CAL POLY PUBLISHES FIRST PAPER IN SIX YEARS

GOVERNOR TO VISIT CAMPUS

State Chamber Sponsors Dinner at Cal Poly

CAL POLY HONORS GOVERNOR WITH DINNER

The Chief

Poly Campus Boasts Excellent Additions, Improved Facilities

The opening of Cal Poly's new dormitories and Poly's new Poly Natatorium are the highlights of the opening of the new academic year.

NEWSPAPER TO ASSIST IN SCHOOL'S ADVANCEMENT

President Harry Winerot Fulfills Another Point in His Campaign Program

For Poly's Progress

Today, November the fourth, 1938, is a memorable day in the history of the California State Polytechnics for the first Poly Daily was published.

Officers Elected For Poly Royal

The Poly Daily, the new Poly Daily, has elected its officers for the Poly Royal.

Silver Anniversary, 1938-1963
The School For Country Printers

By ALLAN SIPE

In 1946, Cal Poly President Julian A. McPhee began searching for a man to head the Printing Department, to organize a two-year technical course. He found his leader in Fellows, a man who, although possessing only a high school degree, had worked 11 years in the business.

Starting with six students and a one-room 900-square-foot "shop" in the old Ag Ed Building, Fellows organized his "School for Country Printers." At this time, the printing equipment consisted of a few type cases, a Whitlock press and other pieces of antiquated equipment with a total worth of $2,000. Fellows equipped his expanding base- ment shop by soliciting aid from many of his old friends: legislators, businessmen, constituents and newspapermen. Rebuilt war surplus equipment and gifts from manufacturers increased the value of the print shop to over $20,000 within a few years. Many developments that people take for granted now were inaugurated in those early years. "Kl Mustang" grew from a four-column, 15-inch page to five columns by 16 inches. The first advertisements appeared in the weekly paper in 1947. In that same year, Fellows and his "Country Printers" put out the first and only "Kl Rodeo" that has ever been produced by Cal Poly students.

Printed on the Whitlock, the "Kl Mustang" had to be folded by hand. Circulation reached a high of 800 per issue in 1948. To complement this expansion, the instructional staff was doubled with the addition of Guy Calbertson in 1948. About this time the two-year technical printing course became a four-year program in Printing Engineering and Management. The department remained in the Engineering Division until January of 1952 when it became a member of the Applied Arts Division.

The department continued to expand in enrollment, and in facilities. C. R. Gregory was added to the faculty in 1950 and has since been joined by Joseph Trues (1954), Edwin Howe (1956), Larry Erickson (1955), and Wesley Dunn and James Bullock. These men comprise the present department faculty. Calbertson had since resigned to accept a partnership in the Blake Printing.

Enrollment reached a high of 158 students in 1956 and has leveled off at near- ly that point since then.

The biggest change was to come six years later. In the winter quarter of 1962, the Printing Department moved into the new facilities of the Graphic Arts Building. The "School for Country Printers" has taken a giant step towards making it the best department of its kind in the United States.

Beginning with 900 feet of working space in 1946, the Printing Department now had 48,000 feet in which to carry on its excellent program. Many new pieces of equipment, including a Goss Co-Op Type Press, increased the replaceable value of the machinery to $750,000.

This new press has made it possible to increase the size of "Kl Mustang" to its present eight columns, 24-inch newspaper. The press is capable of printing a 16-page tabloid or an eight-page full size newspaper. Fellows proudly boasts that, "This press is the only one of its kind on any college campus in the United States."

The department now has 18 Linotypes and Intertypes and 21 linotypeers. Offset facilities now include nine presses and five cameras.

Circulation of the present twice-a-week newspaper has risen from 800 in 1948 to 17,000 per week. To print this many copies, about 20 tons of newsprint are purchased each year.

In the past 17 years, "Bert" Fellows and his Printing Department have expanded to the point of being the largest and finest school of printing in the industry. No longer can it be called the little "School for Country Printers."
A newspaper begins like a child. Both are born and grow strong with careful nurture. Both can speak the truth, practice honesty, and fairness and serve others.

"El Mustang" grew from hard work and courage of several Cal Poly students of 1938. One of the most instrumental was the student body president of that year, Harry Wineroth.

Now manager of the Spartan Bookstore at San Jose State College, Wineroth took time from his busy schedule to recall some memories of "El Mustang" 25 years ago.

In his platform for student body president, Wineroth promised the revival of a student newspaper and also the permanent large "P" on the hill above the campus.

"We managed to build the "P" as well as start the paper," he wrote in a letter to this reporter.

Accrediting first editorship to Tom McGrath, now dean of students at the Pomona campus, Wineroth says, "We both lived in Chase Hall and in its hallowed halls many a strenuous plot was hatched. We worked out our plans for starting the paper. They all took money and it was hard to come by in those days."

Wineroth went on to say, "I finally formed a committee and we went to work in earnest. We first hoped to print the paper on the presses they had in the basement of the old Ag Education Building. There were no printing courses offered at the time and this room was used as storage as well as housing a collection of printing equipment—a little old and out-of-date but it was a challenge."

Describing the printing equipment, Wineroth reminisces, "The galley rolls on the large press had been chewed by rats and spiders and other vermin had established squatters rights. We had visions of using this equipment, however, there wasn't enough knowledge or ability among us to handle the job."

"We had a SAC meeting and voted to try getting the paper printed in town. Tom and a group of the other fellows made up the dummy, sold advertising locally and were ready to go!"

Wineroth remembers, "We called a SAC meeting again and invited President McPhee, outlined our plans and requested permission to operate. Mr. McPhee said we could go ahead if we could finance it completely. One hour later we brought the first copy of the new "El Mustang."

Problems were plenty in the days of the old "El Mustang," according to Wineroth. He recalls that the staff never exceeded 10 men and "sometimes two or three fellows spent a lot of time on cutting the sheet to bed. We couldn't afford many pictures in the early issues," he added.

The former ASB president cited many people as key figures in the early adventures of "El Mustang." Among those were Tom McGrath, Art Tansky, Joel Cohen, Chuck Beggs, Art "Frenchy" Liegord, Jim Powers and Faculty Advisor George Cooper who is still a staff member and editor of California Farmer.

Wineroth cited Robert Kennedy, the college vice-president, as "very instrumental in firming the shaky foundations in the early years." Kennedy is responsible for formation of the Technical Journalism Department in 1950.

A letterman in three sports at college, Wineroth spent three and a half years in the Navy as an athletic instructor and graduated from Cal Poly in 1946. He taught agriculture for three years before returning to the college in student personnel work.

After five years as graduate manager and bookstore manager, Wineroth went to San Jose to manage the campus bookstore.

Wineroth lists hobbies of fishing and refereeing college and high school football games. He displays a not-forgotten journalistic flair for words in describing his family, "I am married to Carrie, have three sons, Barry, Gary and Larry."

Gutenberg

As far as known, the first work of Gutenberg was the 31-line "Indulgence" of November 13, 1454, issued by Pope Nicholas V. This document granted privileges to those who assisted in financing the campaign of the King of Cyprus against the Turks.

Color Printing

Color printing on rotary presses became a necessity for the larger metropolitan papers in the 1890's. Full color presses were first used in the United States with the printing of the "Chicago Inter Ocean" in 1893.
Journalism Program Trains Specialists

BY MITCH RIDER

A journalist used to be stereotyped as a haggard guy with a crumpled hat on the back of his head, his tie pulled down, and a cigarette dangling from his lips. He was pictured hurrying in the newsroom with an "extra" that would say "stop the presses.

Except in an occasional movie of a 10 cent novel, this journalist is as obsolete today as a nickel phone call.

Modern journalists record history every day. Today—there is a demand for journalists "specialists" to deal with the many facets of this complex world.

Specialists are being trained in the Technical Journalism Department. As you read this article, a Cal Poly journalism might be reading galley proofs for the next edition of "El Mustang." Another might be interviewing an instructor, and still another might be taking or developing a news photograph.

The department's philosophy is based on a program of journalism courses with a specialty in one of four fields: agriculture, community, business-industry or home economics.

Students are required to take courses which range from reporting and feature writing to advertising, radio news and public relations.

There are journalism courses in photography, magazine layout and production, copy editing, typography, and newspaper-management.

Practical application of journalism studies is paramount. An important part of the program is an off-campus internship which students usually serve in the summer. Working with a professional firm, such as a newspaper, magazine or radio station, gives students valuable on-the-job training.

Campus publications pass through the hands of student journalists. The "El Mustang," a bi-weekly full-size newspaper is written, edited, printed and distributed by students of the Technical Journalism and Printing Departments.

The yearbook, "El Rodeo," is supervised by the journalism department; although many staff members are from other departments on campus.

The Journalism Department is located in the spacious Graphic Arts Building. This is referred to as the core of campus communications and publications.

The department is fully equipped with modern tools of the trade for both instructional and production purposes. The newsroom and adjacent areas are the main artery of the department.

From the advertising offices come attractive display ads for both the paper and other campus publications.

A growing field of journalism is photographic journalism. The photographic facilities of the journalism department are up-to-date, both educational and production wise. Many photos for the college public relations service come through the journalism darkrooms.

There are more than 40 cameras ranging from the popular 35 mm to motion picture type, available for students who can take, develop and print, including the motion picture film.

The recent purchase of a Fairchild Nega-graver: provides experience in using that device which electronically engraves a photo for immediate use on the press.

In the area of audio-journalism, a complete radio production complex includes a control room with tape recorders and an intra-building hookup, two sound studios and auxiliary equipment.

Here, students produce documentaries for both classroom and college use and gain skill in radio news gathering and broadcasting, and radio program production.

Leading the journalism staff is Robert V. McKnight, who joined the department in January 1968. McKnight is a former newspaper reporter and editor, and taught journalism at three colleges or universities before coming to Cal Poly.

Other staff members include Clyde Hostetter, John Healey, and Loren Nicholson, specializing in advertising, gained experience in that field with several newspapers before joining the staff in 1966. He is the "El Rodeo" advisor.

We thank the students and faculty of Cal Poly for their patronage.

We will continue to offer the finest possible products at fair prices.

2161 BROAD ST. San Luis Obispo
Open 'Til 9 P.M. Sundays 10 to 7 P.M.
President McPhee Commends Staff

It is certainly with a great deal of pleasure and pride that I send you this letter of congratulations on the occasion of the observance of the 25th Anniversary of El Mustang.

Throughout the years, the student newspaper has proven to be an extremely beneficial communications media for the campus. It is the only publication which can reach the minds of so many of the entire campus community. Because of this, you have a difficult but important obligation to uphold.

A free and responsible student press is certainly of great importance to a college. At the same time, all must recognize the importance of the educational experiences which you and your staff are obtaining every day. I am pleased that over the years the Editors and Student Reporters on El Mustang have contributed to rather than detracted from the college's growing reputation.

Once again, may I congratulate you, your staff and your advisers as you commemorate this 25th Anniversary.

Sincerely,

JULIAN A. McPHEE
PRESIDENT

Columns Featured in Early Papers

A variety of short columns from comment on personalities and sports to market tips on crops and livestock filled the pages of the early half-sheet El Mustang. Familiar columns such as "Shilling," "I Know a Couple," "Ask the Talk," "High Voltage" and "Hot Seat" were the Herc Cane's of yesterday.

There was also an Ann Landers of the day who answered questions posed by grief-stricken students. Many of the same column confronting students of today. Question asked in 1939 was, "Why don't fellows insist on chiseling in her name at the reference?" The answer: "Those misguided souls who really love her are saving time by crowding it into a few other fellows. Actual writing in the line is three minutes if you write slowly." A popular column for rodeo enthusiasts was one on the scene discussing the rodeo as "city people call it." It was called "Cowboy's Corner" and dedicated to the cowboys at Cal Poly.

Did You Know?

The Chinese first made important contributions to the art of printing. In A.D. 868, Wang Chih published a book which was apparently set in movable type, although another Chinese, Li Sheng, first used movable type around 1048.

The first printing in America was done by Stephen Daye who set up the press on the campus of Harvard College. The first printing, done in 1739, was entitled "The FRAMESTOWN OATH.

The point is a unit of measure. The inch equals 12 points. There are six picas in one inch.
O'Daniels Recalls Events During Teaching Tenure

By ALLAN NIPE

In his third decade of teaching at Cal Poly, Howard (Howie) O'Daniels vividly recalls many events and changes that have come about during his tenure.

Presently an accounting instructor and assistant football coach, O'Daniels was once part of the three man physical education staff. "Big O" he has been called for many years, coached the football and basketball teams while Don Deuel handled the track squad and Major Deuel was the baseball coach.

At that time, Cal Poly was a two year vocational school enrolling in agriculture. Yet "Big O" fondly remembers his great footroom teams of the late 1930's.

"During this time, Cal Poly was a closer knit school than it is now," he recalls. "Because of its physical size and enrollment, more enthusiasm was generated."

The athletes were more well rounded in those days. Showing their versatility, many men lettered in more than one sport during the year. "Many of the fellows were student leaders, both in government and in extra-curricular activities," boasted O'Daniels.

Then, as now, the athletes worked in campus jobs to pay for their educations. Only then, the pay was a modest 35 cents per hour.

As long as he can remember, Coach O'Daniels says football games have been played in Mustang Stadium. "It has been through many battles over the years," replied the coach. "Many fine teams have troubles on that field."

When he speaks of fine teams, "Big O" modestly includes many of the squats he coached or assisted during the past 30 years.

Included in this list are all amounts of duty as Mustang head mentor from 1933-34 and 1946-47. His teams compiled a composite 89-69, 33 loss record.

Of special remembrance is the 1939 team, one that season a T-D record. The Mustangs posted victories over such tenue as Humboldt State, San Francisco State and University of Idaho, while losing only to Arizona State in Tempe and the San Diego Maritines.

Reminiscing back to the "good old days," O'Daniels recalls Mustang banquet when Cal Poly President Julian A. McPhee would award the vanity letters to the year's athletes. The men recollect the 1939 banquet at which President McPhee and one of the football players, Ed Schwander, engaged in a piano playing contest. President McPhee won hands down.

"Big O" remembers when the present Associated Student Body Office was in cafeteria. "It was here," he says "that students gathered for rallies before the week's big games."

Coach O'Daniels has seen these "good old days" change. first by war and automation, and more recently, by campus expansion and enrollment. To all the many, many people Howie O'Daniels has known and coached throughout his 30 years, he will always be affectionately called simply "Big O."

Newspaper Reflects Tempo During Bleak War Years

By SUE TEBBE

During the war years the campus paper reflected the tempo of the campus, its students and their future.

In 1939, there was strong comment in the paper on American patriotism, the clash in Europe and concern over the possibilities of war.

When students of the sixties were in diaper and learning to walk, across the Atlantic headlines screamed of the bloody stalemate in Spain, the Munich conference and the German coup d'etat in Austria. In the confines of Poly, these tremors were felt. Editors and legislators of the editor reflecting the uneasiness in the European conflict appeared more often than the question of parking stickers or fees in the campus activities. Instead of reading about the latest KFA convention or guest speaker, the student body read of preparations for blackouts, defense training and the question of parking stickers or fees in the wings. The blaring "El Mustang" headlines appeared with the newspaper being laid on the shelf for the duration of the war and the creation of a monthly campus magazine, "Mustang Roundup."

The return of newsprint and "El Mustang" came in October 1945. The paper was small and only four columns wide but was soon to grow and assume its usual importance in the lives of the student body. Less than a year later with the reconversion of the college to peace-time operation, the publication's office moved to the basement of the Administration Building and for the first time since the beginning of the war the paper was printed in the college print shop.

As the campus seemed steadily expanding and "El Mustang's" financial situation peaked out from the red, word came that World War II lay moments away. The balking "El Mustang" headline of January 9, 1942, "Poly Mobilizes . . . Prevents New Enrollment Record." Students and students of few years before. This time the presses kept rolling. Headlines in 1943 such as "Our Goal" were common. This concerned the blood drive for the wounded war victims.

The story continued its pleading messages but simply, "Your duty is to give now."

By the mid '50's peace was once more restored and "El Mustang" again turned its thoughts to college life and campus activities.

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YOUR HOSTS:
-SIG and BERNIE DIXON-
What happened in the last 25 years? Consider the outstanding advances in developed countries and the world. Perhaps, the past two and a half decades have seen the emergence of a college ideal into a reality with the "El Mustang." 

Back in the early '40s, Poly students realized something was lacking without a student paper. To round out activities, student leaders fought red tape and brought to Cal Poly its first paper "El Mustang" on Nov. 4, 1948.

The headline of that first issue read, "Cal Poly Publishes First Paper in Six Years." Quoted from the accompanying two-column story was this statement: "...for with this publication to do in the realization of greater things for the school in the way of Poly's Progress!"

Progress heaved on the Poly campus due to two agricultural units, classrooms, cafeteria, tennis courts, and a lighted football stadium for the student body of 700. The quiet Cal Poly campus smelled of fresh paint as reporters scanned the growing campus for news stories.

Those early years of "El Mustang" were difficult too. Joel Cohep and Harry Wooseth, two of the first editors of the paper, wrote an open letter to the student body in that describing the formative days of "El Mustang."

"The paper was born under a cloud of pessimism. The faculty disfavored the enterprise, and, firstly, for fear that college discipline might be prone to be nullified, nonconstructive and unsensible. Mr. McPherson always a fair man, gave us advice and aid, Mr. McNaught and the paper must support itself. At this time there were only four members on the editorial staff. Four of us wrote, edited, reported and set up the whole show which then came out twice a month. The second year was disastrous. Practically the whole staff was wiped out by graduation, transfer or leaving school. At the time I had almost all the writing of the paper to do, roughly 2,500 words each edition, then rework it and set up covers, the size and every feature of each issue.

The war years resulted in drastic enrollment drop, but triple enrollment from the 1947-48 school year, according to an address elaborated, by saying that Poly had reached full growth would be naive indeed. This college has made great strides in past years... and is but a preview of greater things to come.

Greater things did come shortly after. Buildings picked up tempo and the hilly campus was leveled and built fitted for modern educational facilities for the coming generations.

With growth there are growing pains and "El Mustang" and its policy to fulfill the canons of journalism as adopted by the American Society of Newspaper Editors that include responsibility, freedom of press, accuracy, impartiality, fair play and decency.

Reporters augmented their assignments. With local surveys on a variety of subjects ranging from coeds to rationing of food. Reporters questioned students and printed their findings that tallied 11 out of 20 students in favor of the voluntary food rationing. One student commented, "I think it is a noble idea.

Students were also concerned with traffic safety on campus, midterms, stories, and how the football team would do against their next rival. Familiar faculty members like Gus Beck, Bert Fellows, Harold Davidson and Howell O'Daniel were in the limelight and making campus news in those postwar days.

In 1953 the headlines were concerned with the Board of Publications' stand regarding the role of "El Mustang." A quote from the editorial reads: "We will have it understood, in all circles, that "El Mustang" is a paper of students, run by the students and published by them. Decisions of what goes into the paper and what is held out, the way stories are handled and picture play will be decided by the editor and his executive board. "El Mustang" is not an administration gossip sheet.

The Christmas issue of 1950 marked another milestone in "El Mustang" progress with the first color photograph. It was "El Mustang's" gift to the student body from a color photo studio.

Not long ago, the "El Mustang" office cleared house and packed up paper clips, copy paper, typewriter, mamas and any papers and moved to new quarters in the Graphic Arts Building.

A micro-graver was purchased to engrave photos in the offices in the Graphic Arts Building. Reporters augmented the staff to cover the myriad of events occurring on the sprawling campus for the record in the graphic arts building.

The enlarged "El Mustang" is a preview of what lies ahead; perhaps one day Cal Poly will have a daily "El Mustang"—a greater thing to come.

**Planning Session** . . . Department Heads Robert V. McKnight of Journalism and A.M. "Bert" Fellows of Printing discuss a recent edition of the newspaper in front of the departments' offices and shops in the Graphic Arts Building.

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**HURLEY'S PHARMACY**

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**Students Restore Antique Presses**

By *Mary Ellis*

"Ye Old Print Shoppe," a collection of antique printing equipment, is being amassed and renovated in the Graphic Arts Building basement, a student project of the Printing Engineering and Management Department.

Some of the items have been gifts to the department. Others have been retrieved from junk piles. When a piece of equipment is deemed ready for display in "Ye Shoppe," it is in condition to be a curator's dream.

Beautiful in black paint and gold lettering is a Washington hand press reported to have been used in the early days of California. It was patented in 1875 and brought around the horn by ship to San Diego. The press went to the victor of the many battles, thus a collection of antique printing equipment, is being amassed and renovated in the Graphic Arts Building basement, a student project of the Printing Engineering and Management Department.

An old composing stone, the oldest in condition to be a curator's dream, was retrieved from junk piles. Of the Printing Engineering and Management Department.

"Ye Olde Print Shoppe" project was begun during the fall quarter of 1962. The students donate their time and their skills. No units of credit result from the work. Loeb says that they work "just for fun." And every Friday evening, the printers gathered for a 2 to 3 hour "work" session.

The students themselves are the first to admit that they have gained knowledge as well as experience in the renovating of the equipment.

In time, the students hope to assemble a complete, typical, late 1800's print shop. This will include at least two Washington presses, two foot-powered platen presses, a Godding platen press, a Campbell cylinder press, a Model 2 Linotype, a paper cutter, a perforator, stones and other equipment found in a print shop of that period.

Antique press who have put in considerable time on the project are Ernie Brazil, Dan Underwood, Gary Marrar, John Nussbaumer, Tom Kelt, Grant Rums, John Stalter, Jack Turner, Dan Jefferson, Merrill Jackson, Bill Huskins, Loeb, Waters, and Turner.

The students of the Printing Department join the team. Parts are made in the Welding Department machine shop.


It is hoped that Poly Royal visitors may receive copies of "El Mustang," or at least one page of printed matter, run off on a hand-operated press in "Ye Olde Print Shoppe." This is a goal of Dave Stoddard. The sponsors of "Ye Shoppe" have determination.

**INTERESTED SPECTATORS. . . Printing Instructor Joe Trues demonstrates a new Intertype Futurer—"to the other members of the staff. Left to right are**


*An old Linotype Model 2, dated 1909, is torn down awaiting the return next quarter of Chad Chaplin from military service. There are many old banks, cases, stones, furniture, type and other equipment on hand. A good start has been made toward acquiring a library. There are two books with ancient type specimens, old maps and posters.*

"Ye Olde Print Shoppe" project was begun during the full quarter of 1962. The students donate their time and their skills. No units of credit result from the work. Loeb says that they work "just for fun." And every Friday evening, the printers gathered for a 2 to 3 hour "work" session.

The students themselves are the first to admit that they have gained knowledge as well as experience in the renovating of the equipment.

In time, the students hope to assemble a complete, typical, late 1800's print shop. This will include at least two Washington presses, two foot-powered platen presses, a Godding platen press, a Campbell cylinder press, a Model 2 Linotype, a paper cutter, a perforator, stones and other equipment found in a print shop of that period.

Antique press who have put in considerable time on the project are Ernie Brazil, Dan Underwood, Gary Marrar, John Nussbaumer, Tom Kelt, Grant Rums, Alon, John Stalter, Jack Turner, Dan Jefferson, Merrill Jackson, Bill Huskins, Loeb, Waters, and Turner.

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*Old Press . . . Printing Department freshmen Dave Stoddard, John Rusby, and Richard Leavrance; use the spare time to restore the old printing equipment in the Graphic Arts building basement such as this 81-year-old Washington press.*
During a student's time at Cal Poly, he frequently comes to know the employees of El Corral in a very personal way. The store is very proud to have a staff team who remains loyal to the college year after year, taking such a special interest in Cal Poly's students.

Like El Mustang, the campus bookstore has also experienced phenomenal growth during the last quarter century. Working to bring students their school needs at low prices, the store takes special pride in the service it offers.

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By KAREN JORGENSEN

Only 12 years after his graduation from Cal Poly as a Social Science major and El Mustang editor, Russ Pyle entered the ranks of the national press as managing editor of the San Luis Obispo County Telegraph-Tribune.

"It's a lot of fun to work on 'El Mustang,' our work was strictly voluntary, and we had to recruit the staff. It didn't have the salaried people to draw from." As Pyle reminisced about his time as El Mustang editor, he explained the magazine's beginnings in the late 1920s. 'El Mustang' continued during the Forties with the help of a small staff and a limited budget. The first edition was published in 1938, and the paper was printed in the basement of the Agriculture Building.

As the magazine grew, so did the editorial staff. In 1942, the number of staff members doubled, and the paper began to expand its coverage to include local news and events. The magazine was printed on the poly presses, and the ink used was made from the waste paper collected by the students. The paper was distributed free of charge to the students, and the staff worked hard to ensure that it was delivered on time.

The magazine continued to grow in popularity, and soon it became the go-to source for local news and events. It was a source of information for students, faculty, and staff, and it provided a platform for students to express their opinions and ideas.

In 1945, when Cal Poly started a Journalism Department, Pyle was already well known in the field and decided to stick to Social Science.

After graduation, Pyle joined the Air Force on July 10, 1945. In 1952 he was a sports editor of an Air Force newspaper and moved up to editor the next two years. His paper won many high awards against other military newspapers. After the Air Force, he worked as a sportscaster for stations in Los Angeles and the47.

That Fall of 1947 Johnson was named assistant editor of El Mustang and appointed the paper's first sports editor. Pyle repeated the staff position the following year in 1948 when El Mustang became editor of the 'El Mustang.' He was also the managing editor of the California Intercollegiate Press Association.

On the second day of my freshman year at Cal Poly, I walked into the offices of El Mustang and was welcomed by the editor. I was a journalism student, and I was eager to learn more about the field. I began working as a reporter for the paper, and I soon became one of the regular contributors.

As the years went on, I continued to work for El Mustang, and I eventually became the editor. I was proud to be a part of such a dedicated and hard-working staff.

I would like to thank all of the staff members who have contributed to the success of El Mustang.
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Editor Dave Rishiyama assigns story to reporter, Maureen Land, and photographer, Harold Shreve. Upon completion of the story, the reporter brings it back to the editor for corrections and further assignments.

EDITORIAL

Advertising. The financial success of a newspaper is determined by the amount of advertising sold to merchants.

Loren Nicholson, advertising advisor, helps staff members Matt Shell and Bud Ross with a layout.

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MAKEUP

One of the last tasks in pulling out a newspaper is makeup.

Printing instructor Joe Trues watches while Dave Biggie, Bill Wierobe, Paul Watterson, and Gary Sharar prepare an "El Mustang" for the press.

ADVERTISING

The financial success of a newspaper is determined by the amount of advertising sold to merchants.

Loren Nicholson, advertising advisor, helps staff members Matt Shell and Bud Ross with a layout.

THE BACKSHOP

Merle Duckett, Hal Glasser, Gary Sharar, Rene Chavez

and Larry Hubbell (1 to r.) are shown in the stages of setting type and making proof corrections in the composing room of the shop. In the composing room are 18 linotypes, intertype and quaddies.
As the time this picture was taken, enrollment was less than 1,000. Both the new and the picture on the bottom of this year were taken from inside Hill. Notice the lack of housing facilities at that time.

College Growth Reflected In Enrollment

By MITCH SIBLEY

Cal Poly's story is a success story. It's filled with hardship, pride and accomplishment. The one-time fear of abandonment is gone. Today, a sprawling center of modern educational facilities which cover 2850 acres causes that fear to vanish.

The story of the college is long and detailed, and only the highlights can follow in the next paragraphs. The year 1910 was 10 years in the making. In June 1906, scores of men and women turned their backs on the world with the title of "Cal Poly graduate." This is Cal Poly.

In 1910, when "El Mustang" first appeared, there were only 60 students. When Julian A. McPhee took over as president in 1933, the student body numbered less than 100. World War II was felt when only 570 reported for classes in 1942-43. But the college remained.

The 1940's were important years for Cal Poly. The two-year program began in 1940 as the college emerged from a two-year technical school. Bachelor of science degrees were granted to 26 graduates in spring 1942.

Physically the college expanded several hundred acres in 1941 to allow space for student projects and new facilities. Classrooms and laboratories appeared and in the following years, more than 30 major buildings were added. Cal Poly was growing.

December 1942, one year after Pearl Harbor, the announcement was made that a Naval Flight Preparatory School would be located at the Cal Poly campus. From January 1943 to 1945 the college turned its efforts to the war and more than 3600 cadets were graduated from the school, Naval officers filled the teaching staff as civilian instructors were off to help where they were most needed.

After the war, Cal Poly grew in leaps and bounds to accommodate returning veterans and young people eager for education. Enrollment reached 1800 students by 1958 after huge yearly increases from 1916 through 1960. The staff encompassed more than 50 educators from across the nation. Cal Poly was on the move.

Housing in 1910 was an emergency. Housing in 1910 was an emergency. Housing in 1910 was an emergency. This was the beginning of the growth of buildings and facilities on the campus. The many new buildings are reflections of the expansion that has seen enrollment rise to close to 8,000 students. "El Mustang" served these students as an eight column, 1947 weekly paper.