Polys are top at Pasadena again
New sterilized schoolbooks teach in doublespeak

The State Department has been justly honored with the "double-speak" award of the National Council of Teachers of English. One citation was a gobbledegookian announcement that a consumer-affairs coordinator would "review existing regulations on the basis of consumer input, throughput and output, and seek ways of improving these linkages via the consumer communications channel."  Fair enough. But now let the good teachers do a double take on the trend in textbooks for elementary and secondary schools across the land. They will find a different, more subtle kind of doublespeak at work on the minds of Dick and Jane. A kind you can’t laugh away.

Section 551.4: Special Staff Parking Privileges

A. Section 551.4: Special Staff Parking Privileges

Each student who seeks a staff permit is screened individually by either the Dean of Students, his designee, or myself prior to authorising the issuance of a staff parking permit.

The second issue raised related to uncertainty with regard to the parking enforcement program. There are a number of complaints to the University’s parking enforcement program, but the major one is the Motor Vehicle, Parking and Bicycle regulations promulgated by the president of the University under the authority given him by the Vehicle Code and Title 5 of the California Administrative Code. I find it difficult to accept the premise that the regulations are unknown since they are distributed annually at the Fall registration period, and the major issues are implemented through appropriate signs throughout the campus.

I am attaching a copy of these regulations on which I have marked a specific section (item II-I) dealing with double-speak as follows:

"Each student who seeks a staff permit is screened individually by either the Dean of Students, his designee, or myself prior to authorising the issuance of a staff parking permit."

There seems to be, on one hand, a trend to eliminate the romantic view of American history in favor of cold realism. At the same time, there is another trend toward a kind of romanticism, as evidenced in the work of a syndicated columnist.

It strikes me that the combination of trends, one to tell it like it is (or was), and a parallel trend to tell it like some folks think it ought to be, is not just a simple case of inflicting a dichotomy on our kids. It amounts to committing doublespeak.

Schoolbook publishers, according to the morning paper, don’t distribute the changes to the discovery of new facts as much as to discovery of new pressure groups.

Women’s groups, racial and ethnic minorities and religious fundamentalists have turned the heat on the textbook industry and on the state education agencies that buy books for public schools. The heat, it seems, is building up in Texas and California, which alone purchased more than $87 million worth last year, are the trend-setters. What they like—or dislike—heavily influences what appears in the schoolbooks for the rest of the nation.

Not that the publishers are insensitive to such trends. In fact, they are such that women’s groups have turned the heat on the textbook industry and on the state education agencies that buy books for public schools. The heat, it seems, is building up in Texas and California, which alone purchased more than $87 million worth last year, are the trend-setters. What they like—or dislike—heavily influences what appears in the schoolbooks for the rest of the nation.

Both states have large Mexican-American populations. So, according to a Holt, Rinehart executive, its books no longer describe a typical family as "white, middle-American," but as Mexican-American. Indians with feathers are a no-no in California. Witches are "sorcerers," and the story of Hansel and Gretel has that Halloween theme. Indeed, some schoolbook editors are told to shy away from such historic references as "all men are created equal." Unless, that is, there is a footnote of apology explaining that the founding fathers (oops, persons) merely meant to include women, too. And, presumably, blacks. Public and private Mexican-Americans in Texas and California.

Things have gone so far that at least one such book publisher no longer puts those cute little ballet slippers on life elephants. The firm was persuaded by women’s groups that "hyper-realistic" pictures would "impair the development of the proper self image among female pupils."

Well, it’s not easy to tell the difference between elephants in picture books without some kind of human gender, of course, one resorts to pornographic pictures.

What’s happening in the textbook industry, surprisingly, is that book sales are more important than book contents. Any pressure group with a clout to influence the buying of schoolbooks can pretty much influence what’s between the covers.

Columbus is "out" because Indians just now are "into" Biologic evolution is soft-pedaled because biological females say it doesn’t square with the Book of Genesis.

At the moment, thankfully, the textbook industry is holding steady in the argument that two plus two equal four. But if California, Texas or the mathematics’ lobby can make a more compelling case for, say, 4 + 3 = 7, it would undoubtedly be happy to accommodate.

Reprinted from the Los Angeles Times

WHEEL ALIGNMENT

Affixed with Reader’s Digest Fund

OREGON STATE UNIVERSITY

Disclaimers: Advertising material in this publication is not a recommendation or endorsement by the Oregon State University.

All content is provided 'as is' and the Publisher, Staff, contributors, Oregon State University, Oregon State University, or any advertisees assume no responsibility for the accuracy or completeness of any material herein.

Neither the Publisher, Staff, contributors, Oregon State University, nor any advertisees are responsible for the consequences of any actions taken on the basis of information provided herein.

Copyright © 2023 Oregon State University. All rights reserved.

WHEEL ALIGNMENT

ONLY $10.50

Regularly: $16.50

Only $10.50

WHEEL ALIGNMENT

Poor alignment can cost you money on tire wear. Why not let us check and adjust:

Caster

Camber

Road height

Offer expires Feb. 28. Please call for apt.

WHEEL ALIGNMENT

WHEEL ALIGNMENT

Madonna Road Shell

OPEN 24 HOURS

Owner

Bob Gouin

204 MADONNA RD. 543-1991 San Luis Obispo

Madonna Road Shell

OPEN 24 HOURS

Owner

Bob Gouin

204 MADONNA RD. 543-1991 San Luis Obispo

WHEEL ALIGNMENT

ONLY $10.50

Regularly: $16.50

Only $10.50

WHEEL ALIGNMENT

Poor alignment can cost you money on tire wear. Why not let us check and adjust:

Caster

Camber

Road height

Offer expires Feb. 28. Please call for apt.

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT

WHEEL ALIGNMENT
Storms cause damage and campus blackout

A twister-like wind storm swept through the agricultural fields on campus Sunday, damaging 15 shelter units used by the poultry program.

The damage was discovered about 8 p.m. by the security patrol.

The cause of the damage was announced by Charles Mendenhall, Agricultural Information Specialist of the poultry department.

"That appeared to be an updraft wind," he said. "Like a twister, picked up 15 range houses and blew them across the field. Range houses are built so the wind can go through them. Their walls are wire and the roofs are of corrugated steel. Some of the houses cleared the fence, other houses crossed through the fence, crossed the field and hit the next fence. About 500 feet of fencing were torn down. Total damage was minimal but it was an awful mess.

Roland Peave of the poultry department was contacted at home after the damages were discovered.

"The range houses are used for growing birds," Peave said. "From the time they are 1 to 10 weeks old to the time they are ready to lay eggs. No birds were killed because the houses aren't used in the winter due to the weather. But geese, kept in the same pen got loose. We had to run the geese into an undamaged pen. The poor geese were scared to death. At the same time the campus was blacked out and it was raining. So it was no easy task."

The IS range field units cost about $1,230, according to Peave. About 300 feet of fences were torn down. Replacement costs have not been estimated yet.

Other damage Mendenhall reported was debris on the campus roadways from eucalyptus trees on campus. The branches were cleared from the roadways by 10 a.m. yesterday morning.

The campus power blackout was caused by trees knocked down by the wind, striking power lines, Dave Bailey of Pacific Gas and Electric Co. told the Telegram-Trabune. A 700-kilowatt line that brings power to the campus and to the foothill area was down, causing a blackout for more than two hours.

The four days of rain broke a 44 day dry spell for San Luis Obispo County. This was one of the worst droughts for the fall and winter in county history.

A twister-like wind storm swept through agricultural fields on campus Sunday, causing $1,230 worth of damages to the IS range field units. The damage was caused by trees knocked down by the wind, striking power lines.

Crash critically injures coed

A Cal Poly senior in Dietetics and Food Administration from San Jose was critically injured in a car accident Sunday in San Luis Obispo. Ms. Luis Obispo police and a Santa Barbara policeman. It was westbound on Oil Poly senior in to break a window to provide dietetics and Food Administration from San Jose was critically injured in a car accident Sunday in San Luis Obispo. Ms. Luis Obispo police and a Santa Barbara policeman. It was westbound on the county's only major street during a heavy rain storm and the cause is still under investigation.

"What appeared to be an updraft wind," he said. "Like a twister, picked up 15 range houses and blew them across the field. Range houses are built so the wind can go through them. Their walls are wire and the roofs are of corrugated steel. Some of the houses cleared the fence, other houses crossed through the fence, crossed the field and hit the next fence. About 500 feet of fencing were torn down. Total damage was minimal but it was an awful mess.

Roland Peave of the poultry department was contacted at home after the damages were discovered.

"The range houses are used for growing birds," Peave said. "From the time they are 1 to 10 weeks old to the time they are ready to lay eggs. No birds were killed because the houses aren't used in the winter due to the weather. But geese, kept in the same pen got loose. We had to run the geese into an undamaged pen. The poor geese were scared to death. At the same time the campus was blacked out and it was raining. So it was no easy task."

The IS range field units cost about $1,230, according to Peave. About 300 feet of fences were torn down. Replacement costs have not been estimated yet.

Other damage Mendenhall reported was debris on the campus roadways from eucalyptus trees on campus. The branches were cleared from the roadways by 10 a.m. yesterday morning.

The campus power blackout was caused by trees knocked down by the wind, striking power lines, Dave Bailey of Pacific Gas and Electric Co. told the Telegram-Trabune. A 700-kilowatt line that brings power to the campus and to the foothill area was down, causing a blackout for more than two hours.

The four days of rain broke a 44 day dry spell for San Luis Obispo County. This was one of the worst droughts for the fall and winter in county history.

A Cal Poly senior in Dietetics and Food Administration from San Jose was critically injured in a car accident Sunday in San Luis Obispo. Ms. Luis Obispo police and a Santa Barbara policeman. It was westbound on the county's only major street during a heavy rain storm and the cause is still under investigation.

A spokesman for the California Highway Patrol said rain and high winds Sunday caused a number of minor injury and non-injury accidents. The two county offices of the CHP reported a total of 14 drunken driving arrests over the New Year's weekend. This is only slightly higher than arrests for a normal weekend.

A total of 88 persons were killed in California traffic accidents during the holiday weekend.
Polys' float thunders to a New Year's trophy

by STEVEN CHEUNG
Daily Trojan

The Princess trophy was added to Cal Poly's blooming trophy patch this year's entry, "Tons of Fun," became the first Poly float in the last 15 years to win an award at the Tournament of Roses Parade in Pasadena, New Year's Day.

Thanks to the combined year-long efforts of the Associated Students at Cal Poly's San Luis Obispo and Pomona campuses, the float outdid 61 other flower entries to win the trophy. The Princess trophy, one of 18 major prizes awarded at the parade, is given for the best overall float animation.

"Tons of Fun," flowered with cornflowers and chrysanthemums, featured a mother elephant lowing a baby elephant in a toy wagon.

Both elephants' heads turned, their ears flapped, and a pinwheel spun on the baby's trunk, then the mother's trunk waved.

The theme of the 86th annual float showcase was "The Good Life," and the efforts of student float committee members proved once again Poly float construction can be just that.

Committee members admit things weren't so rosy as shipping of the 61 cubic inch V-8 engine, the power source for the sophisticated float animation, was delayed last fall for more than three months. The engine finally arrived from the Ford Motor Company in mid-November following the resolution of the United Auto Workers strike—the primary cause of the delay.

The frame of the smaller elephant, the wagon and the power unit for the float were constructed and assembled here at the Rose Float Lab and shipped to the Pomona campus immediately following finals in early December.

Finishing touches including the linkage of the mother elephant, constructed at Pomona and junior, testing of the hydraulic pumps used to move the elephants' legs and final hammering and soldering of the float was completed just prior to Christmas.

The float was then towed 65 miles to the flowering site in Pasadena, adjacent to the Rose Bowl. Following Christmas the students began round-the-clock lighting shifts to meet the scheduled completion and award-judging deadline, New Year's Eve.

In addition to the more than $30,000 chrysanthemums, roses, calendula, poinsettias and bachelor buttons blooms, students used onion pods, crushed walnut shells and silvered to decorate the float. "This was the biggest undertaking we've ever gone through with," said Joe Cash, chairman of Cal Poly San Luis Obispo's Rose Float Committee.

This year's entry was a break from tradition because the elephants did not ride on a flatbed track, "a lot of new equipment," according to Cash. The engine and equipment used for previous floats simply not powerful enough to run this year's Approximately $170,000 to $180,000 in new parts were donated by various companies for the construction of the float, and the total construction cost of the awards sponsored $17,000.

A COLLEGE RING

5% Off

Josten's is a ring for life

Representative on campus Mon. and Tues., Jan. 10 & 11.

Available at the

Mission Stationery
760 Higuera, San Luis Obispo
544-5350

Advertise in Mustang classifieds

Graphic Communications 226

DRAFTING SUPPLIES

MARS mechanical 0.5mm Reg. 1st SPECIAL pencil with automatic feed

ALL drafting supplies 10% OFF to students until Jan. 31

EL CORRAL BOOKSTORE
Eight gridders named to all-league squad

Eight Cal Poly football players made the 1976 All-CCAA first team in an abbreviated league that featured only seven teams-Poly, Cal State Northridge, California State Bakersfield, Fullerton, San Diego State, Long Beach State and Arizona State.

Two of the wins were over nationally ranked Syracuse and Navy. Poly averaged an earlier loss to Navy two years ago by whisking the Midshipmen 25-11. "That win really meant a lot to us," said Hitchcock.

Poly was also victorious over 10th-ranked Syracuse, 21-13, in the county’s first game after the New Year. "We played super against Illinois," said Ernie Wheeler, head coach of a Cal Poly football team that has won eight out of nine matches on their grueling road trip. "We played very well as a team and did an outstanding job defensively. We probably should have won the game. We had some turnovers in the last few minutes that hurt us."

Defensively, Wheeler said the Mustangs played as well in the first half as any team he has coached. "What hurt their chances was the free throw line. Poly hit on only nine of 19 shots in the second half.

Wheeler praised the play of senior guard Gerald Jones, who scored a career high 29 points against Illinois and 16 more in a 79-50 drubbing against powerful Southern Illinois. Jones, at 6-5, made nine of 18 field goals and 11 of 15 free throws against Illinois. He also grabbed eight rebounds and made three assists. His exemplary play earned him the California Collegiate Athletic Association Player of the Week award two weeks ago.

Poly next traveled to the Bay Area. Against San Francisco State Dec. 22-a team the Mustangs had smashed in their season home opener, 100-78-Poly held a 42-41 halftime lead. "We played against Illinois," said Head Coach Ernie Wheeler earlier. "We played very well as a team and did an outstanding job defensively. We probably should have won the game. We had some turnovers in the last few minutes that hurt us."

Again the Mustangs led at halftime, 35-52, but again could not hold a lead in the second half.

The emotionally drained Mustangs were no match against the Wichita (Kan.) Shockers as they were drilled a 76-57 loss before 10,496 fans in Henry Levitt Arena Dec. 28. Wichita, with one loss, was led by All-American candidate Bob Elmore. The towering senior scored 22 points. He made eight of 12 field goal attempts, six of seven free throws and grabbed 18 rebounds.

The Mustangs needed center Andre Keys, but he spent the first half on the bench and scored only four points. Keys missed a practice and Coach Wheeler penciled him for part of the game as a disciplinary measure.

It looked hopeful for the Mustangs for only a minute as Ray Shirley of the Shockers and Jones traded baskets. Then the game turned lopsided as the Shockers widened the gap by as much as 18 points before halftime. Wichita led by as much as 15 points with seven minutes left and duplicated that lead with a 71-46 margin with 3:22 remaining.

Andre Keys was Poly's leading rebounder with nine and contributed 16 points. Mike Bastone was high point man for the Mustangs with 25 points.

Wichita led of as much as 25 points with seven minutes left and duplicated that lead with a 71-46 margin with 3:22 remaining. Poly will play the Chapman Panthers in a first round game of the Westmont tournament on Jan. 7 in Santa Barbara.

The Mustangs, now 4-4, hit on only 3 of 18 field goal attempts and were outrebounded, 5-4.

The Mustangs scored six baskets in the first half, none in the second half as they fell to the Chapman Panthers in a first round game of the Westmont tournament on Jan. 7 in Santa Barbara.

The Mustangs, now 4-4, hit on only 3 of 18 field goal attempts and were outrebounded, 5-4.

The Mustangs scored six baskets in the first half, none in the second half as they fell to the Chapman Panthers in a first round game of the Westmont tournament on Jan. 7 in Santa Barbara.

The Mustangs scored six baskets in the first half, none in the second half as they fell to the Chapman Panthers in a first round game of the Westmont tournament on Jan. 7 in Santa Barbara. Poly riding on five-game skid

The Mustangs scored six baskets in the first half, none in the second half as they fell to the Chapman Panthers in a first round game of the Westmont tournament on Jan. 7 in Santa Barbara.
SPORTSWEAR
Includes co-ordinate groups and separates. Pants, tops, skirts, gauchos, sweaters, jackets and blouses.
Sale 1/3 to 1/2 off

SWEATERS
Great selection of the latest styles of sweaters in the newest colors. Cardigans, turtles, cowls and pullovers.
Sale 1/3 to 1/2 off

SHORT AND LONG DRESSES
Large selection of Holiday dresses in many fabrics and styles. Both long and short styles.
Sale 1/3 to 1/2 off

BARGAIN DRESSES
Sale 699

BARGAIN TABLE
You name it and you're liable to find it on this table. The best buys in town.
Sale 399 to 599 and more

LINGERIE
Robes and gowns in various pastels. D.T. and U.S. only.
Sale 1/3 to 1/2 off

ACCESSORIES
Includes: bags, jewelry and scarfs. D.T. and U.S. only.
Sale 1/3 to 1/2 off

Junior Sportswear
All Stores

Use Your Convenient Riley's Charge Card, BankAmericard, Master Charge
SALE JANUARY SALE JANUARY SALE JANUARY SALE JANUARY SALE

RILEYS
January clearance
SALE

JACKETS
Sale 25% to 50% off

SWEATERS
Selected group of famous makers in: crewnecks, coat and cardigan styles. Reg. $13 to $35.
Sale 25% to 50% off

SPORT SHIRTS
Famous makers: long and short sleeve; fancy and solid colors. Reg. $13 to $25.
Sale 25% to 50% off

CASUAL SLACKS
Sale $40 and $90

DRESS SHIRTS
Long and short sleeve by Arrow. Fashion colors and patterns. Sizes 5 1/2 to 17 1/2. Reg. $9 to $12.
Sale 69c to 89c

KNIT SHIRTS
Long and short sleeve. Includes turtlenecks, shirttails and t-shirts. Reg. $9 to $15.
Sale 25% to 50% off

PAJAMAS
Classic models, wide variety of fabrics and patterns. Reg. $9 to $11.
Sale 25% to 50% off

CASUAL JACKETS
Lightweight, double knit, wash n' wear. Great fashion colors by Dan's, Harris and Lee. Reg. $25 to $35.
Sale 99c

TOP COATS
All weather coats by London Fog, lined and unlined. 3 Winter colors.
Reg. $25 to $60.
Sale $39

Sale 49 90

Men's Dept.
**Copeland's**

FINE SHOES

894 Higuera  DOWNTOWN

$1.00

**SALE**

**ON A SPECIAL GROUP OF**

MEN'S AND WOMEN'S
FALL SHOES

FIRST PAIR LIST PRICE
SECOND PAIR

$1.00

**BUY TWO PAIR**

YOU PAY LIST PRICE FOR THE MOST EXPENSIVE PAIR IF THERE IS A DIFFERENCE IN PRICE.

**CHOOSE FROM**

SPECIAL GROUPS OF THE LATEST
FALL SHOES

---

**BE HERE EARLY FOR BEST SELECTION**

MONDAY - FRIDAY 9:30-5:30
OPEN THURSDAY NIGHT 'TIL 9:00

---

**Copeland's**

Sports

962 Monterey  DOWNTOWN

$1.00

**SALE**

**ON A SPECIAL GROUP OF**

ATHLETIC SHOES
RACQUETBALL
RACQUETS
TENNIS APPAREL
INFLATABLE BALLS

A SPECIAL GROUP OF THOUSANDS OF ATHLETIC SHOES AND ITEMS CONSISTING OF FIRST QUALITY DISCONTINUED PATTERNS, SLIGHTLY DEFECTIVE SHOES, SPECIAL PURCHASES, BROKEN BOX RUNS, ETC. FEATURING SUCH BRANDS AS:

ADIDAS, NIKE, CONVERSE, PUMA ALONG WITH MANY OTHERS.

**FIRST ITEM LIST PRICE**

SECOND ITEM

$1.00

**BUY TWO ITEMS**

YOU PAY LIST PRICE FOR THE MOST EXPENSIVE ITEM IF THERE IS A DIFFERENCE IN PRICE.

**CHOOSE FROM**

SPECIAL GROUPS

WOMEN'S WEAR
PANTS, SWEATERS, BLOUSES, T-TOPS, JUMPSUITS, LONG DRESSES, SHORT DRESSES, SHOES

MEN'S WEAR
PANTS, SWEATERS, SHIRTS, SHOES

---

**Copeland's**

CLOTHES

MADONNA ROAD PLAZA

$1.00

**SALE**

ON MOST FALL & WINTER
MEN'S AND WOMEN'S
CLOTHING

FIRST ITEM LIST PRICE
SECOND ITEM

$1.00

**BUY TWO ITEMS**

YOU PAY LIST PRICE FOR THE MOST EXPENSIVE ITEM IF THERE IS A DIFFERENCE IN PRICE.

**CHOOSE FROM**

SPECIAL GROUPS

WOMEN'S WEAR
PANTS, SWEATERS, BLOUSES, T-TOPS, JUMPSUITS, LONG DRESSES, SHORT DRESSES, SHOES

MEN'S WEAR
PANTS, SWEATERS, SHIRTS, SHOES

---

MONDAY - FRIDAY 10:00-6:00
OPEN THURSDAY NIGHT 'TIL 9:00