSEQUENCE, WE ENJOY THE HIGHEST STANDARD OF LIVING THE WORLD HAS EVER KNOWN.

IT'S NOT HARD TO SEE, THEN, WHY THE PROFIT MOTIVE MUST BE PRESERVED. YET PRESENT TAX POLICIES AND GOVERNMENT CONTROLS ARE DISCOURAGING PRODUCTION BY DESTROYING THE PROFIT MOTIVE. AND WITHOUT THIS INCENTIVE OUR AMERICANS CANNOT POSSIBLY SHOW THE PROGRESS IN THE FUTURE THAT WE HAVE SHOWN IN THE PAST.

**UNION OIL COMPANY OF CALIFORNIA INCORPORATED IN CALIFORNIA, OCTOBER 15, 1887

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURER OF ROYAL TRIUMPH-THE AMAZING PEOPLE MOTION OIL
Fire Prevention Week On Docket
Cal Poly will observe National Fire Prevention week, Oct. 8 to 14, according to Ernest Stalnar, Chief Security officer.
This campus is our home and we are asked to do something to help make it a safer place to live. Here are a few precautions to take and check regularly:
A. React to fires promptly. Detect fires immediately.
B. Remember that clean properties and homes reduce the chances of fires.
C. Do not smoke in hazardous areas.
D. Know what to do if fire breaks out.
E. Correct or report fire hazards promptly.
F. Safeguard all sources of flammable liquid.

Students Urged To Take Part In Ad Training Offered
Students from any department—freshmen or upper classmen—have an opportunity to learn about advertising and salesmanship by participating in a promotion this year with a special emphasis on advertising.
Win of the Ag Journalism department, will supervise El Mustang, the weekly school paper. Students may enroll for credit in the Ad Journalism department, and work for either beginning or advanced courses of study.
Each Saturday afternoon during the week, time will be spent in work on the advertising columns of the newspaper. Time for this will be set by the group's convenience. Students wishing college credit for this learn-by-doing enterprise may enroll for Journalism 8A, Practice Journalism, and work for either one or two units.
'"It is an excellent opportunity for men who want to learn more about how to sell," said Kitch, a former professional advertising man. "I’ll welcome a visit from any student who wishes to talk about the project with me." His office is in Ad 16.

COSTS LESS THAN REGULAR TIRE AND SAFETY-TYPE TUBE

NEW TUBELESS TUBE Made ONLY by B. F. Goodrich
No tube to buy — no punctures — safer at high speeds — $10 your present one

LIBERAL TRADE
L. O. Heydenreich's
Mustang Tire & Auto Service
Marsh at One Streets Phone 1043

Arrow Gabanaro... 6.50
• in your exact collar size
• your exact sleeve length
• washable rayon gabardine

ARROW
WANTED!

CLUB NEWS

This is your page . . .

use it for news items and features.

All club news must be in El Mustang office,
8 a.m. 21, before noon.
Administration building,
no later than Tuesday noon for
Friday's paper.

California Park

Laundromat

Behind California Park

Grocery

2 Blocks from Poly

On Hathaway

Sba. (One Washer Load)

Wash, Dry, Fold

50c

Dresses and Pants Finished

Home Cooked Meals

POLY SPECIAL

Everyday 75c

With Soup and Salad

HOMEMADE CAKE and PIE

Barbecued Chicken
Every Thursday

$1.10

FRANK'S CAFE

• Michel Gelgert

Manager

845 Miquela

J. Paul Sheedy* Switched to Wildroot Cream-Off

Because He Flanked The Finger-Nail Test

FRANK SEZ

Be Sure to Attend Our 2nd Annual

HARVEST OF

Fall Food Values

BALLOONS

FOR ALL THE KIDS:

YOUNG AND OLD ALIKE

Smoked Picnic

39 lb.

Cloned Ready, To Eat

$1.00

Bread Large

BOLOGNA 39 lb.

BACON 39 lb.

LEMON SALT 39 lb.

HORMEL No 1 Cuts Pig

Frankfurters 49 lb.

LEMON RIBS 39 lb.

Bread, Lean

BACON 45 lb.

HORMEL PORK SAUSAGE 39 lb.

PORK 2 for 39 lb.

Big Breakfast Free

You Are Invited—It Won’t Cost You a Dime

8 A.M. to 11 A.M.

SATURDAY, OCTOBER 4 AT

BROAD STREET STORE

PILLSBURY

PANCAKE FLOUR

400 pckg.

Ready to Eat HOMESTYLE

33¢

each pkg. contains 1 lb. expion

a real good buy

Fresh Grade A Smalls

EGGS

35¢

Milk

2 1/2 c.

Teakle Rondy

Margarine 19¢

Colored Cubes

Bordens

Butter

20¢

Mayonnaise

29¢

PLATE No. 3/4 can

BEANS

25¢

Quarts 28¢

Cream Corn

16¢

Tomato Sauce

25¢

Cheese

23¢

Butter

4 lb.

Crumb Loaf

25¢

CORN

49¢

Prices for Friday, Saturday, Oct. 3, 4

Tax added if required

HAWTHORNE

FOOTHill 299 Football Blvd Phone 3110

FREE PARKING

AT BOTH STORES

BROAD ST.

2101 Broad Street Phone 3101
Poly Of San Dimas Loses Grid Opener
Call Poly of San Dimas opened
their football campaign last week
against the Chaffey Junior college
eleven, and resulted for a 0-7
dumping. The sophomores Poly was
journeyed to Ontario for their
initial football game.
Starting at halfback for the Jit­
ty Bros was former Cal Poly of
Olivepe student, Olger Bayse. An­
other big "boucher" transfer on
the Poly side was former
Charlie Reams.
Cal Dimas, coached by former
UIC great Whitehead held a
worse slate of five quarter back
and fumbled away two touch­
downs in the Chaffey finale.

Basketball Players To Start
Practice; Have Game In Nov.

Coach Ed Jorgenson announced
last Tuesday that the official open­
ing date for basketball practice
is October 15. Along with the an­
nouncement Jorgenson urged all
Mountaineers thinking about about
joining the basketball team to start
coaching the basketball season.

The dating meeting date given
the Poly cagers about six weeks
to get ready for their season
opening-ruler with the B.P. Olym­
pic Club on November 15. Jorgen­
on hopes to see material at
the nucleus of a Poly team cupnlo
among the few club on campus
open to any student, faculty, or
employe of the college, and their
year and hupile.

Rodeo Squad Loses Rosser;
Still Loom As Coast Power

Faced with the loss of veteran
rodeo standing Cotton Rossor, the
Poly bronc-busters nevertheless
figure to do right well in National
organization this year.

Back inland out of the saddle
for the green and gold cowboys
are met like roping Ben Heuffen
and all-around performers Loney
Bunce, Manfred Sanders and Bill
Simplify for the green and gold cowboys
are members of last year’s JV squad
and the Oklahoma Aggie* topped
in the NIRA. Last year only
the State of Alaska, Texas, and
the Oklahoma Aggies topped the
Mustangs in collegiate rodeo-

Two vacancies must still be fill­
ed on the six-man rodeo squad
as veteran Rusty Duffey and
Norman George were taken into
the Army. Both boys will be hard
to replace. Selection of the new
members will be up to team advisor
Bob Tomllnon, ex-Cal Poly
student, and soon president of the
rodeo club.

The second rodeo meeting of
the current quarter is slated for next
Wednesday evening, October 8th.
Mustang Boosters Elect Dr. Pereira New Prexy

The Mustang Boosters club, Cal Poly's terrific downtown hub-thumpers, elected new officers last Monday night and generally got the ball rolling for tomorrow night's Mustang-San Diego State game. Installed as the new chief of Booster club operations was Dr. Luis Pereira, a staunch Muatang-San Diego Stats game. Installed as the n*w chief wore Frank Ouelho, vice president; Wayne Huber, treasurer.

Dr. Pereira New Prexy

Qlann Wyatt, '51 president.

The Polieloua Home-cooked
Food and Homo-mad* Pto

STUDENT BODY CARDS ARE CASH
IS  SETTER
SERVICE
WHY OUR
BR O B W TEXACO
•rot c o m  utvice
•mailing. Sava money, too

HUNGRY
for
Good Food
try
The Delicious Home-cooked
Food and Home-made Pie
at
E & E CAFE
1144 Garbon Street

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This week's edition of THE MUSTANG is set to feature new content and exciting stories. Keep an eye out for the latest updates and enjoy our commitment to providing you with the best possible reading experience.
The Downbeat

By the

Credentials were sent the order of the day last Wednesday evening as the members of the Glee Club formed a reception line to welcome the thirty-four newly selected song-scholars. Every year will sport this 1952 edition of the Glee Club as its heroes, and four boons.

The Downbeat is the Majors and Minors organ filled with the addition of Karzon and Wyanne, the true hero, in San Diego. Karzon and Wyanne are the true heroes. Piano in the last serious section and the baton section replacing the string section. The Downbeat will present it's usual standards of perfection and have many new ideas surrounding the theme. The community and students are urged to support the Downbeat as it is the most popular songbook of the year. Due to excessive scheduling difficulties, the Downbeat was unable to be released on time. However, the Downbeat will continue to support the students and their activities. The Downbeat will continue to bring you the latest news and information about the Glee Club and its activities.

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