Poly Newspaper Gets Colorful in 71st Year

The unveiling of Cal Poly's new $500,000 printing press, which will begin printing the Mustang Daily in the spring, was held today at 10:30 a.m.

The audience included top executives from companies donating over one million dollars worth of equipment, including the presidents of both Rockwell's Graphic Systems Division and the Enkel Corporation.

A student checks the run on the new Rockwell four-high color press at Cal Poly. It is one of only two full color web presses on a college campus in the U.S.

James Cavanaugh, president of Rockwell International Graphic Systems Division, right, attended the formal dedication on campus.

From Polygram to Mustang Daily

The student newspaper has been in existence for 71 years. It began as a four-page typewritten newsletter for the student body of Cal Poly.

The Mustang Daily has since grown to a tabloid newspaper ranging from eight to 48 pages.

The first edition of the newspaper was the Polygram, printed on Tuesday, April 25, 1916. It was a four-page two column newsletter. The paper was printed weekly and cost 5 cents an issue.
From Polygram to Mustang Daily

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By Jennifer Manor

Robert Kennedy became advisor in 1940, when he was hired as a journalism instructor in the English Department. In 1946, he established an agricultural journalism program which later evolved into the Journalism Department. In 1967, he became president of the University.

The editors and staff introduced the first edition with the following paragraph: “Well, here it is. The first issue of the Polygram. We know it is far from perfect and we expect to be criticized, that we may improve your paper. In order to make this paper grow and become a success, we must have the loyalty and cooperation of every student in school. Why shouldn’t we? The Polygram is the official organ of the student body and every member should help boost it ... It is up to the students to make this paper a thing to be proud of, something that will win recognition in town."

This newspaper contained no advertising and relied on the student body to maintain publication. Raymond E. Herr, editor during the year 1916, in trying to raise school spirit and money to publish the paper, ran a paragraph offering a free one year subscription for “anyone who secures 10 cash yearly subscriptions to the Polygram.”

The newspaper consisted of anecdotes and stories about clubs and activities on campus. The personals were blurbs about parents visiting students or students leaving town to visit parents.

The board of supervisors purchased 100 copies of the Polygram to send to campuses and contacts throughout the nation and to high schools in California.

In 1923, the Polygram changed to four columns and began to run local merchant advertising. The paper was printed biweekly by the California Polytechnic School Print Shop. The print shop was located in the basement of the old agricultural education building, and housed eight Merganthaler linotype machines, cylinder presses and a cutting and stapling machine.

The printers were students of industrial majors and were paid 35 cents an hour to hand-feed the press, one page at a time. Courses in print engineering were established by 1926.

The paper ceased publication between the years 1932 and 1938 because of the Depression and other problems caused by the educational reorganization of Poly.

On Nov. 4, 1938, the paper appeared with a new name, El Mustang, published bi-monthly.

The banner headline read, “Cal Poly publishes first newspaper in six years.” There was a front page listing. During the year 1938, El Mustang changed between the words “El Mustang.” The paper had secured national advertising and had changed from Cheltenham Bold type to M and H Sans Serif type.

Robert E. Kennedy was hired in September 1940 as an instructor to teach journalism courses. No Journalism Department existed — these courses were taught as a subfunction under English. Kennedy’s responsibilities included advising the yearbook and newspaper staff, as well as handling the public relations for the university.

“I was also given the job of re-establishing the print shop and getting students, primarily students studying agriculture, to set type on the linotype machine and run the presses,” said Kennedy.

“We had three machines, but only one worked. The students kept sabotaging the two machines for parts to keep one press running,” he said.

The paper had changed its name to the Polytechnic Californian on Feb. 2, 1940. But Kennedy convinced the students to change the name back to El Mustang for two reasons. “There was a statewide, political newspaper, ‘The Californian,’ that I didn’t want linked with the Poly campus paper. Also, I thought ‘El Mustang’ had a better ring,” said Kennedy.

On Dec. 13, 1940, the paper was enlarged to seven columns and had changed its name back to El Mustang.

Publication was suspended from June 1942 to October 1945 because of World War II. The Mustang Roundup took the place of the student newspaper. It was a monthly news and pictorial magazine published from November 1942 until December 1945.

At the end of World War II, the campus converted to peace-time operation, and on July 10, 1946, the publication office moved to the basement of the business administration and education building. During the year, Kennedy was prompted to establish some type of agricultural journalism program because of the many requests from editors of agricultural publications for students to edit publications.

“It had to be an agricultural journalism program because the State Department of Education didn’t think there was much opportunity for journalism in California. The department wouldn’t allow for a journalism program to be established,” said Kennedy. “Because we had so many requests for stu-
The Mustang Daily in 1967. In 1969, the paper was printed three times a week and was a metro size. James Hayes, then a journalism instructor, now the interim head of the Journalism Department, said the newspaper changed to a tabloid size "to bulk up the paper and make it more respectable looking."

Guy Thomas, then the advisor for the Mustang Daily production, now a graphic communication instructor, said he and Hayes presented a proposal in 1974 to expand the newspaper to a five-day publication.

Hayes said the biggest changes in the newspaper were during the 70s. "There were changes in the marketplace and the paper experimented with spot color," said Hayes. More sophisticated photography was used and the student writers made the most of every bit of political agitation on campus. "There wasn't much student unrest, but there were a lot of mini demonstrations by the students," said Hayes.

Throughout the 70s the paper began to look more modern, there were more consumer stories, more involvement in the student government, more advertising and the first student advertising manager.

In February 1976 the Mustang Daily won six awards for best special edition, best front page, best feature photograph and best editorial page from the California Collegiate Press Association. In 1976, every issue had a full-page photograph on the front page. "This was the golden era of college journalism," said Hayes. "The changes introduced in the paper, in some ways, remain unmatched." Many other school papers followed the standard set by Mustang Daily, and began to run full front page photographs.

Hayes said the innovations of the paper can be attributed to the editor in 1975, Peter H. King. Also on the staff were Fred Vulin, Paul Mono, Jim Sweeney, Steve Churm and photographer Tom Kelsey. "These newspaper staff members greatly changed the complexion of the Mustang Daily," said Hayes.

Hayes said the changes in the paper were an expression of the times as much as the students. "The changes were like a tsunami wave crashing over the paper," said Hayes. Today, Hayes feels there is a more thoughtful, balanced, perhaps more rational student body. "The students at Cal Poly now are a product of a more affluent society—concerned more with leisure lifestyles. The paper reflects this student enthusiasm," said Hayes.

The Mustang Daily is currently operated by eight student editors with the assistance of Nishan Havandjian, faculty advisor. The reporters on staff are journalism students who take the newspaper as a course for credit.

The Mustang Daily office discarded typewriters in 1984, and now uses video display terminals. Student employees of University Graphic Systems print the paper.
Mustang History Highlights

1916
"THE POLYGRAM"
First student newspaper published April 25, 1916.
Four pages, 8 1/2 x 11, mimeographed weekly and sold for 5 cents.

1931
"THE POLYGRAM"
Five column, four page weekly, now tabloid.

1938
"EL MUSTANG"

1939
"EL MUSTANG"

1940
"THE POLYTECHNIC CALIFORNIAN"

1940
"EL MUSTANG"
Robert Kennedy begins teaching journalism classes in September. Becomes advisor to the paper and persuades name back to "El Mustang."

1942
"Mustang Roundup"
November. El Mustang replaced by a photographic magazine. Published during World War II.
1974
"MUSTANG DAILY"
Becomes an official daily, published five days a week. Hayes advisor since 1969.

1976
"MUSTANG DAILY"
Staff wins six awards from California Collegiate Press Association. Tabloid with full cover photos.

1945
"EL MUSTANG"
Paper returns in fall, four pages, 8 1/2 by 11. Later changes to tabloid.

1964
"EL MUSTANG"
Expands to eight column format, published biweekly. Healey advisor since mid-50s.

1967
"MUSTANG DAILY"
Name changed in September when paper begins publishing three days a week. First metro size, then tabloid 8-20 pages. Student run, self-supporting.

1986
"MUSTANG DAILY"

1987
"MUSTANG DAILY"
March 13, Rockwell color press installed. One of only two college papers in the U.S. with web full color capability.
UGS Goes High Tech

In 1972, the printing crews were organized under one name, University Graphic Systems. Herschel Apfelberg, a graphic communication instructor, helped in founding UGS and was chief advisor for seven years. The Graphic Communication Department in cooperation with the Cal Poly Foundation co-sponsor this entirely student-run printing enterprise. Steve Mott, professor of graphic communication, was hired to assist the students in production of the Mustang Daily and commercial printing.

UGS has grown from a small group of students into a company comprised of over 100 students.

The purpose of UGS is to teach students the techniques of managing a firm's personnel, materials, finances and equipment to build a successful business. The production functions are operated to support the learning process.

UGS employees work on a part-time basis doing camera operations, paste-up, computer typesetting, film imposition and presswork.

The company is structured to give students complete control of operations. A supervisory board made up of six faculty members and the student general manager provide stability. The student general manager oversees operation of the

The Daily Chore of UGS

You get to class right on the hour, and have ten minutes to blow. The first thing you do is find a Mustang Daily to help pass the time (that is if that cute blond hasn't arrived yet).

In an especially boring lecture, or when you watch that film on food gathering in nomadic tribes, you might even find yourself once again reading the daily.

It's easy to take the daily publication for granted, and not be aware of what goes on behind the scenes to get it published.

The Mustang Daily is the only daily college paper written, edited and printed solely by college students.

The time and effort spent by reporters interviewing, researching and writing the stories, and the editors who spend hours everyday putting it together is fairly visible, but the labor of University Graphic Systems (UGS) goes largely unnoticed.

UGS is a student run graphics service for the campus.

After the stories are written, and the ads produced (by UGS), much work still remains.

The publishing division of UGS is divided up into three separate operations: Special Publications, which does the typesetting; Newspaper, which pastes-up the galleys of type; and Web, which prints the newspaper.

Special Publications and Newspaper have two crews per day, morning and night.

The UGS crews have five members, each with a different task, ranging from laying out the paper to camera work and page inspection. The complete nine stage process takes close to five hours. If problems occur, the crew members may be at work until two or three in the morning.

Stories are written on video display terminals in the Mustang Daily newsroom. Using story line counts, editors make dummy page layouts. Stories are then sent by cable from the terminals to the
commercial publishing divisions with cooperation from the Graphic Communication Department and the Cal Poly Foundation.

A student controller works with the student general manager and is in charge of organizing financial data and information for the management of UGS.

UGS is broken down into two divisions. The Printek Division handles all UGS commercial printing. The division staff consists of sales representatives, production supervisors and estimators who assist the division manager in daily operations.

Printek produces a wide variety of printed products including high-quality, multi-color brochures, posters, fliers, booklets, certificates, yearbooks, calendars, stationery and resumes. The students learn production techniques such as camera work, stripping, platemaking, sheet-fed offset, letterpress, relief specialties and finishing operations. The Publishing Division contracts publishing accounts within UGS. The division also handles computer typesetting jobs, graphic arts camera production and mechanical art preparation. Lee Brown, supervising technician, assists the UGS management staff.

The Publishing Division's largest account is the Mustang Daily. The division also publishes Cal Poly Today for the Alumni Association and other magazine publications for departments and organizations within the university.

The UGS staff follow the pattern of the layout given to them by the Mustang editors. During this process the UGS person in charge of the camera makes "halftones" of the pictures to be used in the paper. Prints are converted into a pattern of tiny dots by a giant camera with old fashioned-looking bellows. The dot pattern is a reproduction of the original photo in a printing format. The halftones are then waxed and placed on the layout board along with the stories and the ads.

The night editor then again checks the boards to make sure the layout matches the original. He initials it, and his work is complete.

The foreman at UGS then makes a final detailed check of the art boards making sure all lines and type are straight and corners even. The board is initialed and moved on.

Next, the UGS crew takes the completed sheets and makes negatives of the pages. Negative aluminum plates, coated with light-sensitive emulsion, are placed in the plate maker. Under high intensity lights the image is transferred to the plate which will go on the press.

The Daily has been printed at the Telegram-Tribune for the past 15 months. The old Cal Poly press that students had used to print the paper since 1969 was sold in January of 1986, in anticipation that the new press would be up and running. But it wouldn't fit in the graphics arts building, and after several delays has finally found a temporary home in the minority engineering building.

The new Rockwell press should be ready to use by April 2, the first Thursday of spring quarter. It is twice as fast as the previous model, and will eliminate many of the tedious aspects of getting out the paper.

Eight thousand copies of the Mustang Daily are printed every issue.

Key Peripheral Equipment Donated

Along with the new press from Rockwell, several other companies have donated peripheral equipment to enhance the new printing system. Graphic Communications Department members estimate that when the entire system is complete, the value of the donations will total over $1 million.

Enkel. The Enkel Corporation, based in Rockford, Ill., is one of the leading contributors. The firm is donating high-speed paper feeding equipment including a tension infeed and a zero-speed presser, worth around $80,000.

Officials at Enkel believe that getting involved in research and education programs—like Cal Poly's—benefits the industry as a whole.

The automatic presser, featuring a low mass, single "dancer" roll, will automatically pastes rolls of paper together without stopping the press, creating a faster, more precise system than other pasters.

The tension indeed, with an integral web guide, isolates the press from variations on the incoming paper roll. The result is a uniformly tensioned web and improved quality of the printed products.

Stoesser. The Stoesser Company is another key donor. The firm has given Cal Poly a pin register system, and a plate bender, worth $40,000.

Bill Stoesser, Jr. said that the reason for the donation is twofold. "We want to make sure young people learn on state-of-the-art equipment, so they'll be productive in the real world. The other, to be frank, is that if they like what they use, they'll recognize it in the future. They'll be like walking advertisements," he said.

Stoesser has donated equipment to Poly in the past, but doesn't give equipment to just any school. He believes that Cal Poly and its students have a special reputation within the industry.

Ebway. Ebway Industries Inc. has donated a $20,000 set of pneumatic controls which will automate the press and make it much simpler to run. A single student standing at the controls will be able to run the entire press.

A spokesman for Ebway stressed that their equipment is designed to reduce waste. They believe students taught with Ebway gear will learn how to keep waste to a minimum and help them be more competitive in the job market.

"It's good for students to learn how to put ink on paper, but it's better for them to see it done with little going in the waste bin," he said.

Polychrome. A $12,500 automatic plate processor has been donated by the Polychrome Corporation. The machine allows technicians to produce high-quality printing plates faster.

The new automated process eliminates manual tasks and enhances the quality and consistency of the plates.

Familiarity with the new equipment "improves the overall educational level of people entering the industry," said a Polychrome representative. "We like to start at the source. Cal Poly is clearly one of the leading institutions in the nation in this field."

Flint. Another key donation comes from the Flint Ink Corporation and includes ink and fountain solution valued at $5,000.

"We like to expose your students to our products," said a company spokesman. "We think of them (students) as a viable resource in the future."

Reeves. The Reeves Corporation donated offset blankets for the press. The blankets are rubber-like materials wrapped around the press cylinders which accept an image from the printing plates, and then transfer it to the paper. Offset blankets are fundamental and necessary to the operation of lithographic printing presses.

Offset. A $5,000 computerized water fountain system has been donated by Offset Technology Inc. Based on the idea that ink and water don't mix, the computerized system runs water where the ink shouldn't be. The ink remaining on the printing plate imprints on the paper.

Baldwin. This company has donated three pieces of equipment with an estimated value of $50,000. One item, called a "Count-O-Veyer," is a conveyer which counts, folds and stacks the finished newspapers. They also donated an infrared web break detector. It protects the web by sensing any breaks and automatically stops the press.
Poly Newspaper
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The full-color press, donated by Rockwell, is one of only two in use on college campuses in U.S. Known as a “four-high,” because of the way the four printing units are stacked, it will replace the old press, in use at Poly since 1969.

The press will bring state-of-the-art printing to Cal Poly’s Graphic Communication Department, recognized as one of the two top graphic schools in the nation.

“We view this donation to Cal Poly as an investment in the future,” said Rockwell International Graphic Systems Division President James Cavanaugh.

“It will assist the university in conducting research, and in developing technology and design programs that over the long run will benefit the graphic communication industry,” said Cavanaugh.

“The press also will provide an opportunity for valuable, practical experience in web offset lithography for both full-time students and industry professionals who depend on Cal Poly for continuing education.”

“It’s the difference between a new car and an old one,” said Herschel Apfelberg, professor of graphic communication and one of the key faculty members in procuring the press. “It will help instill a feeling of pride in our faculty and students, and improve the level of education we are providing.”

The new press will have the capacity to print the Mustang Daily in full color, and eliminate many tedious tasks.

“The old one is still usable, but it’s not state-of-the-art,” said Apfelberg. “It was not designed to do color—we sort of did it, but we had to kind of force feed it. This one is computerized, easier to run, and twice as fast.”

“The top priority for the new press is for undergraduate education,” said Apfelberg. “The next priority will be its use by University Graphics Systems (UGS) and the Mustang Daily, for printing of the Mustang Daily newspaper. Its third use will be in the training programs for industry,” he said. Cal Poly has 15 annual programs to which companies send employees to be trained in certain aspects of printing. The press’s other main use will be in the applied research programs within the Graphic Communication Department.

The press was not easy to acquire, and took several years of hard work. The credit for the half a million dollar “catch” goes to several groups including alumni, faculty, students, and industry support of Cal Poly’s Graphic Communication Department.

Apfelberg said a couple of the staff have national reputations. The students are also held in high regard by people in the industry. “A technical program of this caliber can’t be properly supported by the state of California, thus the faculty members’ effort to gain industry wide support is imperative,” said Apfelberg.

“The faculty must be concerned with improving the department, without bugging the state which simply can’t afford this type of program,” Apfelberg said.