A Number of early publications of the Department featured the roadrunner (or chaparral as it is sometimes called) depicted above, either with or without the text. We were proud of our ability to print materials in-house and to do a quality job in either black or colored inks.

We never did too many multi-colored printing jobs because of the sheer time required to clean and change out inks, but some of those we did (such as the SPRE Curriculum Cover in the 1970’s) were spectacular. (That SPRE cover featuring a university bell tower was patterned after the tower at the University of Texas, for any who might wonder).

The press itself was an old AM Multilith press which Dr. Reid obtained through University surplus. Sometimes we ran it with students (Lester Coalson, Billy Seal, and Lou Hodges all ran it at one time or another), other times with secretaries. If a job needed to be done in a hurry, it got done. At that time, printing, except for ditto machines, required a wait of several days to a week to be done by the University Press.

At the Chaparral Press, we did the work the same day, or at least had it ready by eight AM the next morning. Many tight-deadline items were done, or redone, rapidly—newsletters, class handouts, survey questionnaires, etc. We were justifiably proud of the speed with which we completed the printing, so the press was renamed the Chaparral Press after the speedy little roadrunner and the appellation “Fastest Press in the West” added to the cartoon roadrunner designed by Ziza Scofield, out department artist.

You will find this logo on several of the publications depicted on our web page.

Louis Hodges, August 24, 2006