

FIRST SCRIPPS INSTITUTION OF OCEANOGRAPHY TEE SHIRT

Scripps Institution of Oceanography Archives

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Eric Shulenberger, a PhD alumnus of Scripps, designed and marketed the first Scripps Institution of Oceanography tee shirt in 1973. In his words,

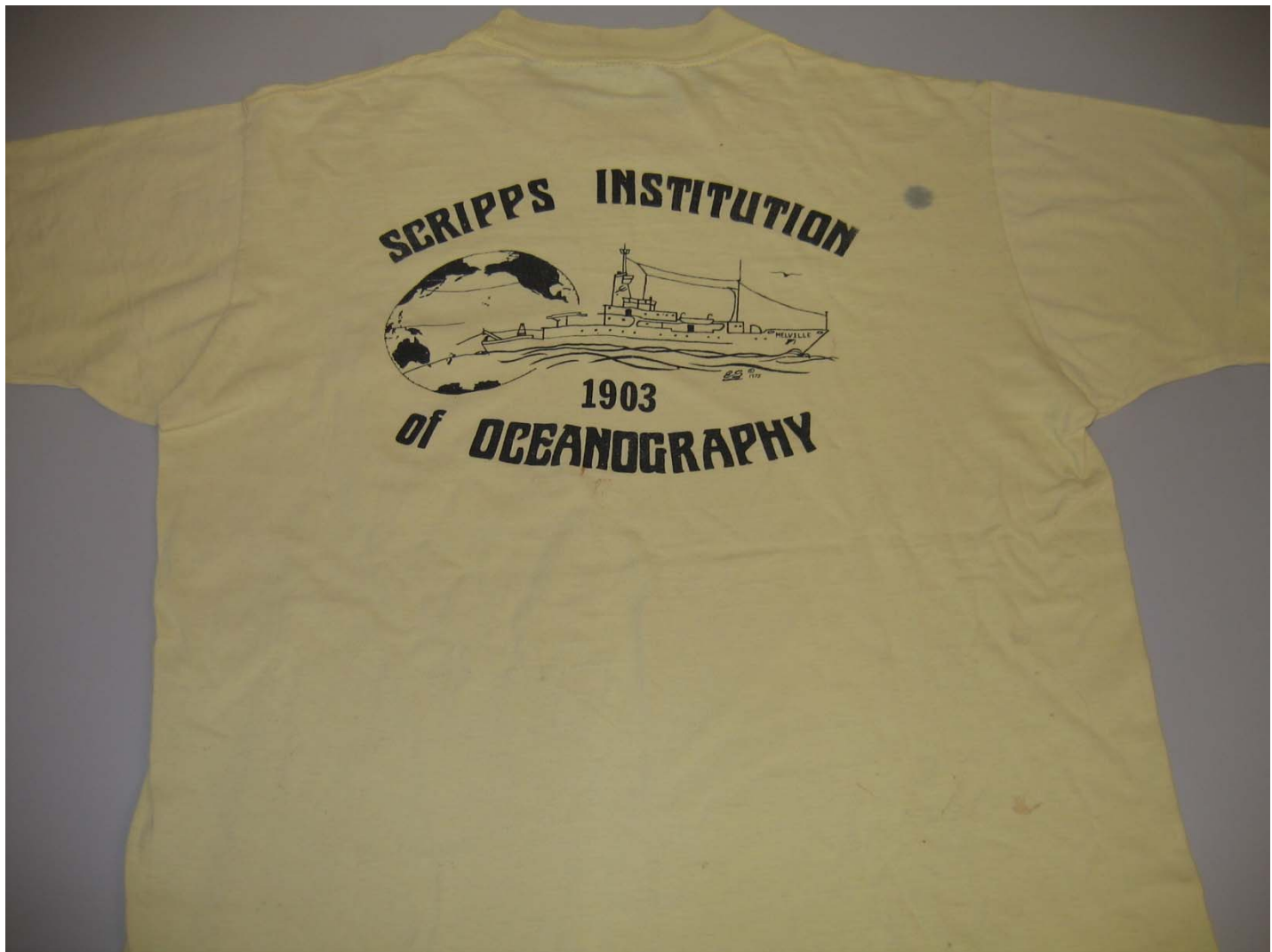
“... I designed it in fall 1973, well before Christmas. Note my initials in the bow wave of the Melville, also the X at 28N 155W - that is the site where I did all my dissertation research under John McGowan. I did the Melville drawing (note that the ship is towing a net - I'm a biological oceanographer). An SIO illustrator working at IGPP, Renata Sturtz, did the anchor chain border for me. ...

I surveyed students and faculty about marketability, then designed the shirt and had it printed entirely at my own expense ... First printing was 20 dozen shirts (a full month's salary for me... I was pretty nervous, believe me!), with a big design on the back and small design on the pocket. I picked up the shirts, paid for them, drove my VW bug full of shirts to the T-7 parking lot, put one on and walked over to the SIO grad office - and caused utter pandemonium, left with a trail of about 20 people clamoring for shirts, took them to my office in T7 (which did not amuse McGowan, my major prof, whose lab it was), and we had a feeding frenzy. Sold all 240 shirts in about a day. Reprinted them next week with variety (e.g. big design both front and back, some kids-sizes (only did that once), most without pockets hence design only on back, printed a few with big design on the front only, etc)...”

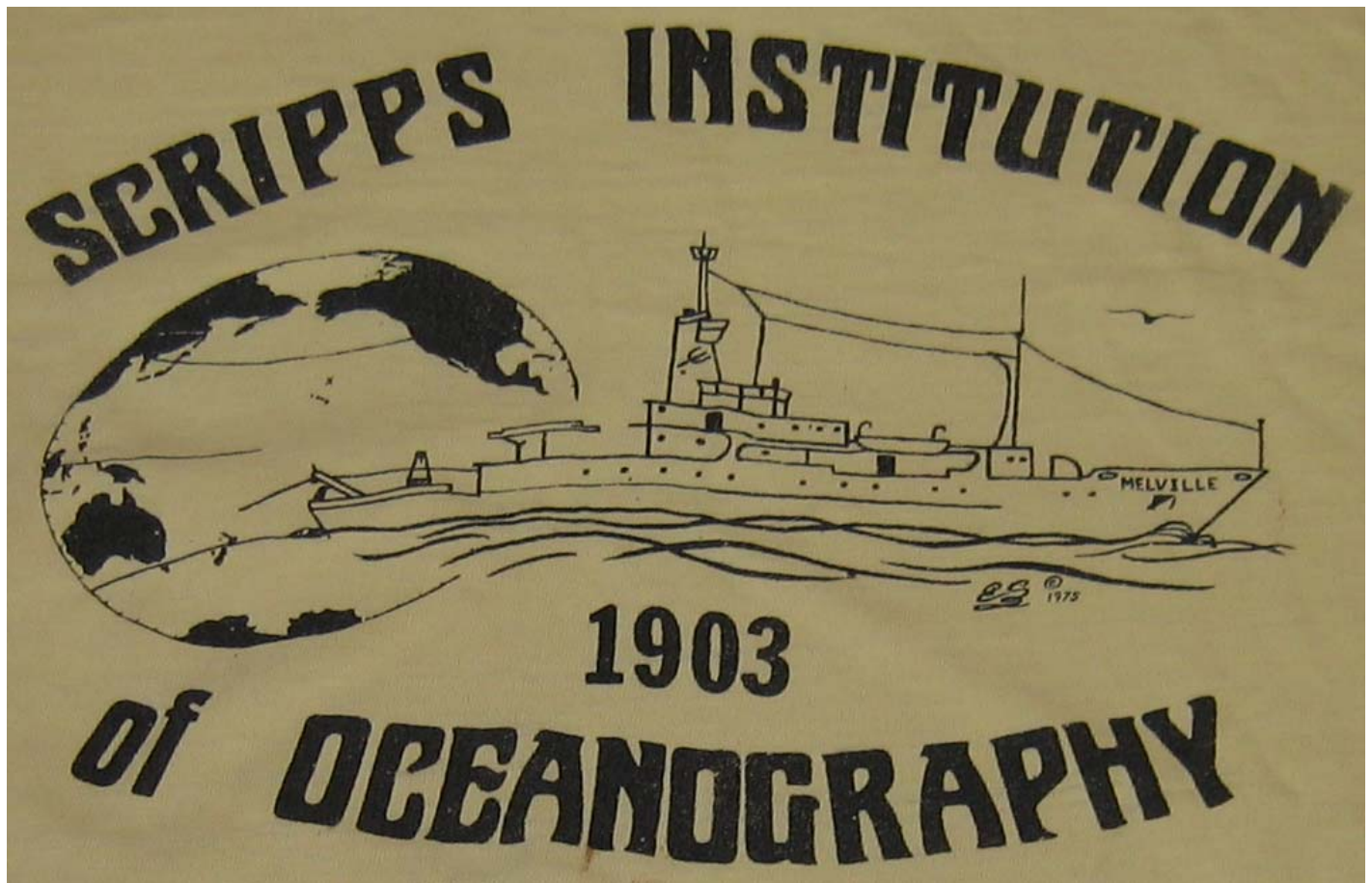
When I left SIO with my PhD in 1976, I had sold about 4,000 tee shirts over the years - then I gave the design to the SIO aquarium bookstore ..., with an explicit agreement that they could sell it to the public if and only if they put \$0.25 per shirt into the SIO TGIF grad-student beer fund..... (which [Dave] Wirth was in charge of). They sold many thousands of shirts (for years it was the only tee shirt available in the aquarium and they simply couldn't keep it in stock!), but ... never did put a nickel into the beer fund...”



Front of tee shirt



Back of tee shirt



Close up of illustration on back of tee shirt