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## **Wisconsin alumnus football bulletin. Volume 56, Number 6 [5] Nov. 8, 1954**

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# WISCONSIN ALUMNUS FOOTBALL BULLETIN

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Vol. 55<sup>56</sup> NOVEMBER 8, 1954

No. 5

Published by the Wisconsin Alumni Assn.

## Wisconsin 7, Iowa 13

## Wisconsin 34, Northwestern 13

### Badgers Assured Of Winning Season

WISCONSIN'S football, forces, claiming a 5-2 victory record for the 1954 season and a 3-2 mark in Western Conference play, faces two more obstacles on its schedule with only faint hopes of a possible championship share in the Big Ten.

The Badgers, who got back into the win column by defeating Northwestern 34-13, are still in the title race as it enters its final two weeks. They are in fifth place but could emerge with a title share if enough combinations of wins-and-losses are effected.

The Badgers, of course, must win at Illinois (Nov. 13) and from Minnesota at Camp Randall (Nov. 20). In the meantime, Ohio State must lose its final two games to Purdue at Lafayette (Nov. 13) and to Michigan at Columbus

By Art Lentz

UW Sports News Service



Delta Zeta's float in the Homecoming parade was prophetic.

THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. Entered as second class matter at the post office at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

**a record to match Ivy'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—30

LOST—12

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.

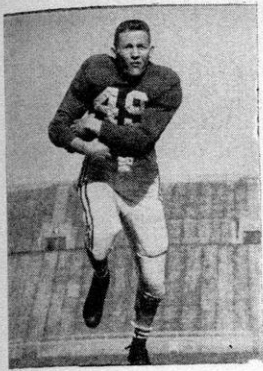
1953

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.

*National*  
**Guardian Life**  
Insurance Company

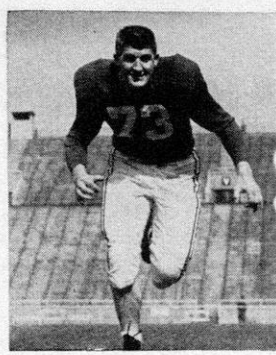
You who have children will be interested in National Guardian Life's All-American policy. It secures an education, it turns every dollar of protection into five at the time when family responsibilities begin, and it provides an income for retirement.



LOWE



HOWARD



DITTRICH

(Nov. 20) . . . thus leaving the hitherto unbeaten Bucks with a final 5-2 Big Ten mark, the same as the Badgers might accomplish.

Michigan, also must lose on Nov. 13 to Michigan State if the Wolverines are to be eliminated. Minnesota, still in the title picture, would be eliminated by a Badger defeat.

Iowa, fifth team in the title scene, could gain a possible title share, too, if it defeats Minnesota next week (Nov. 13). That would leave Wisconsin, Ohio State, and Iowa with 5-2 Big Ten records.

However, both Minnesota and Michigan by winning their remaining two games, plus a second defeat for Ohio State by Purdue, would result in those two teams finishing in a title deadlock. Purdue was eliminated by its defeat at Iowa last week.

Wisconsin's big chance at Rose Bowl and title honors was spoiled by the defeat at Iowa, 13-7, two weeks ago. Coming on the heels of the 31-14 loss to Ohio State, that setback at Iowa City marked the first time in Ivy Williamson's coaching career that his Badger teams ever lost two Big Ten games in a row.

Only once before, when Wisconsin lost successive road games to Ohio State and Pennsylvania in 1950, did a Williamson-coached Wisconsin team lose any two games in succession.

When Williamson indicated at the start of the season that Wisconsin's weakness in not having a real speed merchant for the outside threat would become more important as the season progressed, he knew what he was talking about.

Because of this, Wisconsin, until the Northwestern game, had to grind out yardage because teams would defense against Alan Ameche's fullback thrusts and take chances on the Badger short pass game.

The absence of a real outside running threat hurt tremendously in the Ohio State and Iowa games. Whether it would have won those games, is problematical, but, at least, the Badger chances would have been much better.

### Wisconsin 7, Iowa 13

**T**HE FIRST HALF of the Iowa game bore a strong resemblance to the Purdue game of two weeks before, except that the Hawkeyes got more points which, as it turned out, were enough to stave off the second half bid of the Badgers.

Wisconsin could do little against the fixed-up Hawkeyes and were outcharged in the line where, in the final analysis, games are won and lost.

Wisconsin elected to receive on the kickoff but the ball was poorly booted, the sphere bounding crazily to the Wisconsin 33 where Ameche barely had time to pick it up and return it seven yards.

Going into a single wing immediately, Wisconsin quickly moved to a first down on the Iowa 43 and Lowe cracked thru for five on the initial play of the second sequence. Then Ameche couldn't handle a not-too-well executed handoff, fumbled, and Swedberg recovered for Iowa on the Iowa 38.

Iowa was held, punted, and Wisconsin, likewise, couldn't go. So Iowa took

over on the Wisconsin 49 and steadily bit off chunks of yardage until on third down of a third sequence, Broeder took a pitchout and raced 15 yards to the Wisconsin 2. In two sneaks, Reichow went over for the touchdown and Freeman's conversion made it 7-0 with 2:45 left in the first period.

Following the ensuing kickoff, Wisconsin had to punt and Levenhagen sent a beauty down to the Iowa 10 where Smith was downed immediately. On the first play, Reichow fumbled and Messner recovered on the Iowa 10 for Wisconsin as the quarter ended.

Ameche, held for no gain on his first attempt, battered for six and two in his next two thrusts but on fourth down, goal to go, Levenhagen took a handoff, bore into the line and fumbled, the ball rolling into the end zone. Iowa recovered for a touchback.

In a few moments, Wisconsin again was moving, this time reaching the Iowa 38 but on third down, Miller's pass was intercepted by Lawson on the Iowa 23 and returned 10 yards.

Reichow, on a keeper, raced 42 yards to the Wisconsin 26 but on fourth down of that next series, Reichow's pass was intercepted by Lowe who almost broke into the clear but was tripped up from behind on the Wisconsin 2. For a moment it looked just like the setup in the Purdue game where Lowe intercepted and ran 98 yards.

Wisconsin moved out to the 16 but was forced to punt and Iowa, taking over on the Wisconsin 46, quickly picked up a first down on the Wisconsin 24. On second down of the next sequence, Ploen passed to Freeman who lateraled to Smith, the play netting 21

## Wisconsin 7, Iowa 13

### TEAM STATISTICS

	Wis.	Iowa
<b>FIRST DOWNS</b>		
Rushing	8	10
Passing	5	3
Penalty	0	1
<b>NET RUSHING YARDAGE</b>	129	193
Number of Rushes	46	47
<b>NET PASSING YARDAGE</b>	102	59
Number of passes	17	12
Passes completed	7	5
Passes Intcptd By	1	1
<b>PUNTS BY</b>	4	5
Total punt yardage	164	205
<b>FUMBLES BY</b>	5	4
Fumbles lost by	3	2
<b>PENALTIES ON</b>	2	5
Yardage lost on penalties	10	65

### INDIVIDUAL STATISTICS

(Wisconsin)

Rushing	Att.	Net Gain	Ave.
Alan Ameche	26	117	4.5

Clary Bratt	2	4	2.0
Pat Levenhagen	2	6	3.0
Bob Gingrass	1	6	6.0
Miller	10	-3	-0.3
Haluska	1	0	0.0
Lowe	4	-1	-0.3

Passing	Att.	Comp.	Int.	Yds.
Miller	5	1	1	12
Haluska	12	6	0	90

Pass Receiving	Caught	Yardage	TD
Temp	1	12	
Gingrass	2	37	
Locklin	1	12	
Howard	3	41	

Punting	Punts	Yardage	Ave.
Levenhagen	4	164	41

### Score by quarters:

Wisconsin	0	0	7	0-7
Iowa	7	6	0	0-13

yards overall and putting the ball on the Wisconsin 3. In two tries Stearnes punched over for the touchdown. Freeman missed the conversion and there were only 40 seconds left of the half.

If Wisconsin appeared sluggish and controlled by the Hawks, the second half performance was decidedly different, even though the game wasn't won. Iowa received and on the first play from the Iowa 35, Weigmann fumbled, Wisconsin recovering on the Iowa 36.

Ameche rammed for one, Miller skipped for seven, and Ameche bulled for 12 to a first down on the Iowa 28. Levenhagen made four and Miller contributed one, then Lowe was dropped for a four yard loss and Miller, on fourth down, was tackled by Hall for a 11 yard setback.

Then followed a period of kick exchanges until Wisconsin took possession on its own 35—late in the third quarter. Haluska, now at quarterback, tried one aerial but it was incomplete. He hit Howard for a nine-yarder on the next try and Ameche cracked through for seven to penetrate Iowa territory.

It didn't take long from then on. Haluska pitched to Howard for a gain of 26 yards. Ameche broke through tackle and carried three tacklers with him for 22 yards to the one yard stripe. Haluska tried a sneak but was stopped cold. Then Ameche shot through for the touchdown and Wilson converted to make the score 13-7. There were three seconds remaining in the period.

Iowa moved to the Wisconsin 42 but a penalty set them back 15 yards on third down and a fumble, though recovered, lost five more yards. Wiegmann then punted to Bratt who called for a fair catch on the Wisconsin 15.

Once more Wisconsin bid for a touchdown. Ameche hit for two, Haluska pitched seven yards to Howard and Ameche banged out five yards to make it first down on the Wisconsin 29. On second down, Haluska passed 26

## BIG 10 STANDINGS

	W	L	Pct.	TP	OP
Ohio State -----	5	0	1.000	133	42
Michigan -----	4	1	.800	78	33
Minnesota -----	3	1	.750	64	60
Iowa -----	4	2	.667	106	79
WISCONSIN -----	3	2	.600	81	63
Purdue -----	2	2	.500	75	72
Indiana -----	1	3	.250	41	85
Michigan State -----	1	4	.200	57	80
Northwestern -----	0	4	.000	27	81
Illinois -----	0	4	.000	34	101

## OTHER SCORES

### OCTOBER 30

Indiana 13, Michigan 9  
Ohio State 14, Northwestern 7  
Minnesota 19, Michigan State 13  
Purdue 28, Illinois 14  
Rice 34, Vanderbilt 13  
Marquette 14, Detroit 13

### NOVEMBER 6

Iowa 25, Purdue 14  
Michigan 14, Illinois 7  
Michigan State 54, Washington State 6  
Ohio State 26, Pittsburgh 0  
Miami (O.) 6, Indiana 0  
Minnesota 44, Oregon State 6

yards to Gingrass, putting the ball on the Iowa 45.

Here two plays failed to gain and on third down Ameche gained seven. On fourth down, Bratt hit the line, fumbled, and Howard recovered on the Iowa 35 for a three yard advance and another first down.

Haluska's pass to Howard was incomplete but he found Gingrass for a strike and 12 yards. The clock read 7:46 left to play and Ameche opened the next sequence with five yards. Gingrass added six for a first down on the 12. Ameche again roared through for seven but on the next play, Haluska faked a handoff to Gingrass who brushed the ball. Haluska almost lost the ball then but swung around, the ball dropping too low for Ameche to grab it. Ameche's knee hit the ball and it bounded to the Iowa 4 where Smith recovered for Iowa.

It was a heart-breaking moment, more so for Ameche than anyone else. For this fine All-American had played a great game and it seemed inevitable that

he would score. As a matter of fact, he did wind up with the ball when they uncovered the pileup on the Iowa 4 (Smith of Iowa admitted this publicly to newspaper men) but the referee ruled that Smith had had possession when he blew the whistle.

At any rate, there it was and Iowa pulled itself together and kept banging out three first downs in succession on ground plays to end the game in possession of the ball on the Iowa 38.

## Wisconsin 34, Northwestern 13

**I**N DEFEATING Northwestern for the sixth straight time and by the same margin as in 1953, the Badgers kept clear a record of not losing a Homecoming game at Camp Randall stadium since Ivy Williamson began his Wisconsin coaching regime in 1949.

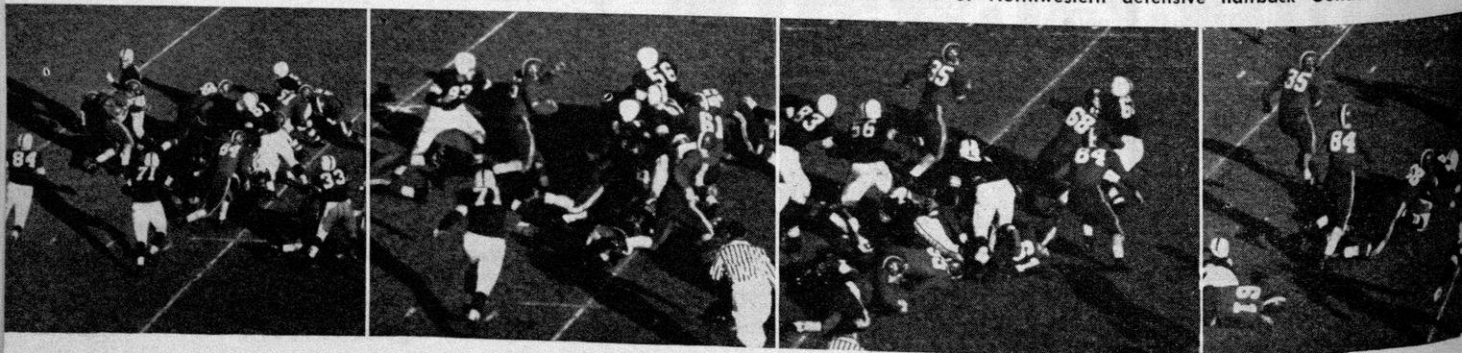
The game was more closely contested than the score indicated, for Northwestern errors of commission were used to good advantage by the Badgers. Actually, the Wildcats were a stronger club than in recent years and their defensive play, particularly against Alan Ameche, was strong. They also moved the ball well, both on the ground and in the air, but hurt themselves by their miscues.

Wisconsin scored quickly in the first period to hold a 13-0 advantage that Northwestern never did cut. After an exchange of punts, Wisconsin took over on its own 30 and moved from there to a touchdown, although Jim Miller was dumped for a six-yard loss on the first play. Levenhagen was stopped for no gain and with third down coming up on the Wisconsin 24 and 16 to go, Miller pitched a strike to Ron Locklin for 18 yards and a first down on the Wisconsin 42.

A pass was incomplete, then Ameche took a pitchout and ran for four yards. Billy Lowe followed with a nifty scamper through the secondary, going 20 yards before being downed on the Northwestern 23. Ameche took a handoff and raced for 19 yards but the play was recalled because Wisconsin was offside. Ameche again carried, this time for six and Lowe

*All Photos This Issue  
Courtesy of Wisconsin State Journal*

Alan Ameche takes off on his record-breaking sprint, and meets trouble in the form of Northwestern defensive halfback Gondek (15).



burst through the left side of the Wildcat line, slanted nicely and went 23 yards for the touchdown. Shwaiko's conversion try missed and Wisconsin led 6-0.

Ameche kicked off and Northwestern failed to gain in three plays. On fourth down, in punt formation on the Wildcat 24, a bad pass from center got past Ziggy Niepokoj who finally retrieved the ball on the Northwestern 3 only to be downed immediately by Jim Temp. Ameche was stopped for no gain on the first thrust, then shot through a wide gap for the touchdown. Shwaiko this time converted and with 4:44 left of the quarter, Wisconsin led 13-0.

Shortly after the second quarter began, the Badgers gained the ball when Lowe recovered a Wildcat fumble on the Northwestern 43. Three passes by Haluska failed to click and Levenhagen punted to the NW 9.

From there the Wildcat passed or ran for enough yardage to move the ball to the Wisconsin 36 but failed to make a first down when a screen pass failed. Wisconsin took over but got nowhere.

Ameche broke loose on a single wing formation and was in the clear for a possible TD run but the play was recalled, the officials claiming Ameche's knee touched the ground as he swung toward the opening in the line. On third down, Miller passed for 11 yards to Locklin but a penalty for pushing nullified that, so Levenhagen punted, Northwestern taking over on its 41.

On the first play, Lauter carried but was hit hard, fumbling. The ball was recovered by Locklin and Wisconsin had possession on the NW 43. Ameche cracked the line for five and then Miller lofted a pass to Jim Temp who grabbed the aerial on the NW 12 and easily loped over for a touchdown. The play covered 38 yards in all and, with 10:40 left of the first half, Wisconsin led 20-0. Shwaiko made the conversion.

Northwestern bounded right back on the next kickoff and marched 67 yards for a touchdown. Most of the yardage came on Pienta's pin-point passing to Niepokoj and Stillwell, tall Wildcat

## Wisconsin 34, Northwestern 13

### TEAM STATISTICS

FIRST DOWNS	Wis.	NW
Rushing	11	10
Passing	5	10
Penalty	--	1
NET RUSHING YARDAGE	199	110
Number of rushes	39	52
NET PASSING YARDAGE	147	143
Number of passes	24	37
Passes completed	10	14
Passes intercepted by	1	2
PUNTS BY	6	5
Total punt yardage	251	163
FUMBLES BY	1	5
Fumbles lost by	0	3
PENALTIES ON	5	2
Yards lost on penalties	45	20

### INDIVIDUAL STATISTICS

(Wisconsin)

Rushing	Att.	Net Gain	Ave.
Alan Ameche	17	59	3.5
Clary Bratt	2	12	6.0

Glenn Bestor	2	5	2.5
Pat Levenhagen	4	18	4.5
Bob Gingress	3	25	8.3
Charles Thomas	1	2	2.0
Jim Miller	3	10	3.3
Billy Lowe	7	68	9.7

Passing	Att.	Comp.	Int.	Yds.
Miller	12	7	0	114
Haluska	11	3	1	33
Wilson	1	0	1	0

Pass Receiving	Caught	Yardage	TDs
Temp	2	45	1
Locklin	5	69	1
Reinke	2	24	0
Howard	1	9	1

Punting	Punts	Yardage	Ave.
Gingress	5	193	38.6
Levenhagen	1	58	58.0

### Score by quarters:

Wisconsin	13	7	7	7—34
Northwestern	0	7	0	6—13

ends. In seven plays, Northwestern was on the Wisconsin 22. Pienta then hit to Niepokoj for 12 yards and Gondek immediately whipped through for 10 yards and a TD. Callaway kicked the point and the score was Wisconsin 20, Northwestern 7 with 7:34 left in the first half.

Later Wisconsin moved from the NW 34 to the Wildcat 9 before being stopped. The situation had been set up by Gingress' 58 yard punt which rolled dead on the NW one-foot line. Northwestern punted on third down and Wisconsin got possession on the NW 34.

Ameche was stopped for no gain but Miller, on single wing formation, raced around end for 16 yards. Ameche added two yards and Lowe swept left end for seven. However, Levenhagen was stopped cold, Ameche was caught from the side and kept from any gain, and the Wildcats took over.

Northwestern was forced to punt and Miller ran the ball back to the NW 28. He then passed to Locklin for 15 yards but the period ended before another play could be run off.

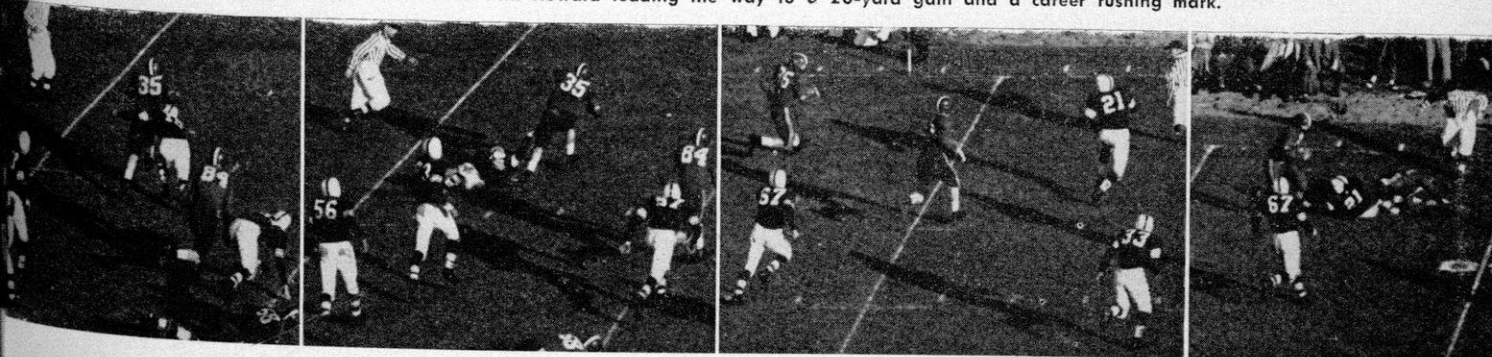
Northwestern again made a scoring bid on the opening of the third quarter, taking the kickoff and moving steadily from its 29 to a first down on the Wisconsin 35. However, a fourth down pass failed to make the necessary yardage and Wisconsin took over on its own 28.

Ameche was stopped for no gain, Miller hit Temp for seven yards and Levenhagen popped through tackle for 7 yards and a first down. Miller's pass to Locklin was complete for eight yards and Ameche swept left end for nine more.

On the following first down, Ameche smashed through the middle for 13 yards, Lowe lost a yard, Miller hit Locklin for five, and Ameche got one more. With fourth down, Miller passed 23 yards to Locklin for a touchdown. Shwaiko converted and Wisconsin led 27-7 with 4:35 left in the third quarter.

Near the close of the period, Ameche ripped off a 20-yard gain which enabled him to surpass the NCAA four-year career record. That put the ball on the NW 37 and Wisconsin picked up a first down on the 19. On second down,

A flick of the hips breaks him into the clear with Howard leading the way to a 20-yard gain and a career rushing mark.

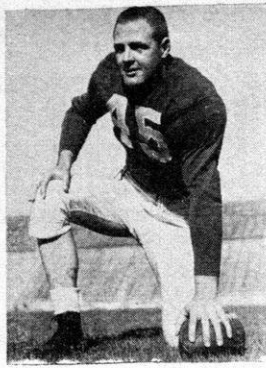




LEVENHAGEN



AMUNDSEN



BRATT

Haluska's pass was intercepted by Damer and returned to the NW 23.

At the outset of the fourth quarter, Northwestern took over on its 20 following a punt and went all the way in 15 plays, most of the big yardage coming on passes. With third down, nine to go on the Badger 14, Pienta pitched a strike to Nosal for 13 yards and Foster carried over for the TD on the next play. The conversion attempt was wide and with 8:37 left to play in the game, Wisconsin led 27-13.

After an exchange of punts, Wisconsin got the ball on the NW 43. Ameche took a pitchout but was stopped for a yard gain. He left the game limping because of a leg injury and Wisconsin took time out.

Haluska entered the game to handle the Badger quarterbacking and promptly passed 17 yards to Jim Reinke. Gingrass gained seven yards but Wisconsin,

charged with holding, was penalized back to the NW 43. Bratt carried for five yards but this time Northwestern was called for roughness and the ball placed on the NW 23. Haluska found Howard in the end zone for an apparent TD pass but Wisconsin was offside, thus voiding the play.

Here the Badgers got down to business. Smacked through for eight yards and Glenn Bestor added four more. Gingrass carried for seven yards, making it a first down on the ND 4 and Haluska passed from there to Howard in the end zone for the final TD of the game. Buzz Wilson converted and the scored stood 34-13.

Near the close of the game, Wisconsin threatened again but Wilson's pass, intended for Bratt, was intercepted by Moyers and returned 39 yards to the Wisconsin 46. The game ended one play later.

## More Stadium Seats Being Considered

The University's Board of Regents got into the Homecoming football act last weekend, too, when they considered a preliminary proposal to add another 12,000 seats to Camp Randall stadium.

The Board authorized Athletic Director Guy Sundt to hire architects and engineers for a study of stadium seating, and stipulated that additional parking facilities should also be considered.

As it appears now, there are three possibilities in enlarging the Stadium:

1. Addition of new seats in rows extending upward from the present stands;
2. Erection of stands at the south end of the Stadium to close off existing gaps between bleachers and the field house, and
3. Lowering the entire playing field by 10 feet. The latter course would make room for about 16,000 new permanent seats, but would take about 3,500

bleacher seats now set up below the stands. It would also eliminate the track which now circles the playing field.

Rough estimates place the cost of the proposed enlargement at around half a million dollars for another 12,000 to 13,000 seats. The 1951 enlargement, which added 6,500 seats, cost about \$360,000 and brought Stadium capacity to 51,000.

Another motion, by Regent Wilbur Renk, directed the campus planning commission to "study the possibility of moving the stadium before we spend more money on enlarging it." Renk was fearful of the additional parking problem that might be caused by adding new seats.

## Hard to Get

This proves that the football ticket situation at Wisconsin is rough!

When author Julian Huxley arrived in Madison Homecoming Saturday prior to his Union Theater appearance the next

evening, first thing he did was to call Pres. E. B. Fred to ask for a ticket to the game.

Pres. Fred, meeting with the Regents, looked around. He didn't have any extra tickets. Neither did the Regents. So he decided to give up his own ticket to Huxley, and at game time took up squatter's rights in the vicinity of the band.

Being acquainted with some of the Camp Randall ticket takers, we wonder how the prexy managed to crash the gate without a ticket.

## BREVITIES

With sellout football crowds the order of the day, the perennial ideas for licking the seating problem are getting a workout. We like the one which would call for a circular playing field, the yard markers ruled around in concentric circles, with the teams playing from the outside in. This would require considerable changing of the rules, of course, but it would give everybody the same seating advantages.



Francis "Bonnie" Ryan, '49, the smiling Irishman who used to take care of athletic movie schedules and perform assorted duties for the Sports News Service, has a new job. His assignment: publicity man for the professional Green Bay Packers football team. He joined the squad just before it began its first season under former Marquette coach Lisle Blackburn. Bonnie's Camp Randall Stadium office space has been taken over by Jim Mott, '54, former Cardinal sports editor.



By gaining 59 yards in the Northwestern game, Alan (The Horse) Ameche ran up his four-year total to 3,186 yards an all-time NCAA record. The old record, held by Ollie Matson of San Francisco University, was 3,166 yards. Ameche's total doesn't include the Rose Bowl game.

## 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

# Hats Off to Football

Gordon Fox, '08

*President  
Wisconsin Alumni Association*

**G**RIDIRON PROWESS looms large on every campus. Does it merit the prominence it receives? That is a perennial question.

What are the attributes of football?

Football caters to the urge for contest which has intrigued mankind thru the centuries.

It portrays the spur of competition, the greatest single factor contributing to America's technological supremacy.

It emphasizes teamwork, a first essential to organizational efficiency.

It requires conformity to rules and penalizes their slight.

It commands loyalty, the root of trust.

It imposes discipline and training as the price of successful endeavor.

It exacts desire, devotion and determination as the impetus of drive.

It fosters the precept of strength-thru-striving.

It schools in the acceptance of adversity and defeat.

It instills good sportsmanship, requisite to every facet of living.

It demands scholastic proficiency.

It prescribes abstinence and restraint.

It involves risk, implants courage, fortitude and valor.

It inculcates self-reliance and poise.

It shuns the shirk, the coward, the drone.

It is popular because it commands the superlative, in brain, in brawn, in bearing.

In these crucial days of pampering paternalism, when we seem to commend weakness, when the theme of selfish security is crowding the theme of selfless service, America's greatest need is for men, men of integrity, men of virility, men of dedication, men of performance.

Football contributes positively to the definition and the development of American manhood.

Football is more than a spectacle; it is an ideal; it embodies the traditional spirit from which evolved The American Way.

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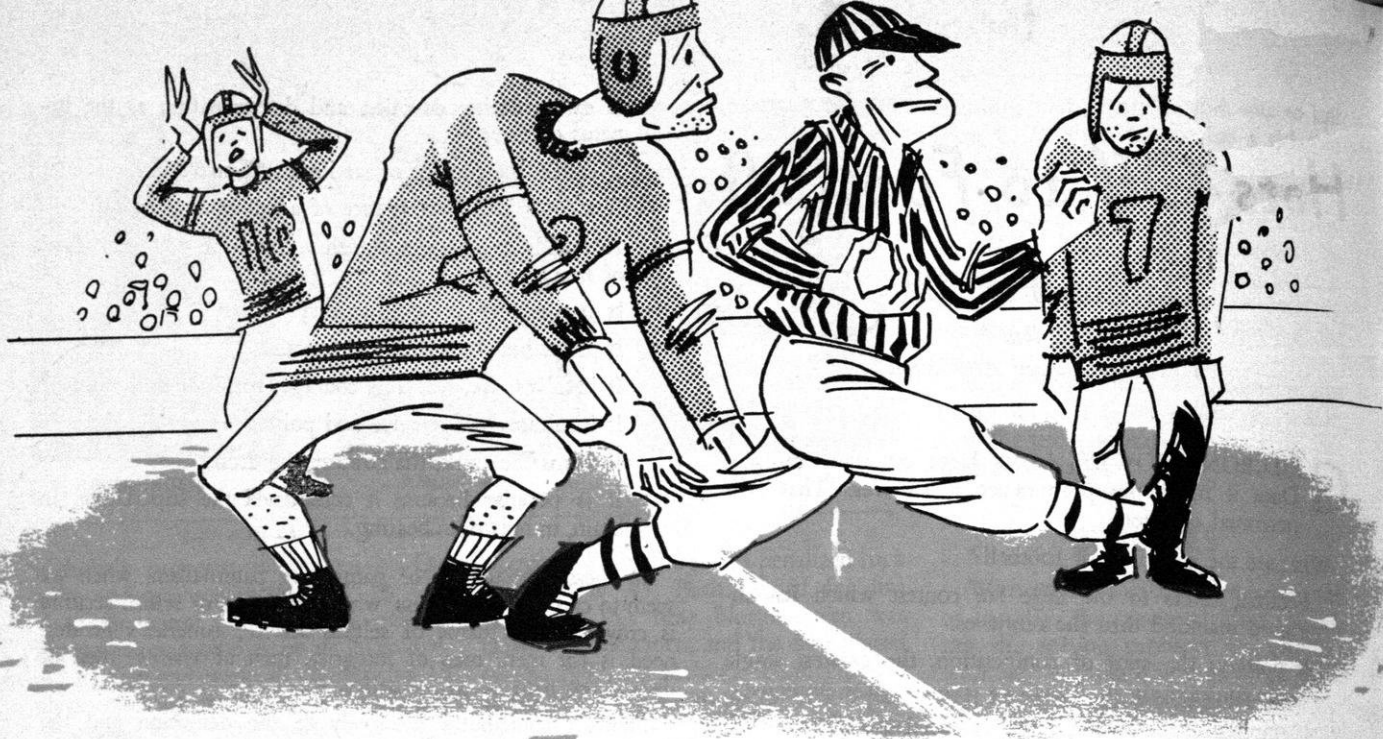
Hats off to football.

## Homecoming: 1954

In the second car of the Homecoming parade were King Bud Kortier and Queen Darlene Weyers. The floats below are proceeding along State Street. At right was the grand prize-winning decoration, a highly mobile, mammoth affair with the theme "It's Time to Put the Cat Out," erected by Tau Kappa Epsilon.







# don't PENALIZE yourself!

enjoy top indoor Comfort

with **Mueller Climatrol**

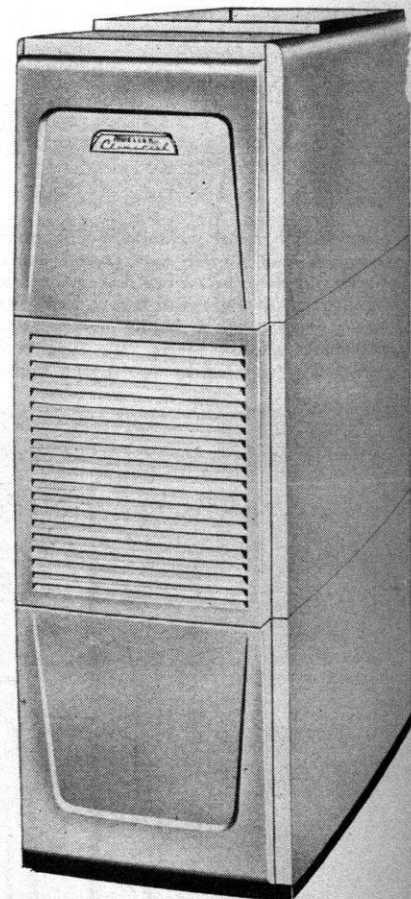
## Automatic Heat

Does a stubborn furnace cause your temper to get "off sides"? Is your day taken up by "too many time outs" in the basement, trying to coax more heat out of your furnace?

Don't penalize yourself any longer. Throw out that furnace for "unnecessary roughness" and install clean automatic Mueller Climatrol heating.

It's so easy to tend the furnace the Mueller Climatrol way. Just set the thermostat once and your heating worries are over for the rest of the season. You have perfect indoor climate in every room in your house.

Mueller Climatrol is the Big Name in Heating. And for all year around comfort, you'll want Mueller Climatrol cooling, too. Yes, for heating, cooling, or incinerators see your local Mueller Climatrol dealer.



# Mueller Climatrol

MADE IN MILWAUKEE

Since 1857