

Make your plans  
for  
Tomorrow Night  
Nov. 4 - 1:00

# EL MONSTANG

CALIFORNIA STATE POLYTECHNIC

Cal Poly vs  
San Jose Fresh  
Tomorrow Night

Vol 1 California Polytechnic College, San Luis Obispo, California, Friday, November 4, 1938 No. 1

## CAL POLY PUBLISHES FIRST PAPER IN SIX YEARS

### GOVERNOR TO VISIT CAMPUS

#### State Chamber Sponsors Dinner at Cal Poly

On Friday evening, Nov. 4, California Polytechnic will be host to the California State Chamber of Commerce at a banquet in the Cafeteria.

Among the guests of the evening will be Governor Frank F. Merriam. Between four and five hundred dignitaries including Mayor Angelo Rossi of San Francisco and Mayor Frank Bowron of Los Angeles, will attend.

The banquet is being held as a prelude to the formal opening of La Cuesta Grade Saturday. It will start at 7 p.m. and last until about 10 o'clock with Governor Merriam as the principal speaker.

This gathering at California Polytechnic is sponsored by the State Chamber of Commerce not only as a get-together for all of the state's dignitaries but also its idea is to further the good will between northern and southern sections of California.

The opening of La Cuesta Grade on Saturday will mark the completion of the last major piece of road construction on the Coast highway between San Francisco and Los Angeles.

It will be celebrated by a parade starting at 11 a.m. Saturday morning with the theme as the "Parade of Transportation." Teams from the Central counties will be entered and also the industries of the counties will be represented although no commercial advertising will be allowed.

The planners of this county are going to be the Rotary, the Business and Professional Women's Club and will ride in the most modern of automobiles. The oldest means of transportation up to the most modern will be seen in this parade besides people dressed in the costumes of the early settlers.

This celebration will mark a long step forward for the County of San Luis Obispo and the close vicinity. It marked the removing of the last major transportation barrier between San Francisco and Los Angeles. This will tend to make transportation along the coast route faster and heavier.

### Couper Tells of National F. F. A.

The National Future Farmers convention in Kansas City was the subject of an interesting talk given by M. George P. Couper at a student body assembly last Friday.

Highlights in Mr. Couper's talk were his description of press-room activities during such a convention and his statement that the State of California took more honors at judging than at any previous time. Mr. Couper introduced Richard Gray who is the only Future Farmer to go to the convention in Kansas City three different times for winning in different events.

Doctor Woodford E. Bowls, of the science department, introduced the speaker at the student meeting which was presided over by Secretary Angus McKillup in the absence of President Harry Winerth.

### The Chief



Julian A. McPhee

Director of California State Polytechnic College. It has been through his efforts that our school has made fine progress during the last year.

### Poly Campus Boasts Excellent Additions, Improved Facilities

Since 1931, \$100,000 has been expended consistently for the betterment of the campus. This year may be distinguished by the many improvements which have been made.

Known fact is that the \$100,000 was used for the buying of new walks, repaving of main road ways, grading of dirt roads and construction of new roads. The tennis courts cost \$8,000 complete.

Watering facilities which serve all campus buildings cost \$8,000 to have installed. The athletic field, including fencing, grading and lighting, cost some \$9,000, the new wooden bleachers \$7,000.

\$1,000 has been used in landscaping the grounds, including the planting of all lawns, shrubbery, trees and flowers.

Many new buildings which have so long been talked of are now quite complete with the exception of new dormitories which at present are under construction.

Poly Natatorium was completed and ready for use during the state Futur Farmer convention last year.

### NEWSPAPER TO ASSIST IN SCHOOL'S ADVANCEMENT

#### President Harry Winerth 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 Polytechnic, for with this student body publication to aid in the realization of greater things for the school and the student body in general there is nothing to stand in the way of "Poly's Progress." This issue is the first student newspaper to be edited by members of this school in more than six years.

Throughout that six year period it was always evident that there was something lacking for the rounding out of student activities here at Poly.

Much of the credit for this publication goes to our able student body president, Harry Winerth, for it was he who first visualized its necessity. Second and third year students will recall President Winerth's speech before the assembly last year during his campaign for office, in that speech Winerth included a promise of a student paper for this year. He has proved to us that he is a man of his word for thus far he has carried out every plank in his campaign platform.

Although this school has been without a news organ for six years, it has made many advancements. It has developed from a small agriculture and industrial school with an enrollment of several hundred, to a state institution through which a degree may be gained, with a student body of nearly 700 students. It has set out and established a unit that is in the heart of the citrus industry, teaching citrus inspection and deciduous fruits. This southern branch, costing an investment of several hundred thousand dollars was the idea of Mr. Charles Voorhis, head of a school for the San Dimas location.

Over the years, has not been a movement to the agricultural. The new hog house just been opened to the public last year is said to be a modern unit of its kind in the state. The beef unit which was completed last year is second to none, as is the modern bull barn and pen. A much needed improvement now under construction is the new dormitory project for the students working in the various units about the campus. These six new bungalow type dorms will house the boys who work in their immediate vicinity.

The industrial division has also grown rapidly during this six year period, adding two new courses and several new buildings. The first course in air conditioning offered in the state was inaugurated here two years ago, and since that time the department has developed surprisingly fast. With more than 60 students enrolled at present and 30 already graduated, it can be readily seen that it will soon need the shops and classrooms which have been planned as an addition to the electrical industries building.

Recognizing the shortage of trained men in the petroleum industry, the school opened a new phase in its educational program this year with the inception of the course in Petroleum Industry. This course offers the student an

Officers Elected For Poly Royal  
Plans are already under way for the greatest Poly Royal ever held at this school. Each department has elected their representatives on the executive committee and the officers are elected. Each department is making plans now for a bigger and better Poly Royal.

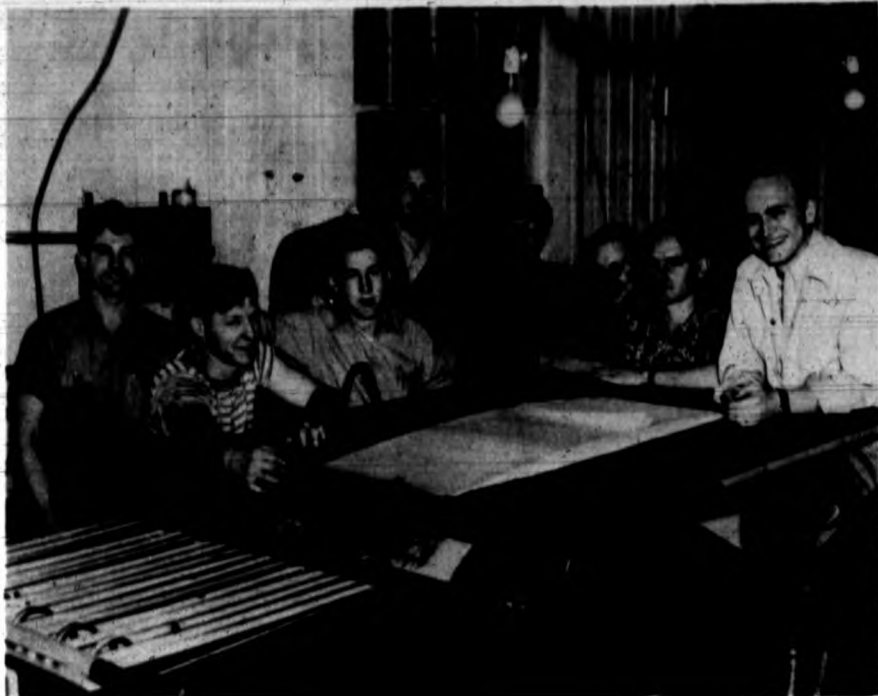
In the spring of 1933 the first Poly Royal was held by the students of the agricultural department. The original purpose of the Poly Royal was to give to the Obispo county counties an opportunity to show their livestock and crops. In connection with the boys served lunch at noon. This was a successful day.

The Poly Royal officers are:  
General Superintendent—Leo Fitzgerald.  
Assistant Superintendent—Bill Phelps.  
Treasurer—Garland Barney.  
Secretary—Bill Cook.  
Publicity Manager—Mike Libonati.  
Program Editor—Vince Garrod.  
Commissioner of Entertainment—Harold Gibson.

F. F. A. Holds H. S. Installation  
The F. F. A. installation committee, composed of Leo Fitzgerald, Dick Gray, Ernie Wellstein, Ed Danborn, and John Caracuburu have installed the new F. F. A. chapter of the San Luis Obispo.



# Silver Anniversary, 1938-1963



**ALL SMILES . . .** Gathered around the Whitlock press in the basement of the Ag Ed building are the men who printed some of the post war "El Mustangs."

**Pictured are** Don Miller, Guy Thomas, Gerald Craig, Ed Durbin, Stan Thompson, "Bert" Fellows, Eugene Kemper, and Bob Saunders.



**RUN IT . . .** Printers Chet Bisno, Bill Neyenesch and Dick Waters (l. to r.)

prepare to run the Cox-O-Type press used in printing "El Mustang."

# The 'School For Country Printers'

By ALLAN SIPE

The grayhaired, smiling man turned in his seat, took off his glasses and closed his eyes for a moment. His thoughts were back to the old days when the Cal Poly Printing Department was rightly called a "School for Country Printers."

Sitting in his office adjacent to a \$750,000 complex of presses and printing equipment, A. M. Fellows knows for sure the truth of the adage "Progress is the key to expansion."

"Bert" Fellows came to Cal Poly 17 years ago to restore a dilapidated, ailing Printing Department. The results of his efforts are clearly visible not only in the \$1.25 million Graphic Arts Building, but in the 300 graduates and the excellent equipment now bolted to the floors of the department's new home.

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 41 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 \$30,000.

Fellows equipped his expanding basement shop by enlisting aid of many of his old friends: legislators, business constituents and newspapermen. Rebuilt war

surplus equipment and gifts from manufacturers increased the value of the print shop to over \$200,000 within a few years.

Many developments that people take for granted now were inaugurated in those early years. "El Mustang" grew from a four column, 15-inch page to five column by 16 1/2 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 "El Rodeo" that has ever been produced by Cal Poly students.

Printed on the Whitlock, the "El 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 Culbertson 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 1962 when it became a member of the Applied Arts Division.

In 1949, the "shop" was moved to the basement of the Administration Building where it remained until the Graphic Arts Building was completed.

The department continued to expand in enrollment and in facilities. C. H. Gregory was added to the faculty in 1950 and has since been joined by Joseph Truex (1954), Edwin Howe (1956), Larry Eckrote (1955), and Wesley Dunn and James Babb in 1959. These men comprise the present department faculty. Culbertson had since resigned to accept a partnership in the Blake Printery.

Enrollment reached a high of 158 students in 1956 and has leveled off at nearly 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" had taken a giant step towards making it the best department of its kind in the United States.

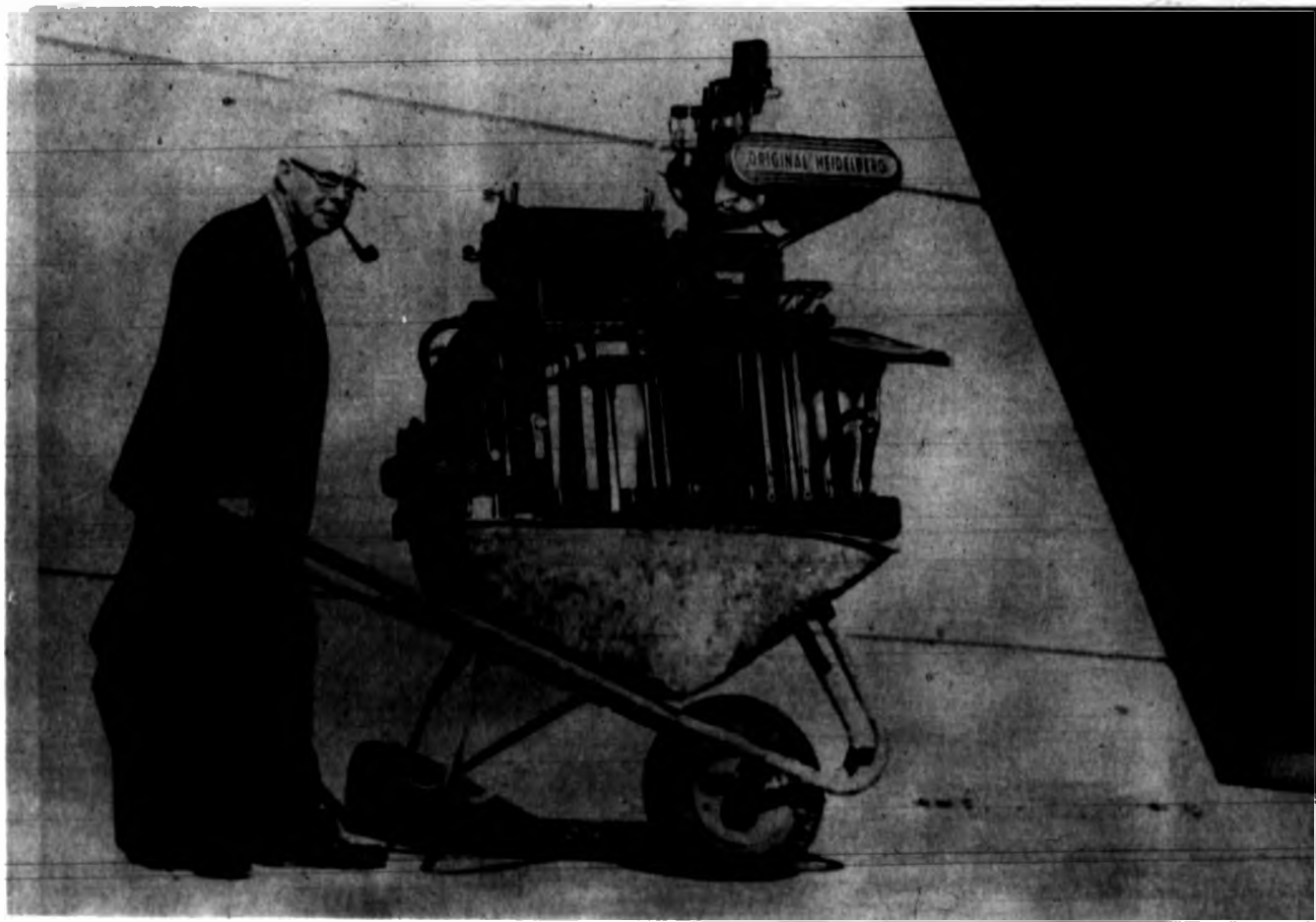
Beginning with 900 feet of working space in 1946, the Printing Department now had 48,000 feet in which to carry on its excellent program. Many new pieces of equipment, including a Goss Cox-O-Type Press, increased the replaceable value of the machinery to \$750,000.

This new press has made it possible to increase the size of "El Mustang" to its present eight columns, 21-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 letterpresses. Offset facilities now include nine presses and five cameras.

Circulation of the present twice-a-week newspaper has risen from 800 in 1948 to 10,000 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 learning in the industry. No longer can it be called the little "School for Country Printers."



**BIG OPERATOR . . .** A. M. "Bert" Fellows, head of the Printing Department,

moves one of the Heidelberg platen presses into the new facilities of the

Graphic Arts building during the Winter quarter of 1962.



# ASB President Wineroth Revived Student Newspaper

By MITCH HIDER

A newspaper begins like a child. Both are born and grow strong with careful guidance. 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 nefarious 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 at first hoped to print the

paper on the press 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 gelatin 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 8-10 men and "sometimes two or three fellows spent a lot of time putting the sheet to bed. We couldn't afford many pictures in the early issues," he added.

The former ASB president listed many people as key figures in the early adventures of "El Mustang." Among those



HARRY WINEROTH

were Tom McGrath, Art Tansky, Joel Cohen, Chuck Boggs, Giles "Frenchy" Liegerot, Jim Powers and Faculty Advisor George Couper who is still a staff member and editor of California Future 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 camping, 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 12, 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.

## College Square

892 FOOTHILL BLVD.

## Barber Shop

FLAT

TOP

EXPERTS



No Extra Charge

APPOINTMENT CHAIR

call for appointments

LI 3-8253

No Waiting

Tom Tanski on duty

# Journalism Program Trains Specialists



**JOURNALISM STAFF . . .** Robert V. McKnight, department head, and instruc-

tors Clyde Hostetter, John Healey, and Loren Nicholson practice what they

preach as they try to beat their dead- lines. The Journalism Department now

boasts of an enrollment of over 70 students.

By MITCH HIDER

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 bursting in the newsroom with an "extra" that would for sure stop the presses.

Except in an occasional movie or 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 journalism "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 journalist 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 speciality 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 or public relations.

There are journalism courses in photography, magazine layout and production, copy editing, typography, and newspaper-magazine 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 photo-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 Scanagraver provides experience in using that device which electronically engraves a photo for immediate use on the presses.

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.

Heading the journalism staff is Robert V. McKnight, who joined the department in January 1963. 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, who has had considerable experience as an editor, photographer, and public relations consultant.

John R. Healy, advisor to "El Mustang," has been teaching journalism at Cal Poly since 1947. He worked as a reporter, editor and photographer before coming to the college.

Loren Nicholson, specializing in advertising, gained experience in that field with several newspapers before joining the staff in 1956. He is the "El Rodeo" advisor.

## HAWTHORNE MARKET

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

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

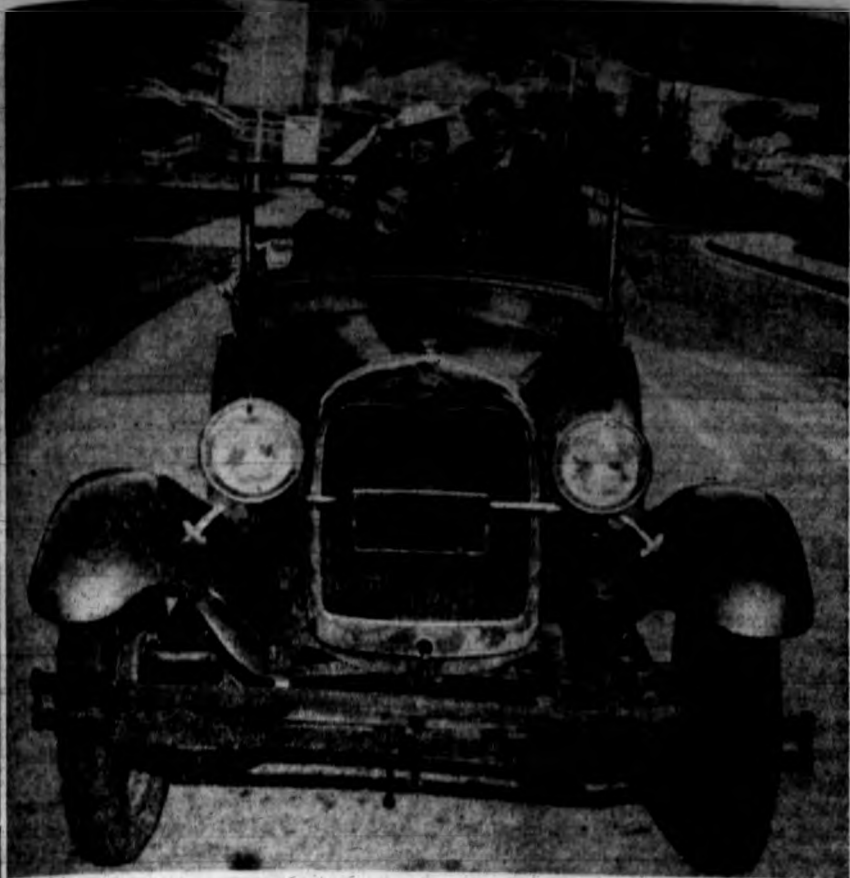
2161 BROAD ST.

San Luis Obispo

Open 'Till 9 P.M.—

Sundays 10 to 7 P.M.





THE STAFF... The pictures on the cover, back page and here are of the "Silver Edition" staff in John Healey's 1931 Model A Ford. Riding in the front

seat in this picture are Karen Jorgensen and Mitch Hider, while Sue Tebbe and Allan Sipe occupy the rumble seat.

(Photos by Leap)

## Special Paper: 25 Years Of Progress

The school year 1963-64 marks the 25th anniversary of *El Mustang*. This special edition has been written, edited and assembled by four members of an advanced Technical Journalism class: Mitch Hider, Karen Jorgensen, Allan Sipe, and Sue Tebbe, with assistance from advisor, John Healey.

Special thanks should be given to A.M. "Bert" Fellows, head of the Printing Department, the instructors in that department, the printing students, and Robert V. McKnight, head of the Technical Journalism Department for their cooperation.

Allan Sipe	Editor
Karen Jorgensen	Associate Editor
Sue Tebbe	Associate Editor
Mitch Hider	Associate Editor
Gary Sharar	Production Manager

## Columns Featured In Early Papers

A variety of short columns from comments on personals and sports to market rates on crops and livestock filled the pages of the early half-sheet "*El Mustang*." Familiar columns such as "Gribblings," "I Snoop to Conquer," "On Talk," "High Voltage" and "Hot News" were the Herb Caen's of yesterday.

There was also an Ann Landers of the past who answered questions posed by frustrated students. Many of the same problems confronting students of today. The question asked in 1939 was, "Why do some fellows insist on chiseling in the line at the cafeteria?" The answer: "There are misguided souls who really think they are saving time by crowding in front of the other fellow. Actual waiting time in the line is three minutes and 15 seconds."

A popular column for rodeo enthusiasts appeared on the scene discussing the latest in the rodeo circuit. It was called "The Cowboy's Corner" and dedicated to rodeo cowboys at Cal Poly.

## 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 meet the needs of and serve 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 advisors as you commemorate this 25th Anniversary.

Sincerely,  
JULIAN A. MCPHEE  
PRESIDENT

## Did You Know?

The Chinese first made important contributions to the art of printing. In A.D. 868, Wang Chieh published a book which was apparently set in movable type, although another Chinese, Pi Sheng, first used movable type around 1045.

The first printing in America was done by Stephen Daye who set up press equipment in Harvard College. The first printing, done in 1639, was entitled "The Freeman's Oath."

The point is a unit of measure. The pica equals 12 points. There are six picas in one inch.

# What Happened In 1938?

By MITCH HIDER

Back in 1938, most of today's student body wasn't born. Those that were sported diapers and the likes.

Staff members and instructors were somewhere in the then 48 states, or perhaps in other countries. Most of them had more hair than they do today, were a little slimmer and not as fussy about dinner.

The college was smaller, California was growing, and the country was nervous about things in Europe. Civil war scorched Spain.

Farther up the continent, a moustached little fellow named Hitler invaded Austria and two days later the chancellor of Germany proclaimed political and geographical union of his country and Austria.

In the south, Italy's barrel-chested Mussolini voted approval. He and Hitler joined forces the following year. The German fanatic signed a "peace declaration" with Britain on Sept. 30 and by Oct. 10 the Nazis occupied Sudetenland. President Roosevelt asked Hitler to "preserve the peace."

During the summer of 1938, a Los Angeles pilot became a national hero. Douglas "Wrong-Way" Corrigan flew from Brooklyn to Dublin without a passport, claiming he thought he was heading for California.

Southern California made headlines in 1938 when floods and landslides took 144 lives, left thousands homeless and resulted in \$60 million property loss.

As international tension grew, the U. S. government increased spending. FDR signed the second Agriculture Adjustment Act and dedicated Bonneville Dam

in Oregon. The arts flourished.

Thornton Wilder's play, "*Our Town*," won the Pulitzer prize for drama and Betty Davis received an Oscar for her portrayal of Jezebel in the movie of the same name. Spencer Tracy shared the academy award spotlight for "*Boys Town*."

The country was dancing. Last year it was the twist; 25 years ago it was the Lambeth Walk. Swing via Benny Goodman followed soon after.

In 1938, Americans were slaughtered on the highways as they are today. The National Safety Council in that year reported 32,000 traffic fatalities.

Americans were reading new books. William Faulkner published "*The Unvanquished*," Ernest Hemingway produced "*The Fifth Column*." A popular poet of the Monterey area completed "*Selected Poetry of Robinson Jeffers*."

Many radio listeners feared invasion from another planet the night of Oct. 30 when Orson Welles aired his realistic play "*Invasion from Mars*." Based on H. G. Wells' book "*The War of the Worlds*," the radio show caused panic.

A crowd of 90,000 spectators turned out for the 1938 Rose Bowl to watch California beat Alabama, 13-0. Texas Christian faked first in college football that fall with a 10 win-no loss record.

The Bronx Bomber Joe Louis became World Heavyweight champ in June when he knocked out James Braddock for the title.

Headlines of 1938 were important ones in recording the shaping of history. There were headlines on the Cal Poly campus too. And over the headlines read the still familiar flag, "*El Mustang*."

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FIRST TEAM . . . Back in 1938, this was the Mustang starting team that faced collegiate competition on the gridiron.

In the lineup was Harry Wineroth, ASB president of that year and the key person in reviving "El Mustang." Other team

members are: first row, l. to r.: J. Clark, H. Null, E. Schwander, Wineroth, E. Lawrence, E. Guaraneli, C. Hargrove.

Second row: G. Silva, P. Lumley, G. Saenz, E. Hess.

## O'Daniels Recalls Events During Teaching Tenure

By ALLAN SIPE

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," as he has been called for many years, coached the football and basketball teams while Don De Rosa handled the track squad and Major Duell was the baseball coach.

At that time, Cal Poly was a two year vocational school specializing in agriculture. Yet "Big O" fondly remembers his great football 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, many of the athletes worked in campus jobs to pay for their educations. Only then, the pay was a modest 30 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 trodden on that field."

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

Included in this time are 11 seasons of duty as Mustang head mentor: from 1933-41 and 1946-47. His teams compiled a composite 60 win, 33 loss record.

Of special remembrance is his 1938 team, one that seasoned a 7-2 record. The Mustangs posted victories over such teams as Humboldt State, San Francisco State and University of Idaho, while losing only to Arizona State at Tempe and the San Diego Marines.

Reminiscing back to the "good old days," O'Daniels recalls Mustang banquets when Cal Poly President Julian

A. McPhee would award the varsity letters to the year's athletes. The coach recalls the 1939 banquet at which time 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 the cafeteria. "It was here," he says "that students gathered for rallies before the week's big game."

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 TERBE

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 chaos in Europe and concern over the possibilities of war.

When students of the sixties were in diapers and learning to walk, across the Atlantic headlines screamed of the bloody strife in Spain, the Munich conference and the German coup d'etat in Austria. In the confines of Poly these tremors were being felt. Editorials and letters to the editor reflecting the uneasiness in the European front appeared more often than the question of parking stickers or fee increases today. "Americanism" and the democratic ideals were the watchwords of the day that cushioned the shocking blow of the second world war.

As the campus growth seemed steadily expanding and "El Mustang's" financial status peeked out from the red, word came that World War II lay moments away. The blaring "El Mustang" headline of January 9, 1942, "Poly Mobilizes . . . Introduces New Defense Training Courses," brought a sudden damper to campus activities. Instead of reading about the latest FFA convention or guest speaker, the student body read of preparing for blackouts, defense training and enlistment stations.

The time-yellowed pages of "El Mustang" two decades ago bring reality of yesterday to life again when sophomores, juniors and teenage freshmen took short intensive courses in many of the same classrooms used today to learn the tactics of military defense.

Reporters, editors, and printers also joined the armed forces and marched off to Europe and Asia. In September 1942, the beginning of the second year in the publication of the weekly "El Mustang" began 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 peacetime 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.

The scars of the war years were visibly seen for the next few years in "El Mustang." Editorials served as reminders of the "destruction and wreckage lying in the wake of total war." There were meeting notices for veterans, feature stories on memorial plaques, news briefs on American Legion rewards for the first captured Nazi, editorials on McCarthyism and a prelude of another war in the small country of Korea.

"El Mustang" jumped from size to size since its beginning in '38 and it seemed as though things were settling down to normalcy with the routine quibbling, axes to grind and deadlines to meet by the 1950's.

Then the September 1950, issue of the paper ran the headline "Korean War Prevents New Enrollment Record." Students again joined military forces and marched off across the seas as did the alumni and students of few years before. This time the presses kept rolling.

Headlines in 1952 such as "Our Goal 800" were common. This concerned the blood drive for the wounded war victims. The story contained no 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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# 'El Mustang' — Story Of Progress

By JUDY KURAMITSU

What happened in the last 25 years? Cynics may say the atomic age and some romanticists say coeds and June weddings. Perhaps, but 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 '30s, Poly students realized something was lacking without a campus newspaper. To round out student activities, student leaders fought red tape and brought to Cal Poly its first "El Mustang" on Nov. 4, 1938.

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 student publication to aid in the realization of greater things for the school in the way of Poly's Progress!"

Progress bustled on the Poly campus of the '30s with new agricultural units, classrooms, natatorium, 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 Cohen and Harry Winerth, two of the first editors of the paper, wrote an open letter to the student body in 1942 describing the formative days of "El Mustang."

"The paper was born under a cloud of pessimism. The faculty disfavored the enterprise, and justly, for fear that fledgling minds would be prone to be radical, nonconstructive and unsensible. Mr. McPhee, always a fair man, gave us our chance and advisor Mr. McCorkle said 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 sheet 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 sheet to do, roughly 2,500 words each edition, then edit copy, set it up and cover assignments."

The expenses for the first issue were paid for by the alumni in hopes that the student body would continue the \$51 financing of each issue.

The war years resulted in drastic enrollment drop, but triple enrollment from prewar figures was anticipated for the 1947-48 school year, according to an editorial. It elaborated by saying that "topping the list of reasons are old students returning after wartime services. To say that Poly has 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 green landscape was leveled and laid flat for modern educational facilities for the coming generation.

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, independence, sincerity, truthfulness, accuracy, impartiality, fair play and decency."

Reporters augmented their assignments with local surveys on a variety of subjects ranging from coeds to the rationing of food. Earlier a story appeared in the "El Mustang" concerning the cafeteria's policy to follow President Truman's request to the nation "not to have meat on Tuesday, or poultry or eggs on Thursday for the conservation 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, cigarettes, and how the football team would do against their next rival. Familiar faculty members like Gus Beck, Bert Fellows, Harold Davidson and Howie O'Daniels 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 that 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 1956 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 process developed by student printers.

Not long ago, the "El Mustang" office cleaned house and picked up paper clips, copy pencils, typewriters, memos and ace reporters and moved to new quarters in the Graphic Arts Building.

A scan-a-graver was purchased to engrave photos in the office and students were added to the staff to cover the myriad of events occurring over the sprawling campus for the 1962 "El Mustang" that jumped to an eight column paper.

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.

cuss a recent edition of the newspaper in front of the departments offices and shops in the Graphic Arts Building.

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## Coeds Come To Poly In 1956

The question of coeds on the campus was perhaps one of the most hotly debated questions for years. The "El Mustang" staff members were also involved in the question but in the time accepted the status quo as the 1952 article, "Same Old Story," illustrates:

"The other day a young neophyte rushed into the 'El Mustang' office wild eyed and excitedly shouted, 'Stop the presses.'"

"We finished our coffee and asked 'What's up, young fellow?'"

"It's the greatest story of the year. Polyites have been waiting for this since the 1930's," he gasped, "'I've just heard from a reliable source that we're going to have coeds next year.'"

"At that, we settled back in our chairs and turned to our Lone Ranger comic books. When we first came to Poly in 1946, we received a welcoming address. In that speech we were told the top sources that there would be coeds here in two years. We assumed that this was the final word on the subject. Moral: Don't believe it until you see it."

Four years later the freshman edition of "El Mustang" ran the headline, "Hello Girls—Hi Frosh." From then on the campus has opened its doors to coeds. "El Mustang" too devoted much front page photo space to what was traditionally reserved for important guests to Poly, queen candidates and smiling coeds.



INTERESTED SPECTATORS... Printing Instructor Joe Truex demonstrates a

new Intertype Fotosetter to the other members of the staff. Left to right are

Larry Eckrote, C. Herold Gregory, Wes Dean, James Habb, and Department

Head, "Bert" Fellows. Missing is Henry Howe.

# 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 1876 and brought around the horn by ship to San Diego. The press went to the victor of the many battles, thus changing hands frequently. It was given to the department by Charlie Palmer of the Shakespeare Press in Sacramento.

The San Luis Obispo Telegram Tribune has donated a large assortment of wood type, used in 1878 to print posters.

An old composing stone, the oldest in this area, has been a contribution of the Santa Maria Times.

There is a pin perforator, one of the first perforators of its type, patented in 1903, the gift of the Carlisle Co. of San Francisco.

A patent of 1882 went to the Jewel paper cutter. One of these paper cutters, which were among the first hand operated paper cutters, is in "Ye Shoppe," courtesy of Heidelberg Press Company of Los Angeles.

During summer session of 1962, Dick Waters and Jack Loeb rebuilt four platen presses. One was a Chandler & Price, 12x18, with Miller Greyhound Feeder. Another, also a Chandler & Price, 12x18. The third was a Golding 1804. Restoration of the fourth was a solo project of Waters'. It is a treadle operated machine built in 1878.

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 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 restoring of the equipment.

In time, the students hope to assemble a complete, typical, late 1880's print shop. This will include at least two Washington presses, two foot-powered platen presses, a Golding 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.

Among students who have put in considerable time on the project are Ernie Brazil, Don Underwood, Gary Sharar, John Nussbaumer, Tom Shelley, Grant Burns. Also, John Stalter, Jack Turner, Dan Jeffries, Merrill Jackson, Bill Hoe-hnke, Loeb, Waters, and Turner.

The students of the Printing Department give much credit for success of their accomplishments to Ray Hesse, superintendent of custodians, the Ag Farm Shop and the Welding Department.

One of the difficulties of restoring a Washington press is the inability to get parts. That is where the Welding Depart-

ment joins the team. Parts are made in the Welding Department machine shop.

Another valuable member of the team, according to Loeb, is Head Custodian Hesse. Innumerable times he has been able to supply materials.

Future plans for "Ye Olde Print Shoppe" are to continue the work already begun toward the establishing of a collection of antique printing equipment. Too, it is planned to maintain the standard of having each piece of equipment in operable condition.

Most of the equipment is in dilapidated condition, if not in some instances, practically disintegrating, when it comes to the GA basement. It is usually dirty, rusted,

greasy and grimy when it arrives. Often the job required is not one of renovation but of rebuilding. All restoration complies strictly with the original construction and operation. A piece of equipment is accepted as restored only when it operates correctly, smoothly and is accepted as restored only when it operates smoothly and efficiently.

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.



OLD PRESS... Printing Department freshmen Dave Stoddard, John Busby, and Richard Lestrangle use their spare time to restore the old printing equip-

ment in the Graphic Arts building basement such as this 81-year-old Washington press.



# 25+ Years of Service



Left: 1951—Pres. Julian McPhee and Harry Wineroth, graduate manager, compare notes on bookstore operation.

## to Cal Poly

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.



Right: 1955—New bookstore manager, Duke Hill, stacks newly purchased books.



1961—Old bookstore in Administration Bldg. basement at start of school year.

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.

1963 Bookstore



# El Corral

## BOOKSTORE

—At Your Service On Campus—

# Short Story To Success—Russ Pyle



RUSS PYLE

By KAREN JORGENSEN

Only 12 years after his graduation from Cal Poly as a Social Science major and *El Mustang* editor, Russ Pyle became managing editor of the San Luis Obispo County Telegram-Tribune.

"It was a lot of fun to work on '*El Mustang*,' our work was strictly voluntary and we had to recruit the staff. But we didn't have the well-trained people to draw from." As Pyle reminisced he compared today's "*El Mustang*" to his own, "I have seen a great improvement in the paper as a finished product. There seems to be more awareness on the part of the students on what comprises a good newspaper."

"In our time we over-columnized—although they were often humorous, they weren't giving the coverage of today's '*El Mustang*.' We were a college newspaper instead of a campus newspaper. The buildup in photojournalism and equipment available is also a great improvement," he continued.

When asked about his beginning in journalism Pyle recounted the incident that began his career.

"On the second day of my freshman year I was living down in the army barracks and heard an argument through the thin walls over ways to improve the

"*El Mustang*." Since I had high school journalism experience, I joined in the discussion. One of the participants was Don Johnson.

That Fall of 1947 Johnson was named editor of *El Mustang* and appointed the eager freshman his sports editor. Pyle repeated the staff position the following year and in 1949-50 Pyle became editor of the "*El Mustang*." He was also the founding president of the California Intercollegiate Press Association.

"The effect of coeds on the campus and staff of the paper in 1956 was a weakening of the 'familiness' of the staff. We all lived in one dorm generally and often worked on the paper to all hours and under all conditions. We had to spend most of our time on the paper, even if it was only once weekly. We used to have bull sessions and coffee breaks at all hours and discussed life and journalism."

The same issues made headlines then, too. Big years were the football coaching staff, whether to charge for athletic events, and whether to push some of the extra activities and departments to the foreground. The ASB structure was questioned and the duties of the graduate manager were studied.

After graduation, Pyle joined the Air Force on July 10, 1951. In 1952 he was 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 hitch he worked as a sports editor on the Santa Maria Times and the next year moved to the Telegram-Tribune as a reporter. In October, Pyle was the only newsman from California to attend a John P. Scripps managerial conference at Columbia University in New York. It is an executive training session for promising employees of the big newspaper chain.

"I wasn't just at the right place at the right time which definitely helps. But in order to meet the challenge of being advanced in a hurry I needed the sound base of journalism I got at Cal Poly. There I learned to have sincerity to the job and have no resentment for the long hours. I learned this young and it is a great help and lends a terrific advantage in this business. We used to do all kinds of work, even on the printing side. The closeness we had with the printers has helped me to this day. Being able to understand backshop problems has been a definite advantage."

Pyle graduated in Social Science because in 1949, when Cal Poly started a Journalism Department, Pyle was already a junior and decided to stick to Social Science.

## Editor Charles Mendenhall Recalls Early '*El Mustang*'

By SUE TEBBE

"*El Mustang*" continued during the formative years with the help of a handful of determined and hard working men. One of these men was Charles Mendenhall.

Mendenhall, who is now Farm Editor of the Modesto Bee, took over the editorship of "*El Mustang*" during Winter Quarter of 1941, succeeding Bill Reddick, who was called into the service.

After spending five years on his hometown weekly newspaper, Mendenhall entered Cal Poly in the Fall of 1941, with the intent of getting some specialized training to enter the field of Agricultural Journalism after noting that there were no specially trained people in that field at that time. "I sometimes am referred to as the first Agricultural Journalism student at Cal Poly," said Mendenhall, "as there was no Journalism Department at Poly at that time."

"Robert Kennedy, then the public relations director, served as faculty adviser for '*El Mustang*,'" recalled Mendenhall. "In self defense he started an elementary journalism class primarily to train the school paper staff members."

Mendenhall remembered that the 1941-42 period was marked by heavy inroads into the student body—then all male—by the draft. In the Fall of 1941 enrollment was over the 500 mark, a high prior to World War II. By February 1943, enrollment was slightly more than 100 and the navy was using school facilities for a post graduate school for fliers.

The editorial staff dwindled to three members by the Winter of 1941. To supplement the small staff, Kennedy persuaded English teachers to assign doing stories for the paper as part of their classroom work. "This source of stories was used for four or five editions in the late Winter Quarter period," Mendenhall said.

The early editor recalled using what remained of the first Printing Department of Cal Poly, which was located in the basement of the Ag Education Building.

"The Printing Department had been inoperative for about a decade," he said. "I served as the printer, with Jack Scherer, an Aeronautics student from Stockton, as my assistant. The type was

set by a professional operator who came up from Los Angeles two days a week.

"We had three linotypes, two of them operative, and the third used to provide spare parts for the other two," said Mendenhall. "One of the linotypes was reserved for setting type for the Future Farmer magazine, and the other was for '*El Mustang*.'"

Mendenhall remembered using the "work and turn" method on their hand-fed rotary press. With a press capacity for only four pages, they had to run half the run through, let it dry an hour, and then flip the paper over and finish the run.

On February 13, 1942, "*El Mustang*" adopted the tabloid format because of lack of staff. At that time there were no photo facilities at the school. Few pictures were used unless they were mats due to the high cost of engravings."

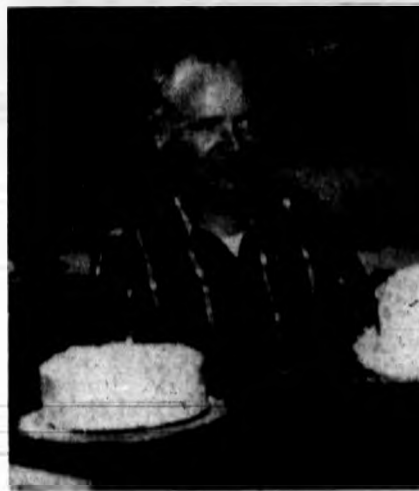
"The paper was printed each Thursday night—the run usually was finished about 2 a.m. with all the usual breakdowns. Kennedy or his wife used to bring us in hamburgers and coffee about midnight," Mendenhall said.

"The week of the Pearl Harbor attack we devoted the bulk of the issue to things pertinent to the students as a result of the attack—because war was not declared until Thursday following the attack, we actually were able to print the story of the declaration before the local paper—the declaration came after their deadline. Nearly all of the students were subject to draft or in reserves," continued the editor, "so we dug up all we could learn about what would happen to them for that edition."

In the Spring of 1942 the "*El Mustang*" staff published a special Poly Royal edition. Enough of these eight page papers, which had to be printed in separate runs with one section inserted into another, were printed to give one to every Poly Royal visitor.

This was the last special effort made by Mendenhall's small "*El Mustang*" staff. As he puts it, "Because of the small enrollment, Kennedy decided to publish a monthly news magazine in place of the weekly paper. This was continued during the war period."

The name of this monthly was "*Mustang Roundup*," with Don Seaton as the



CHARLES MENDENHALL

first editor. Seaton was from Hawaii, where his father operated a weekly paper. After Pearl Harbor he was unable to return home for a visit because of the war.

In the Fall of 1942, the navy began operation of a post graduate school for fliers at Cal Poly. By the spring of 1943, the navy far outnumbered the civilians at Poly.

"In this period we also established the student news bureau to send out publicity for Poly student activities," recalled Mendenhall. "This really was an extension of the '*El Mustang*,' work, since the same staff manned the student news bureau. I believe our first serious project was publicizing the 1944 Poly Royal, the last one held until after the war."

In the Fall of 1942, Mendenhall worked in the student news bureau only, preparing a brochure for the football team, and getting out short hometown newspaper stories on various students.

In 1941-42, the journalism classroom and editorial office of "*El Mustang*" was located in the basement of the old Ag Education Building at the opposite end and from the print shop. "The room also served as the typing class room," said Mendenhall. "One of the coaches instructed the typing class and most of the students were football players."

The present Administration Building was completed in the Summer of 1942,

and for a brief time the Journalism Department and "*El Mustang*" occupied two small offices in the basement of the new building. But the staff was soon moved back to the old Ag Education Building, this time on the first floor, to make room for the navy.

"The monthly magazine was printed commercially and we closed up the old basement print shop."

## Yesteryear's Faculty Recalls First Editions

Twenty five years ago, a student body of approximately 600 students was introduced to the campus newspaper "*El Mustang*."

Today those students are gone (we hope!) but several of the staff are still here. This is what they recall of the old "*El Mustang*."

Dr. Woodford E. Bowls, head of the Physical Science Department, was then a chemistry and physics instructor. "I remember a little mimeograph paper that came out before the regular edition of '*El Mustang*.' Of course there weren't many students around then to write a newspaper and, well, I haven't really thought about the 1938 edition for the past 25 years!"

Harold Davidson, head of the Music Department: "The paper of today has certainly come a long way from the first editions."

George P. Couper of the Bureau of Agriculture Education says, "At the time the '*El Mustang*' came out in 1938, I was holding down two jobs—one for the college and one for the Future Farmers of America. I was doing some work with movies too, so I don't really remember too much about the first paper. However, I do remember that there was quite a bit of talk and enthusiasm on campus when the first issue came out."

Couper, who came to the college in 1931, recalls that there was a school paper six years before, due to the war, the drastic drop in enrollment and the closing of the print shop, it had to be discontinued. He remembers that the new "*El Mustang*" of 1938 came at a time of increasing enrollment, and with the new students the paper grew.





**MAKEUP . . .** One of the last tasks in putting out a newspaper is makeup. Printing instructor Joe Truex watches while Dave Biggie, Bill Wiskol, Paul Watterson, and Gary Sharar prepare an "El Mustang" for the press.



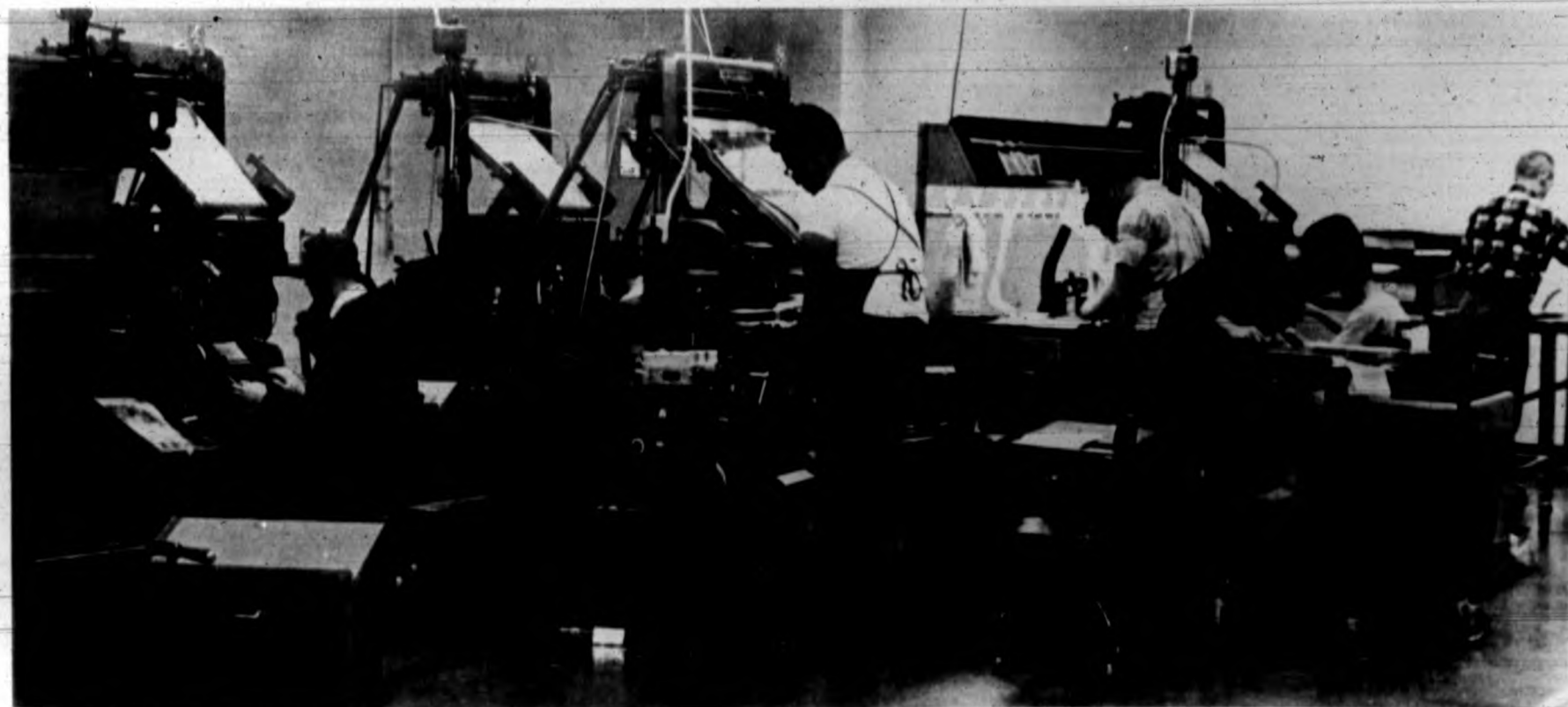
**EDITORIAL . . .** Editor Dave Kishiyama assigns story to reporter, Maureen Lund, and photographer, Harold Shreve. Upon

completion of the story, the reporter brings it back to the editor for corrections and further assignments.



**ADVERTISING . . .** The financial success of an newspaper is determined by the amount of advertising sold to merchants.

Loren Nicholson, advertising advisor, helps staff members Marti Sheff and Bud Ross with a layout.



**THE BACKSHOP . . .** Merle Duckett, Hal Glasser, Gary Sharar, Rene Chavez and Larry Hubbell (l. 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, intertypes and quadders.



THEN . . . This is how the campus appeared before the time of "El Mustang."

At the time this picture was taken, enrollment was less than 1,000. Both

this and the picture on the bottom of this page were taken from Radio Hill.

Notice the lack of housing facilities at that time.

# College Growth Reflected In Enrollment

By MITCH HIDER

Cal Poly's story is a success story. It's filled with hardship, pride and accomplishment. The onetime fear of abandonment is gone. Today, a sprawling center of modern educational facilities which covers 2850 acres erases that fear forever.

The story of the college is long and detailed and only the highlights can follow in the next paragraphs.

Since that first eight-man class in June 1906, scores of men and women have gone into the world with the title of "Cal Poly graduate." This is Cal Poly.

In 1938, when "El Mustang" first appeared, there were only 600 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. Still the college remained.

The 1940's were important years for Cal Poly. The four-year study programs 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 2000 students by 1950 after huge yearly increases from 1946. The staff encompassed more than 50 educators from across the nation. Cal

Poly was on the move.

Housing in 1946 was an emergency. Cots were even temporarily set up in the gymnasium to handle the vast number of students. Camp San Luis Obispo was pressed into service to house Cal Poly men until the measure could be controlled. Housing continued to be a problem with the evergrowing rate of students in the following years.

New buildings with the utmost in facilities were constructed from 1946 to 1950. Among these were the Dexter Memorial Library, the Aeronautical Engineering hangar and shops and the Farm Machinery and Ag Engineering buildings.

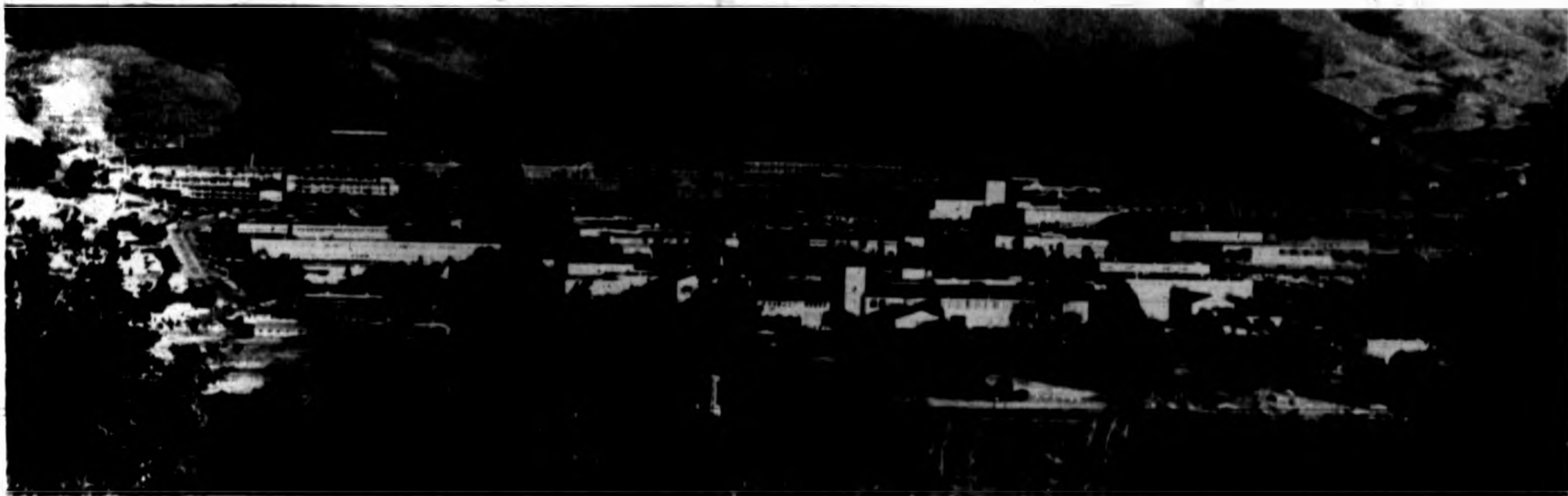
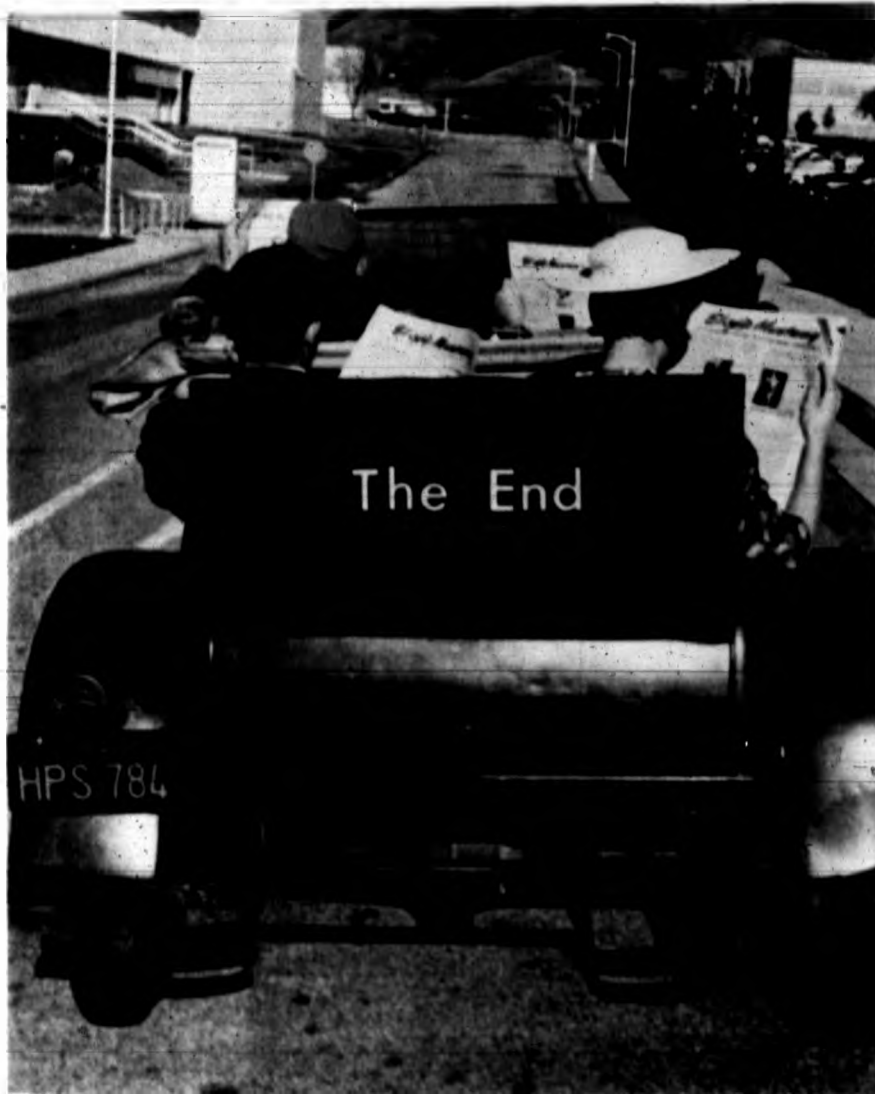
The curriculum expanded to meet the thirst for education. Three divisions were formed: Agriculture, Engineering and Science and Humanities which later became Applied Arts and Applied Sciences.

In 1947 the name California Polytechnic School was dropped for the present title, California State Polytechnic College.

"Eighteen years after "El Mustang" began publication, the campus began to "look good." After some 27 years of all-male classes, coeds were readmitted. This meant that Poly Royal queens, Homecoming Sweetheart and campus girlfriends no longer had to be brought in from surrounding colleges. Today, coeds number more than 1500. Cal Poly got charm.

In the past decade Cal Poly has been a center of constant growth and expansion. The vast campus now includes educational facilities for 35 majors of study within the four divisions.

New buildings include a College dining hall, library addition, gymnasium, science facilities, Theater and Speech Building, Graphic Arts Building, engineering facilities and residence halls.



NOW . . . A more recent picture shows the tremendous 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 6,000 students. "El Mustang" serves

these students as an eight-column, twice weekly papers.