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### Vol. 56 OCTOBER 25, 1954 No. 4

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# Wisconsin 20, Purdue 7 Wisconsin 14, Ohio State 31 One, Two, Three, Four . . . Ouch!

Reported by Art Lentz UW Sports News Service

WISCONSIN'S 1954 football season had progressed nearly 13 minutes into the second half of the ninegame schedule before the Badgers stepped on a landmine and the shattering explosion blew up their dreams of continuing unbeaten in the race for Big Ten and Rose Bowl honors.

Wisconsin, with four straight wins chalked up over highlyrated foes, was leading 7–3 in the third quarter of the Ohio State game at Columbus and, with 2:13 left of the period, was on the threshold of another touchdown which might have brought about a different ending to the nation's top collegiate game that bright October day.

What happened in the next 10 seconds will be remembered by Wisconsin football fans with excruciating agony.

It was second down, four to go on the Ohio State 20. Jim Miller, who had thrown passes with fine success and no interceptions all season long, let go with a aerial toss aimed at Jim Temp in the end zone. But before that ball could get to the rangy Badger end, the Wisconsin nemesis of the gridiron,

(continued on page 3)

Badger fans had plenty to be excited about when Wisconsin defeated a tough Purdue eleven in Camp Randall Stadium.



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URSIN



HOWARD

Ohio State's Hopalong Cassady, came out of nowhere and intercepted the toss on the 12 yard stripe. Like a flash, he scampered to the sidelines and then, with blinding speed and some fine blocking, he ran 88 yards to a touchdown.

The clock read 2:03 left to play in the third quarter when the scoreboard changed a Badger 7-3 advantage to a 10-7 deficit.

The full shock of that explosion still wasn't evident, for the Badgers stormed right back up field, reaching the Ohio State 30. But on third down, young Pat Levenhagen fumbled and Ohio recovered.

Once more, the deadly Cassady scampered, this time for 40 yards and in the three succeeding plays, the Bucks had scored again. That made the score 17–7 and inside the next five minutes, Ohio Staté had counted twice more to roll up a 31–7 edge over a dazed Badger lineup.

Mercifully, the game ended 31–14 against the Badgers some eight minutes later but the season record had been marred and the damage had been done.

Calling the Ohio State rule over Wisconsin in the last six grid contests—a jinx, or a "whammy," won't ease the pain of the Oct. 23 defeat. However, it must be recalled that each time Ohio State has beaten or tied Wisconsin, the result kept the Badgers out of either a clear claim for the championship or perhaps a share.

Wisconsin has lost only three Big Ten games in the last three seasons and each time it was to Ohio State—or perhaps to Hopalong Cassady for this gridiron version of pestilence to the Badgers three years in a row has scored the touchdown which actually won the game for the Ohioans. And to think he still has one more year of competition!

Well, be that as it may. Ohio State has a fine, strong team, well deserving of its unbeaten record to date. Wisconsin also has a fine, strong team and the season isn't over. Not yet.

The game on Oct. 23 was the top in the college schedule and the caliber of



LOWE

play until the fatal boomerang for the Badgers was as fine as any could wish. As in all games between evenly matched teams, something breaks the contest wide open because of the terrific tension.

Now the Badgers must go from the fyring pan into the fire, for the next game is with the powerful Iowa eleven at Iowa City, Oct. 30. Then it's Northwestern at Madison, Nov. 6, Illinois at Champaign on Nov. 13 and the Minnesota gophers at Camp Randall, Nov. 20.

Wisconsin isn't to be counted out of the Big Ten race by any means. The conference chase is a tough one with four teams, Iowa, Michigan, and Ohio State, along with Wisconsin, playing a seven game schedule. All these teams, and Purdue, which plays a six-game slate, still must be figured as the contenders.

If Ohio State rated as the team to provide the biggest test to date for Wisconsin, next Saturday's game with Iowa demands even more. If Wisconsin has the touch of greatness, it will prove it with a rebound of strength and poise against the Hawkeyes.

#### Wisconsin 20, Purdue 6

**UNTIL THE GAME** was more than 40 minutes old, Wisconsin backers fidgeted in the record crowd of 53,131 football spectators at Camp Randall Oct. 16 and had every reason to expect the first blot on the season record of Wisconsin's team.

Purdue was leading 6–0 and the statistics were factual proof that the Boilermakers were outplaying the Badgers and had control of the situation. Then the Badgers became the team that delighted the Dad's Day throng and won going away.

Wisconsin never got further than Purdue's 34 in the first half and went to the dressing room for the halftime intermission—trailing 6–0 in the scorebook and, statistically, behind even more than that. Purdue had 10 first downs to Wisconsin's three, outrushed and outpassed the Badgers by a yardage margin of 134–68.

Early in the game, Purdue got as far as the Wisconsin 11 with first down coming up. At this point, Brock got only two yards at right guard and then Dawson, back to pass, was smeared for a 17 yard loss by Locklin and Messner. Murakowski carried for no gain and on fourth down, Dawson again was thrown for a loss, this time for 15 yards by Locklin.

Play went on fairly even after that until midway in the second quarter when Purdue took over on its 12 on a fair catch of a punt. Three plays netted a first down on the 25 and then Ehrmann, fullback replacement for Murakowski, slipped through tackle and scooted 32 yards to the Wisconsin 43 and built up the fires for the Boilermaker touchdown

### Wisconsin 20, Purdue 6

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TEAM S	STATIST	ICS
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First Downs	Wis.	Purd
Rushing	6	8
Passing		7
Penalty		0
NET RUSHING YARDAGE_	134	95
Number of Rushes	37	45
NET PASSING YARDAGE	105	134
Number of passes	17	23
Passes completed	7	12
Passes Intept by	2	0
PUNTS BY		9
Total punt yardage		328
FUMBLES BY	3	1
Fumbles lost by	3	0
PENALTIES ON	3	8
Yardage lost on penalties	15	80

#### INDIVIDUAL STATISTICS

#### (Wisconsin)

		Net	
Rushing	Att.	Gain	Ave.
Alan Ameche	18	73	4.1
Clary Bratt	3	5	1.7

Pat Levenhagen			2	8	4.0
Bob Gingrass _			1	0	0.0
Charles Thomas	s		1	5	5.0
Miller			10	36	3.6
Wilson			2	7	3.5
Passing	A	ltt.	Con	np. Int.	Yds.
Miller		12	4	0	70
Haluska			3	0	35
Pass Receiving		Ca	ught	Yardage	TD
Locklin	200		2	23	0
Reinke			1	13	0
Levenhagen			2	23	0
Howard		_	1	26	0
Lowe		-	1	20	0
Punting		P	unts	Yardage	Ave.
Gingrass			1	33	33.0
Levenhagen				201	40.2
Score by quarte	ers:				
Wisconsin:		0	13	7	20
	0	6			6







What do you do, Billy Lowe, when you intercept a pass on the two yard line? —All Capital Times photos.

drive. In five more plays, Purdue picked up two first downs and reached the Wisconsin 18. Ehrmann picked up two yards and then Dawson pitched a strike to the lofty Lundy and the end grabbed the aerial toss on the four and bolted over for the score. The point try was messed up and Purdue, with 4 minutes left of the half, was out in front 6–0.

Midway in the third period, the Badgers came to life and started to move like the burly team they are. On first down from the Wisconsin 39, the Badgers tried a pass but the toss to Bratt was broken up. Immediately following this play, Purdue ran in a halfback substitution and for some unexplained reason two Purdue halfbacks ran off the field on the exchange. One of them, after leaving the field, suddenly realized it was not he who was being taken out and tried to return. The officials caught this right away and ruled "illegal return." This brought about a penalty of 15 yards on Purdue, and gave Wisconsin a first down on the Purdue 46. In four plays, Wisconsin got its first touchdown.

On a single wing play, Miller raced through the middle for 23 yards, almost getting away for the distance. Ameche,



No? Oh-get interference . . .

on the single wing, banged through for two yards and Miller followed with a pass good for 20 yards to Lowe, who was downed on the one-foot line. Miller promptly sneaked over for the TD and Shwaiko booted the point. With 5:57 left in the third period, Wisconsin was out in front 7–6.

After the ensuing kickoff, Purdue failed to gain and punted to the Wisconsin 30. On the first play, Ameche took a pitchout and raced 26 yards to the Purdue 44. Going into the single wing, Miller carried for nine yards, then passed to Jim Reinke who made a leaping catch for an overall gain of 26 yards. That put the ball on the Purdue 9 and it was up to Ameche to take over. First he belted for four yards, was stopped for no gain on the next, then stormed into the end zone for the touchdown. He shot into the end zone so fast and hard that when he fell to the ground, the ball got away from him and bounded clear to the fence. The extra point try fizzled but the Badgers now had a 13-7 lead with only 56 seconds left of the period.

Early in the fourth quarter, Purdue gathered itself for another drive and a possible tying touchdown, moving to the Wisconsin 23 from its own 34. Here, on first down, Dawson fired a pass to Lundy that picked up 14 yards and it seemed that the Boilermakers would get a touchdown.

But it wasn't to be, for the next play produced one of the greatest thrills in Badger football history. Dawson, gambling, tossed a pass out in the flat, intended for the fine end, John Kerr, but up leaped young Billy Lowe who snagged the pass on the Wisconsin two and ran 98 yards to the clinching TD for the Badgers.

Konovsky and Messner put in blocks that cleared the field at the Purdue 40 and with Amundsen steaming along as a formidable convoy, Lowe finally got to the touchdown zone after a diagonal

Break into the open . . .

twisting run that must have covered at least 130 yards in actual footwork.

Shwaiko booted the point and with 7:08 left to play, Wisconsin had the 20–6 lead it needed.

Purdue took the kickoff and made a mild threat only to have Miller intercept a pass and run back 33 yards to the Purdue 43. Here Jim Haluska took over and in five plays he had the Badgers down on the Purdue 13. Then Thomas, replacing Ameche, gained five yards only to fumble, the Boilermakers recovering on the 8. The game ended six plays later with Wisconsin in possession on the Badger 38.

#### **OTHER SCORES**

#### October 16

Ohio State 20, Iowa 14 Minnesota 19, Illinois 6 Michigan 7, Northwestern 0 Notre Dame 20, Michigan State 19 Missouri 20, Indiana Marquette 19, Holy Cross 14 Southern Methodist 20, Rice 6

#### October 23

Michigan 34, Minnesota 0 Purdue 27, Michigan State 13 Iowa 27, Indiana 14 Illinois 34, Syracuse 6 Pittsburgh 14, Northwestern 7 Marquette 14, Fordham 14 Rice 13, Texas 7

#### WISCONSIN

#### Code of Sportsmanship

We of Wisconsin, players and partisans, yearn to win, if win we can. But fairly! In victory unvaunting...in defeat, proud of a game fought to the hilt. So today in sports...so ever in life.

Sponsored by the Wisconsin Alumni Association



Ohio State 31, Wisconsin 14

**T**HE MAJOR portion of the first half of this battle between Big Ten giants resembled that of the Purdue game a week previous.

At any rate, the Buckeyes seemed to contain the Badgers and until 1:50 left of the second quarter, Ohio State led 3-0.

The first quarter saw a bristling battle of strong lines with the net result that neither team could put on a sustained drive. However, with 4:43 left to go before the first intermission, Ohio State gained possession on its own 37.

Roseboro picked up three yards and the pesky Cassady sprinted 10 yards right through the middle to place the ball in midfield. Bobo gained seven and in two tries by Leggett and Cassady, the Bucks had another first down on the Badger 39, first penetration of Badger territory.

A third down pass, good for seven yards, in the ensuing series brought the Buckeyes to the Wisconsin 24 and another pass on first down was incomplete as the period closed.

Still another pass was incomplete and Bobo could get only two yards on a draw play. That brought in the Buckeye's leftfooted place kicker, Thurlow Weed, who drilled the ball between the uprights for a 29-yard field goal and a 3–0 lead for Ohio State.

Ohio State kicked off and the ball, dribbling from the foot of Dugger, went only to the Wisconsin 45 where Parker

D:	10	C. I.	
DIG	10	Standings	
3		Jununings	

~ V	N	L	Pct.	TP	OP
Ohio State	4	0	1.000	129	35
Michigan	3	0	1.000	55	13
WISCONSIN	2	1	.667	40	37
Minnesota	2	1	.667	45	47
lowa	2	2	.500	68	58
Purdue	1	1	.500	33	33
Michigan State _	1	3	.250	33	33
Northwestern	0	2	.000	7	33
in all	0	2	.000	13	59
malana	0	3	.000	28	76

recovered for Ohio State. It was ruled an onside kick and Wisconsin fans groaned in dismay.

On second down, Leggett shot a pass to Cassady who squirmed to the Wisconsin 22. Then the powerful Watkins tried three times at the line but his efforts left the ball two yards short of the necessary distance. On fourth down, Leggett was stopped at end for no gain.

Wisconsin couldn't move the ball and Levenhagen punted to the Ohio 45, Leggett returning to the Wisconsin 45. A pass, Leggett to Dugger, ate up nine yards and then Watkins shot thru tackle for 17 more.

Here Wisconsin braced and all Ohio State got in four tries was giving up the ball to the Badgers on the Wisconsin 28, so fierce was the defensive stand by Wisconsin.

From that point, Wisconsin, with Haluska at quarterback, moved steadily down to the Ohio State 27. Here two passes failed, Ameche got only four yards, and on fourth down, Haluska was dropped in his tracks on a pass attempt.

Three plays later, Borton tried a pass for Ohio State and Jim Miller intercepted for Wisconsin on the Badger 40, returning the ball 13 yards and almost getting away for a touchdown before he was caught from the side.

That was the signal for a Badger surge. Miller, on a keeper, ran for five yards. On the next play, he called for the single wing and tossed a pass right down the middle to Pat Levenhagen who caught the ball on the 25 and ran like a bull for the goal line. He bowled into two Ohio State tacklers on the five and carried them across with him for the touchdown. Wilson converted and Wisconsin led 7–3. The half ended a few plays later with the Badgers in possession on their 47.

When the third period opened, it appeared that the Badgers were going to pick up where they left off. Bratt took



Don't look back . . .



And into the Purdue end zone!

the kickoff on the nine and raced back for 25 yards. Ameche picked up five and Haluska promptly pitched an 11yard pass to Bratt for a first down. Haluska then hit Temp with a pass good for nine yards and followed with a long toss that Ron Locklin had in his hands only to fall and drop the sphere on the Ohio State five yard stripe.

Ameche tried for the first down but was stopped cold. In punt formation went Wisconsin but it was a fake, Ameche again trying for the necessary yardage. Again he was stopped at the line and Ohio State took over. Ohio State, in turn, couldn't move, so Bobo punted to Miller on the Wisconsin 14 and the Badger quarterback came back 11 yards. On second down, Miller hit Temp for 14 yards and then Ameche, on a pitchout, raced for nine more. A pass failed and Gingrass followed with a carry that brought him to the OS 40 only to fumble. However, Locklin was right there to recover the ball, adding some more yards to the gain, putting the ball on the Ohio State 36.

The Badger attack once more faltered, a penalty for holding and a couple of losses on pass attempts putting Wisconsin back to its own territory. Gingrass punted and Ohio State took over on the Buckeye 17.

Again Wisconsin checked the Bucks and Bobo punted to Miller who returned to midfield. Miller tossed an 11 yard pass to Levenhagen. Ameche crunched tackle for four and, from the single wing, Miller passed to Jim Reinke who was downed on the Ohio State 26.

On first down, Ameche ripped off six yards and it appeared that the Badgers soon would have a score. Then that land mine exploded.

Miller threw a pass down the middle intended for Temp, who was waiting in the end zone. Cassady, however, came up and stole the ball on the 12 yard line and was off to the races, sprinting down the sidelines 88 yards to the touchdown that broke the game wide open.

Still, Wisconsin didn't immediately show the effects of that initial shock. Behind 10–7, the Badgers received and Billy Lowe ran the kickoff back to mid-



field after taking the ball on the 10. Thomas gained four yards and Reinke took a Miller pass for 10 more. Thomas picked up two yards and Miller's pass to Howard was incomplete as the third

quarter ended.

The ball was on the Ohio State 36 as the fourth period began and on the first play, Levenhagen fumbled, Bobo recovering for Ohio State on the Buckeye 30.

Any victory hopes for Wisconsin immediately went down the drain as Cassady broke through the middle and ran 40 yards before Ameche hauled him down on the Wisconsin 30. Watkins, sensing the uplift in the Buckeye spirit, smashed eight yards and then took a pass from Leggett, going all the way to the four yard line before he could be stopped. Bobo promptly shot throu the middle for the touchdown on the next play. That made the score 17–7.

Its poise shattered, Wisconsin tried to advance after the kickoff and did scramble to a first down on its own 44.

### Wisconsin 14, Ohio State 31

### TEAM STATISTICS

FIRST DOWNS	Wis.	0.5
Rushing	3	-
Passing	15	
Penalty	1	(
NET RUSHING YARDAGE	89	172
Number of rushes	38	4(
NET PASSING YARDAGE	270	69
Number of passes	36	17
Passes completed	22	(
Passes completed Passes intercepted by	1	2
PUNTS BY	4	
Total punt yardage	148	205
FUMBLES BY	2	3
Fumbles lost by	2	1
PENALTIES ON	4	8
Yardage lost on penalties	47	50

#### INDIVIDUAL STATISTICS

#### (Wisconsin)

		Net	
Rushing	Att.	Gain	Ave.
Alan Ameche	16	42	2.63
Clary Bratt	2	12	6.00
Glenn Bestor	1	3	3.00
Pat Levenhagen	2	4	2.00
Bob Gingrass	4	21	5.25

		37. A.		
Charles Thomas	1.00	3	5	1.67
Miller		4	-3	-0.75
Haluska		2	_4	-2.00
Lowe		2	2	1.00
Wilson		2	5	2.50
Passing	Att.	Comp.	Int.	Yds.
Miller	19	11	1	119
Haluska		8	Ô	121
Wilson	3	2	1	40
Gingrass	1	1	0	-11
Pass Receiving		Caugh	• }	ardage
Bratt		1	1.5	12
Temp		2		23
Gingrass		2		37
Locklin		<i>2</i>		17
Reinke		5		84
Levenhagen	1025	3		68
Lowe	1.1.1	4		19
Bridgeman		1		10
Punting	Punts	Yard	age	Ave.
Gingrass	3	114	100000000000000000000000000000000000000	38.00
Levenhagen	1	35		35.00
Score by quarters:				
Wisconsin		0 7	0	7 14
Ohio State		0 3	7	7-14
Carden States and the		0 3	1	21-31

Two Miller passes failed and a third, to Locklin, got only five yards. From punt formation, the Badgers gambled and Gingrass threw a pass to Lowe in the flat but the maneuver didn't fool the Bucks who roared in, threw Lowe for a 12 yard loss, and took over on the 27.

On the first play, Leggett, running from the split-T, elected to keep the ball and he skirted the right end for a touchdown. The score had mounted to 24–7!

Wisconsin received and on the first down play, Thomas fumbled, Swartz recovering for Ohio State on the Wisconsin 10. Harkrader wasted no time, scooting over for a touchdown on the first play. The conversion was good and now the score stood at 31–7, Ohio State.

Wisconsin tried to pull itself together and did go for a consolation touchdown in the remaining eight minutes of play. The Badgers started from their own 19 and two Haluska passes, one to Lowe for 16 yards and another to Reinke for 25 put the ball on the Ohio State 40 with first down coming up.

A second down pass was good to Gingrass and made it first down on the Buck 20. Haluska tossed to Reinke for five yards and another pass was ruled complete because of interference on the Ohio State 8. Bestor, third string fullback, got four yards and then Ohio State was penalized for offside, the ball moving to the one foot line. Gingrass was stopped at the line but on his next try, he shot into the end zone. He converted and that ended the scoring, 31–14.

Later, Wisconsin took a punt on its 10 yard line and Wilson, now at quarterback, moved the Badgers to a first down on the Ohio State 39. His second down pass was intercepted on the Buckeye 10 as the game ended.



# Homecoming Coming Up!

For those Badgers wending their ways toward the campus along about November 5 or so, Homecoming promises to be a fun filled, music filled weekend of entertainment and good fellowship.

There'll be a football game, toobetween the Badgers and the Northwestern Wildcats.

And of one thing you may be sure. Whatever fate befalls the Wildcats on the gridiron this Nov. 6 afternoon, they'll really "get the business" the day before in dozens of traditional Homecoming displays by campus residence houses.

Of music there will be an abundance. Our own Wisconsin band will provide much of it. Not only will the bandsmen provide a special between-halves spectacle at Camp Randall in their usual, highlyskilled fashion; they'll be on hand Friday afternoon to lend spirit to a Homecoming parade that will also feature special floats built around a Homecoming theme. In the field house Friday evening will be another famous musical company Fred Waring and his Pennsylvanians, presenting what he calls "Pleasure Time, 1955," evidently a preview of things to come.

Right after the game are scheduled many open houses sponsored by a host of campus groups and even more private parties. The Union will be the scene of the Homecoming Ball, which really should be big—every danceable space except the bowling alleys have been reserved for the event.

As usual, many University and University-connected groups have made it a point to schedule conferences and meetings at Homecoming time. Among them are the Regents, the Visitors, the Alumni Association's executive committee (Saturday morning at the new Engineering Building) and the special alumnae advisory committee (Friday afternoon in the Union).

## Sitting for Science

About 300 spectators at every Camp Randall home grid game this fall are doing their sitting for the sake of scientific research. For they're sitting, some of them, on two inch planks overlaid with several layers of resin treated paper, or commercial hardboard sheets or paper plastic. By way of comparison, others are seated several new planks of prime quality, straight grained, knot-free wood. Nonstaining wood preservative was squirted into all bolt holes to prevent decay.

The experiment is under the direction of the U. S. Forest Products Laboratory in Madison, and the problem the scien-

## Brevities

Why is ex-Wisconsin star Elroy Hirsch still playing professional football when he has what looks like a promising acting career in Hollywood in the making? "Well, I still like the game," he says, "and as long as I can still play well enough, I want to be in there." He's also waiting to see how his next picture "Unchained," comes out before crystallizing his picture-making plans (in that film he plays the part of a convict, somewhat out of the character of "Crazylegs," in which tists are really trying to lick is that of rust. The University has had trouble with rusting away of the bolts that hold the seats down.

Every stadium seat contains about three board feet per customer. Lumber planking has long been the preferred seat material because it is durable, strong, and warm to the touch. Experimenters hope that the new material—which will allow the use of cheaper lumber—will have the same qualities. And what's more, they are supposed to give the seats better rain resistance. If you've ever squirmed on a wet seat, you'll especially like that.

he played the starring role.) Although at the ripe old age of 30, Elroy is fourth leading pass receiver in the National League.

All of you who witnessed the Rice-Wisconsin game—and who within range of a television set didn't?—have seen the new look at Camp Randall. It's the first time the actual appearance of a gridiron has been changed in we-don't-knowwhen, and everybody seems well satisfied with the change, from Joe Fan through Jim Miller to Athletic Director Guy Sundt. We refer, of course, to what has now become the practice of marking off the field with short stripes at every yard. Sundt recently waxed enthusiastic over the innovation and recommended it highly.

Credit for the idea goes to John Lockney of Waukesha, who tried it out at a high school game there earlier in the season. He offered it to the Wisconsin athletic director and Rice coach Jess Neely agreed to try it out.

\*

Billy Lowe's 98-yard runback of an intercepted Purdue pass was the longest such since Jack Wink ran 103 yards against the strong Great Lakes team in 1942. The 98-yard gallop, however, is as long as any recorded officially in the Big Ten since the conference began keeping official records in 1939.

When Wisconsin won its first four football games of the season, it was the first time, this phenomenon had happened since 1927.

\*

Wisconsin's football Badgers will be playing this fall before more than 500,000 grid fans—not including the millions who saw the Rice–Wisconsin clash via a nationwide television setup. Around 260,000 will have seen Wisconsin in action at Camp Randall Stadium during five home games. Another 82,000 at Ohio State, 71,000 at Illinois, 43,000 at Iowa and 51,000 at Michigan State all sellout crowds—swells the total past the half million mark.

\*

More than 60 different groups-including many alumni clubs-are watching Wisconsin football games this fall as a result of the movie circuit developed by the Sports News Service. The first showing of the preceding Saturday's movies is at Oconomowoc Sunday night; film is picked up at Milwaukee after a quick trip from the processors in the Twin Cities. And by Monday afternoon three other groups in Minneapolis, Kenosha, and Duluth have already sent their copies on their routes. Organizations getting the films during the first week pay \$100 for a season's showing; secondweek showings bring \$50 a season, and later showings cost \$3 each.

Wisconsin's grid campaigners will be playing in four—count 'em, 1–2–3–4— Homecoming football games this fall. Last week at Ohio State, this week at Iowa, the following week at Madison, and then against Illinois at Champaign.

### a record to match lvy's . .



Guardian Life's Home Office In Madison

## During the past five years Guardian Life's Insurance has increased over 50 million dollars

#### **IVY'S GREAT RECORD**

TOTAL FOR 5 SEASONS

WON-3	0
LOST-1	2
TIED-	4

1949

WON—Marquette, Navy, Indiana, Northwestern, Iowa; LOST—California, Ohio State, Minnesota; TIED —Illinois.

1950 WON—Marquette, Illinois, Iowa, Northwestern, Purdue, Minnesota; LOST—Michigan, Ohio State, Pennsylvania.

1951 WON—Marquette, Purdue, Northwestern, Indiana, Pennsylvania, Iowa, Minnesota; LOST—Illinois; TIED —Ohio State.

1952

WON—Marquette, Illinois, Iowa, Rice, Northwestern, Indiana; LOST—Ohio State, UCLA, Southern California (Rose Bowl); TIED—Minnesota.

1953

WON—Penn State, Marquette, Purdue, Iowa, Northwestern, Illinois; LOST—UCLA, Ohio State; TIED— Minnesota. Back when the forward pass was just a stunt, National Guardian Life had its beginning. Today it is recognized as one of Wisconsin's great institutions. Insurance in force totals over \$162 million, an increase of over 56% since Ivy came. Guardian Life, like Wisconsin's football team, has gained national recognition.



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