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WISCONSIN ALUMNUS FOOTBALL BULLETIN

Serials Dept.
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Vol. 58

SEPTEMBER 10, 1956

No. 1

Published by the Wisconsin Alumni Association

Fellow Badgers:

This issue marks the *twentieth birthday* of our football report.

For two eventful decades members of the Wisconsin Alumni Association have been receiving, as extra dividends of their membership, regular reports on the football fortunes of twenty grid elevens under two coaches.

Now, as another football coach takes over the reins at Wisconsin, the *Wisconsin Alumnus Football Bulletin* can point with pride to a milestone of its own.

Since its inception back in 1936, when it was called *Football Letter*, the report has been one of the most appreciated, and the most imitated, services of the Association to its member. Survey after survey has revealed that Wisconsin Alumni Association members place a high value on this feature of their membership.

Back in 1936, the *Football Letter* was another Wisconsin Alumni Association first—no other alumni association published such a report for its members.

Now, although it is the report's 20th birthday, our publication has long since come of age. It has grown up from four pages to eight pages, is brightly printed and illustrated with unusual action pictures. Actually, the *Football Bulletin*—with 40 pages each fall—is the equivalent of one extra full-size *Wisconsin Alumnus*.

In twenty years, more than 1,610,000 *Football Letters and Bulletins* have been printed . . . practically all of them on an extremely tight production schedule designed to provide



you and other Association members with game details as soon as possible.

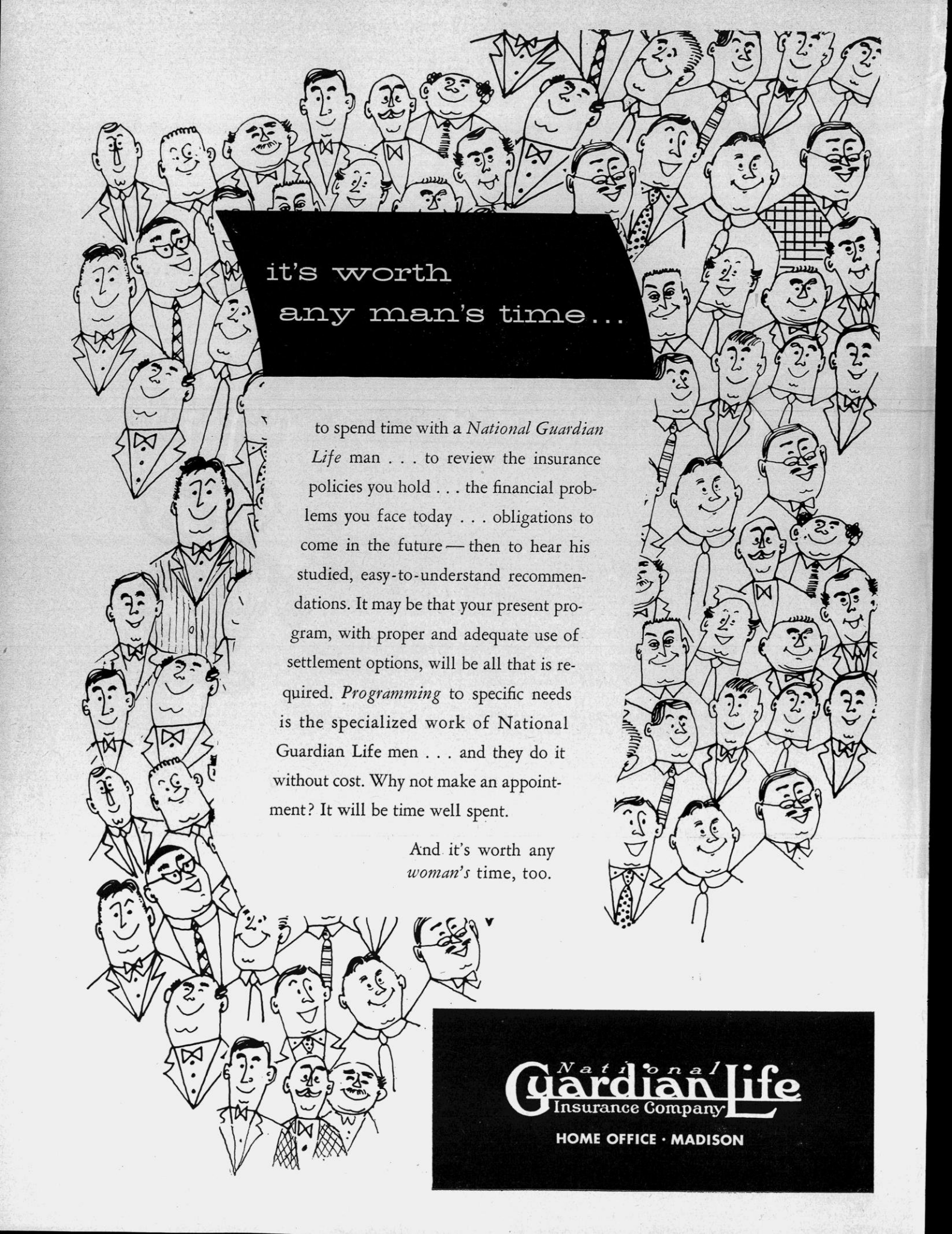
The *Football Bulletin* creates some anxious moments. But it's the kind of service we of the Wisconsin Alumni Association enjoy doing. We hope you go on enjoying it . . . and we hope, too, that it brings you the kind of news you want to hear about your Badger squad!

Sincerely,

A handwritten signature in cursive script that reads "John Berge".

Executive Director

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.



it's worth
any man's time...

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woman's time, too.

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HOME OFFICE • MADISON

A new coaching era begins . . .

By Art Lentz

*Former Director
Sports News Service*

Milt Bruhn, et al, face big

task in developing top team



One new face and several changes in responsibility are present in the 1956 Wisconsin football coaching staff. From left to right are Robert Odell, backfield coach; Thomas F. Rearden, defense coach and new staff member; LaVerne Van Dyke, junior varsity coach and scout; Milton Bruhn, head coach; Paul Shaw, George Landphear, and Fred Marsh, end, freshman, line.

A MAN-SIZED task confronts Head Coach Milt Bruhn and his capable staff of assistants who launch a new football coaching era this fall at the University of Wisconsin.

The likeable Bruhn begins his first season as gridiron bossman after 20-odd years of faithful duty in the role of chief aide and he's fully aware that the assignment of developing a "representative" Badger team is no easy one.

As one sportswriter put it when

Bruhn was given the coaching reins by Ivy Williamson—who moved up to the athletic directorship last December—"Bruhn's heritage as head coach is such that it would be understandable enough if he were to proceed exactly as before. Williamson gave Wisconsin its greatest seven years of modern football. Bruhn was Williamson's line coach . . . but Bruhn also has ideas of his own and these he now will use".

And from the first staff meeting held

by Bruhn through the long summer of preparation . . . it has been apparent that the new Badger coach has approached all problems with an open mind and with a determination that deserves the confidence of all Wisconsin backers.

But, while Badger football is being given Bruhn's distinctive and personal trademark, there were immediate problems to solve as fall drills opened on Sept. 1 at Camp Randall stadium.

Most pressing is the search for a quarterback to replace the Jim Miller-Jim Haluska tandem which operated effectively the past two seasons. Then Bruhn must develop top-notch tackles from a group of reserves who, collectively, did not get in as much playing time as the two starters of 1955, Bob Konovsky and John Dittich, who have completed collegiate competition.

Currently, there is no quarterback of proven ability available; and to engage seven Big Ten opponents in succession this fall, a signal caller and passer of ability is necessary, along with a pair of grade-A tackles.

The quarterback situation has been comparable to that of 1952 when Ivy experimented with and discarded five candidates before "discovering" Jim Haluska 10 days before the season opener. Haluska, brought up from the junior varsity to face a "this-is-it" challenge, promptly took charge and guided Wisconsin into a Big Ten title share and a Rose Bowl berth that year.

But the analogy goes only so far . . . as yet, there has been no Haluska, or, for that matter, no Miller on the list of current talent available. At least, no one yet has shown enough to lift the frown of concern from Bruhn's brow.

Of the five quarterbacks on the squad, the current leader is Ronald Carlson, a junior. Others, in order of pre-season rating, are Franklin Luksik, Gil Blackmun, Bob Dawson, and Dick Simonson. Carlson and Luksik were on the squad last year but were withheld from competition. Blackmun and Dawson are young sophomores this fall, and Simonson is the only one with some experience (extremely limited, of course, since there were two Jim-Dandys about, Haluska and Miller.) Simonson won a junior varsity letter, the others have only freshmen numerals.

The tackle position poses the problem of development of quality much more than quantity. Some optimism is offered in the return of Martin Booher, major letter man in 1953 and 1954, who has regained scholastic eligibility after a

1955 recess. Booher was a starter in 1954 and should spearhead that group. Others available include Rocco Cinelli, a very promising sophomore; Jerry Cvenegros, a 254-pound major letter winner last fall; John Heineke and Mike Cooper both of whom won junior varsity letters last year.

At guard, the problem is somewhat similar. Paul Shwaiko, who was seeking his fourth letter, has been inducted into service, leaving Steve Ambrose, another senior, as the only experienced man. A capable reserve is Bill Gehler, junior varsity letterman, while Jon Hobbs, James Wadlington, and Melvin Morris, are a trio of promising sophomores.

Wisconsin is well fortified at the end spots with two major lettermen back, both of whom saw considerable action last fall. Dave Howard, highly regarded for All-American selection, returns to the right wing while James Reinke, a

senior like Howard, is back at the left wing. Dick Kolian, who spelled both Howard and Reinke last year, has been shifted to the fullback spot, but Tom Peters, a junior, is scholastically ineligible. Tops among the sophomore recruits are James Fraser and David Kocourek.

Veteran halfbacks also are available. Billy Lowe, a senior, has been a starter at right halfback since midway in his sophomore year while Captain elect Pat Levenhagen, a left halfback starter the past two years, now has shifted to fullback. Danny Lewis, a junior, who was a sophomore standout last year, gets the first choice for left halfback.

Two other major lettermen are available for new positions. Glenn Bestor was second string fullback last year and could be a real fine guard this fall. John Bridgeman, fastest of the backs, won his "W" last year as a reserve, and this fall has shifted from right to left halfback. Both Bestor and Bridgeman are seniors.

Sophomore backs of high regard are Earl Hagberg, right halfback, and Dick Tilley, fullback.

At center, Wisconsin has a sophomore with the potential of an All-American in Art Bloedorn, who has been favorably compared with Bob "Red" Wilson, one of the Badger star pivotmen in re-

Art Lentz Resigns for Olympic Post

The by-line of Art Lentz will be missing from succeeding Football Bulletins.

For the sincere, capable, hard-working Art has assumed a position as public relations director of the U.S. Olympic Association—a job which even the most fanatic Badger sports fan must acknowledge to be an advancement. Art has been director of the University of Wisconsin Sports News Service and Film Library from 1946 until his resignation September 1.

Art's current appraisal of Badger grid prospects was written before he left to make his headquarters in New York, where he will handle all press relations for the American contingent at the Olympic Games in Melbourne, Australia, this fall.

During his decade of service to the University under Athletic Directors Guy Sundt and Ivan Williamson, Art has been a friend of many Wisconsin alumni, both inside and outside Wisconsin. He has been much in demand as an authoritative and interesting speaker at alumni club meetings, and his professional performance has won him great admiration among sports writers and his athletic public relations colleagues in universities from coast to coast.

Since 1954, Art's assistant in the sports news office has been James Mott, '53, and the latter will serve as acting director of the service and film library. Assisting Jim will be Kay Schultz, a University senior who has been associated with the department for the past three years.

You'll Get 4 More Bulletins

As a member of the Wisconsin Alumni Association, you will receive in 1956 four more information-packed *Alumnus Football Bulletins*. Each of them will contain facts and reports on Badger gridiron activities.

Be sure to keep your address up to date so you will receive each *Bulletin* as soon as possible.

Bulletin No. 2, covering the Marquette, Southern California and Iowa games, will be published Oct. 15; Bulletin No. 3 on Oct. 29 will follow the Purdue and Ohio State games; the Nov. 12 Bulletin will follow the Michigan State and Northwestern games, and the final Bulletin will follow the Illinois and Minnesota games.

(continued on page 7)

Save This Page

fold it into your wallet for ready information on 1956 football schedules in the Big Ten, the Wisconsin team roster, pictures of players, etc.

1956 Western Conference Schedule

September 29
MARQUETTE AT WISCONSIN
 ("W" Club Day)
 California at Illinois
 Iowa at Indiana
 U.C.L.A. at Michigan
 Michigan State at Stanford
 Minnesota at Washington
 Iowa State at Northwestern
 Nebraska at Ohio State
 Missouri at Purdue

Tulane at Northwestern
 Stanford at Ohio State

Penn State at Ohio State
 Michigan State at Notre Dame

(Homecoming)
 Illinois at Michigan
 Indiana at Ohio State
 Iowa at Minnesota
 Purdue at Michigan State

October 6
SOUTHERN CALIFORNIA AT WISCONSIN
 Illinois at Washington
 Indiana at Notre Dame
 Oregon State at Iowa
 Michigan State at Michigan
 Purdue at Minnesota

October 13
WISCONSIN AT IOWA
 Ohio State at Illinois
 Indiana at Michigan State
 Army at Michigan
 Northwestern at Minnesota
 Purdue at Notre Dame

October 27
WISCONSIN AT OHIO STATE
 Michigan State at Illinois
 Northwestern at Indiana
 Iowa at Purdue
 Minnesota at Michigan

November 17
WISCONSIN AT ILLINOIS
 Indiana at Michigan
 Ohio State at Iowa
 Michigan State at Minnesota
 Purdue at Northwestern

October 20
PURDUE AT WISCONSIN
 (Dad's Day)
 Illinois at Minnesota
 Indiana at Nebraska
 Hawaii at Iowa
 Northwestern at Michigan

November 3
WISCONSIN AT MICHIGAN STATE
 Illinois at Purdue
 Marquette at Indiana
 Michigan at Iowa
 Minnesota at Pittsburgh
 Ohio State at Northwestern

November 24
MINNESOTA AT WISCONSIN
 Illinois at Northwestern
 Indiana at Purdue
 Notre Dame at Iowa
 Kansas State at Michigan State
 Michigan at Ohio State

November 10
NORTHWESTERN AT WISCONSIN

1956 GRID ROSTER

Name of Squad Member	Pos.	Wt.	Ht.	Age	Class	Home Town	Previous Awards
Andrus, Rodney	LG	214	5-11	19	So.	Oconomowoc	None
Ambrose, Stephen E.	LG	195	5-11	20	Sr.	Whitewater	W-55, JV-54
Bestor, Glenn L.	RG	209	6-1	21	Sr.	Fond du Lac	W-55, JV-54
Blackmun, Gilbert F.	QB	170	6-0	19	So.	Hammond, Ind.	Num-55
Bloedorn, Arthur R.	C	205	6-2	19	So.	Green Bay	Num-54
Booher, Martin M.	RT	235	6-1	22	Sr.	Struthers, Ohio	W-53, 54
Brandt, William W.	LE	180	6-1	21	Sr.	Milwaukee	JV-54, 55
Bridgeman, John S.	LH	178	5-10	22	Sr.	East Chicago, Ind.	W-55, JV-54
Brostrom, Paul E.	RT	210	5-11	19	So.	Chicago, Ill.	Num-55
Carlson, Ronald P.	QB	176	5-9	20	Jr.	St. Charles, Ill.	Num-54
Chryst, George H.	LG	185	6-1	19	So.	Madison	Num-55
Cinelli, Rocco P.	LT	227	6-2	20	So.	Bangor, Pa.	Num-54
Cooper, Myron G.	LT	220	6-4	22	Sr.	Euclid, Ohio	JV-55
Corcoran, Gordon C.	C	194	5-11	19	Jr.	Madison	JV-55
Cvengros, Jerome S.	LT	254	6-3	22	Sr.	Ironwood, Mich.	W-55
Cvengros, Patrick J.	RE	206	6-2	20	Jr.	Ironwood, Mich.	Num-54
Dawson, Robert C.	QB	170	5-10	20	So.	River Falls	Num-55
Denenberg, Burton M.	RE	189	6-0	21	Jr.	Chicago, Ill.	Num-54
Dunai, Robert E.	LT	195	6-2	19	So.	Racine	Num-55
Fraser, James G.	RE	205	6-2	20	So.	Philadelphia, Pa.	Num-55
Gehler, William C.	RG	198	5-9	20	Jr.	Mendota, Ill.	JV-55
Goldenberg, Gary M.	LG	205	6-0	19	So.	Milwaukee	Num-55
Gray, Paul D.	RG	185	5-9	19	So.	Lorain, Ohio	Num-55
Hagberg, Earl B.	RH	185	5-11	19	So.	Chicago, Ill.	Num-55
Happel, William C.	RG	195	5-11	18	So.	LaCrosse	Num-54
Heineke, John A.	LT	215	6-2	21	Jr.	Wisconsin Dells	JV-55
Hill, Earl J.	RE	190	6-4	18	So.	New Rochelle, N.Y.	Num-55
Hobbs, Jon R.	LG	186	6-0	20	So.	Eau Claire	Num-54
Hofer, Kenneth W.	RH	158	5-9	22	Sr.	Wallace, Mich.	JV-54, 55
Hoffman, Thomas	LH	180	5-10	20	So.	Manawa	None
Howard, David L.	RE	197	6-1	21	Sr.	Mondovi	W-54, 55
Joyce, Jack E.	RH	173	5-9	19	Jr.	Nemonomie	Num-54
Kocourek, David A.	LE	200	6-5	19	So.	Berwyn, Ill.	Num-55
Kolian, Richard E.	FB	209	6-1	22	Sr.	Oak Park, Ill.	W-55, JV-53
Langlois, James F.	RG	205	5-9	20	So.	Gile (Hurley)	Num-55
Levenhagen, Patrick J. (C)	FB	186	5-11	21	Sr.	West Allis	W-54, 55
Lewis, Daniel N.	LH	193	6-1	20	Jr.	Freehold, N.J.	W-55
Lowe, William A.	RH	176	6-0	21	Sr.	Eau Claire	W-54, 55
Luksik, Franklin D.	QB	188	6-0	20	So.	Austin, Minn.	Num-54
Morris, Melvin	RG	195	6-0	19	So.	East Chicago, Ill.	Num-55
Mansfield, Robert	RH	200	6-2	27	Sr.	Madison	W-48, W-50
Melvin, Eugene L.	LH	172	5-8	22	So.	Baraboo	None
Nelson, Robert E.	RT	220	6-5	19	So.	Oak Park, Ill.	Num-55
Nicolazzi, Richard D.	RT	210	5-11	23	Jr.	Kenosha	JV-55
Rabas, Thomas J.	C	181	5-10	21	Sr.	Milwaukee	W-55, JV-54
Reinke, James R.	LE	196	6-1	21	Sr.	Appleton	W-54, 55
Rex, David L.	FB	184	5-10	20	Sr.	DeWitt, N.Y.	Num-53
Simonson, Richard E.	QB	170	5-9	21	Jr.	Madison	JV-55
Sprague, Charles T.	LT	200	6-2	19	So.	Racine	Num-55
Sundin, Robert J.	RT	220	6-2	25	Sr.	New Lisbon	None
Tetek, Richard D.	C	196	6-0	19	So.	Oshkosh	Num-55
Tilley, Richard J.	FB	185	6-0	19	So.	West Milwaukee	Num-55
Williams, Sidney B.	LE	181	6-2	20	Jr.	Little Rock, Ark.	Num-54
Zouvas, Peter S.	C	200	6-0	19	So.	Chicago, Ill.	Num-55

1955 SCORES

Wisconsin 28	Marquette 14
Wisconsin 37	Iowa 14
Wisconsin 9	Purdue 0
Wisconsin 21	Southern California 33
Wisconsin 16	Ohio State 26
Wisconsin 0	Michigan State 27
Wisconsin 41	Northwestern 14
Wisconsin 14	Illinois 17
Wisconsin 6	Minnesota 21

Badger Football On the Air

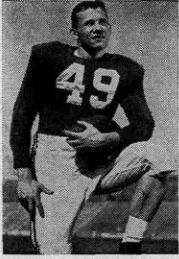
Wisconsin football fans not fortunate enough to be at the scene of action will have plenty of opportunity to hear play-by-play accounts of each game, if they live in or near the state. Again this fall, five originating broadcasters will provide coverage of each home game for half a hundred individual stations in the mid-west. Many of these stations will also carry away-from-home game broadcasts.

Network television may also include a Badger contest, but this scheduling is done at a later date. There will be no local origination of any games, except under terms of the conference rules.

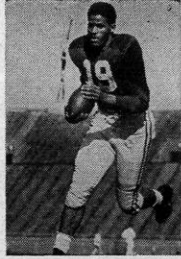
Originating broadcasts at Camp Randall will be Madison station WIBA; WTMJ and WEMP of Milwaukee; which will distribute broadcasts to the state network and to a number of private Wisconsin stations, as well as WEAW in Evanston, Ill., and WFHR, Wisconsin Rapids, which will be reporting for 17 other stations in Wisconsin Cities.

Administration and Staff

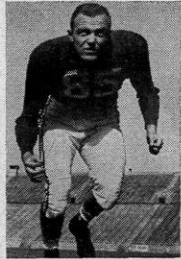
Athletic Director—Ivan B. Williamson		Team Trainer—Walter Bakke
Business Manager, Athletics—William H. Aspinwall		Equipment Manager—Art Lamboley
Director of Athletic Ticket Sales—Oscar C. Damman		Stadium Manager—Joe Betlach
Team Physician—Dr. John L. Bentley		STUDENT MANAGERS
		Senior—Joe Michael Essex
		Junior—Niall Schmidt
		Sophomore—Douglas Pryor



William A. Lowe
—RH



Daniel N. Lewis—LH

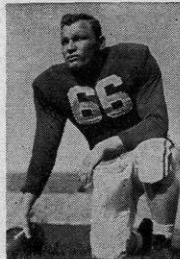


James R. Reinke—LE

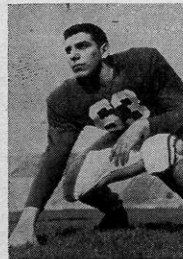


Patrick J. Levenhagen
—FB

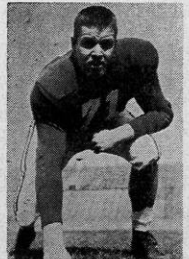
William C. Gehler
—RG



David L. Howard



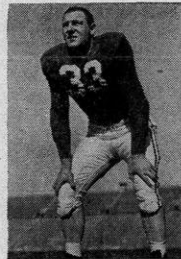
Rocco P. Cinelli—LT



Myron G. Cooper
—LT



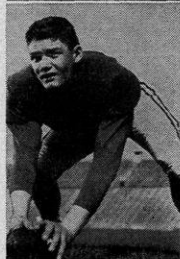
Jon R. Hobbs—LG



Glenn L. Bestor—FB

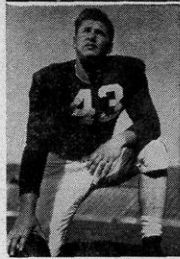


Stehen E. Ambrose
—LG

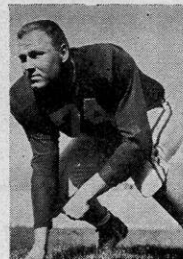


Arthur R. Bloedorn
—C

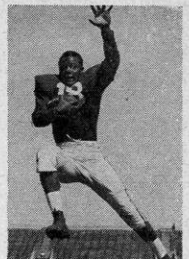
Richard E. Kolian
—FB



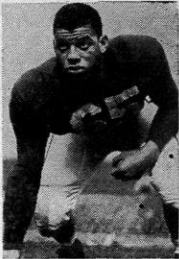
Thomas J. Rabas—C



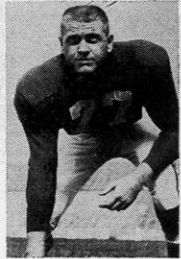
Jerome S. Cvengros
—RT



John S. Bridgeman
—LH



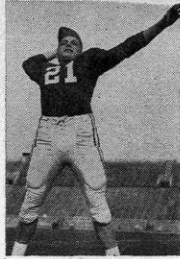
Melvin Morris—RG



Robjert J. Sundin
—RT

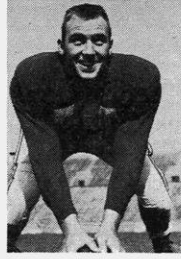
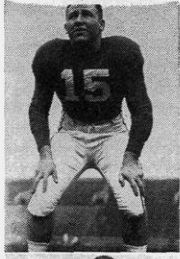


Martin M. Booher
—RT

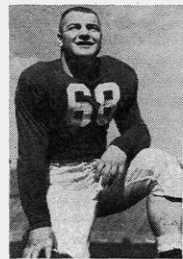


Franklin D. Luksik
—QB

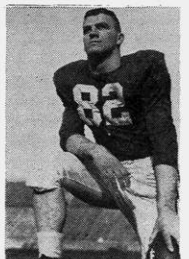
Earl B. Hagberg
—RH



William C. Happel
—RG



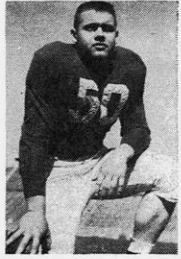
James F. Langlois
—RG



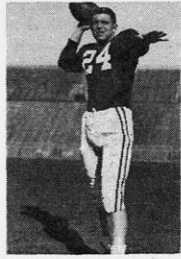
James G. Fraser
—RE



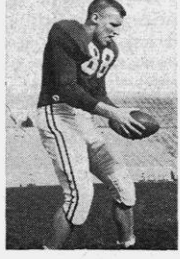
Ronald P. Carlson
—QB



Richard D. Teteak
—C



Gilbert F. Blackmun
—QB



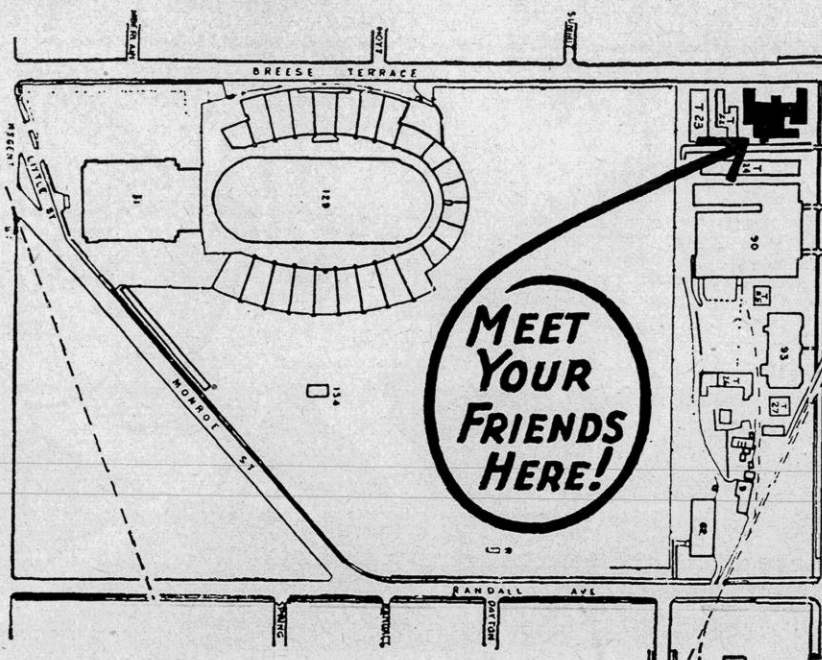
David A. Kocourek
—LE

Breese Terrace Ideal For Pre-Game Luncheons

Quick and convenient pre-football game luncheons for Camp Randall-bound alumni will be offered this fall for the seventh year at the Memorial Union's Breese Terrace cafeteria . . . despite the fact that this refectory is playing a key role in Union food-facility remodeling which is now underway.

Arrangement of this service by the Wisconsin Union and the Wisconsin Alumni Association has enabled many returning Badgers to ease their parking problems by 1. getting to the stadium area before the big rush, 2. dining at the cafeteria on the corner of University Avenue and Breese Terrace—only a block from the Stadium, and 3. arriving in the stands in plenty of time for the 1:30 p.m. kick-off. Serving time is from 11:30 a.m. to 1 p.m.

The Breese Terrace cafeteria used to have much of its food trucked in from the main Union kitchens. This year, until remodeling of kitchens and dining



area at the Union is completed (target date: June 1, in 1957), the process is being reversed. Food is being prepared

at Breese Terrace and trucked to the Union—thus complicating the auxiliary cafeteria's role.

Prospects . . . continued from page 4

cent years. Back of this newcomer is a major letterman, Tom Rabas, a reserve the past two years, and Dick Teteak (a brother of Deral), another highly-rated sophomore.

Bruhn has dropped the multiple offense of last fall and has returned to the straight T-formation, with variations, all off a balanced line. Bruhn explains the move: "Defenses have also begun to learn how to meet the change from one formation to another pretty well. Defense always finally does, and there's no question that better polish and precision can be had with concentration on one basic formation than by spreading the efforts over three or four".

Individual coaching assignments and the scouting system have been altered somewhat. Major change in the assistant assignments came about with the addition of Tom Hearden, former Green Bay Packer aide, as "defense specialist". In scouting, the entire staff of assistants will participate; one or two opposing teams are assigned to a coach for exclusive observation.

There will be a change in the system of signals in order to simplify them and to improve the possibilities for "checks" once the quarterback has taken his position under center. Says Bruhn: "We want to make it even more simple than it was. We also want to try to reduce conversation in the huddle to the abso-

lute minimum. Maybe we'll use colors instead of numbers in lots of cases".

In this move, Bruhn will use an open huddle, with the quarterback facing his team, his back to the opponents. That makes it possible for faster return to the line of scrimmage. This in turn, speeds up the play.

A spread formation on punts may be adopted. Bruhn explains that "we had trouble getting centers who could pass the ball back the necessary 13 or 15 yards to use the spread in the past. All of us always liked it, but had to use a tight formation. Now, we think we

have the centers who can pass longer and accurately so the spread is more feasible. We should get down on kicks and cover better."

PARKING TIP

Have trouble with parking near Camp Randall? Chances are you'll find space in one of the three least-used of University special events parking lots. Two of them are in the neighborhood of Spring and Charter streets, just off Regent, the other is west of the Stock Pavilion. The special events parking charge is one dollar.

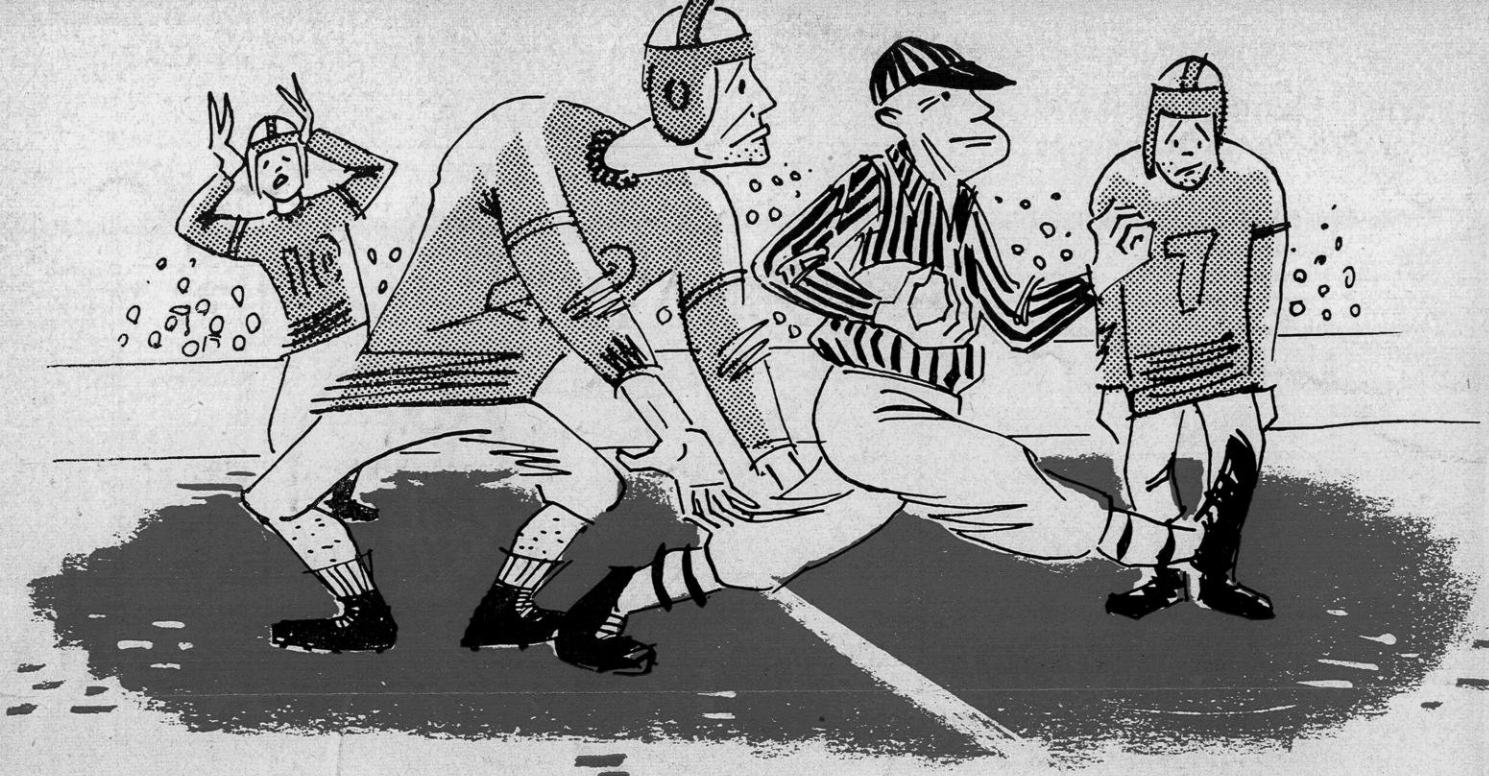
Ticket Demand Exceeds Supply

Hen's teeth and Camp Randall football tickets are again in the same category. Prospects are that every seat for every game will be filled before the Stars and Stripes are hoisted at the north end of the Stadium, although there were some home game seats available at press time.

The new director of ticket sales, Oscar Damman, has indicated that the June prediction of record season ticket sales is near reality. Including students, faculty, and other special groups, regular patrons will account for more than 41,000 seats. The stadium has a capacity of 52,000 . . . and that leaves relatively little for single-game ticket buyers

(who, incidentally, regularly include up to 3,000 or more persons occupying seats reserved for visiting teams by conference rule. These seats start at the 50-yard line and take up some choice real-estate.)

Previous patterns of ticket allotment were followed this year, according to Damman. Top priority went to persons who have been ordering season tickets *without interruption* over the years. Then new season ticket applications were processed, first call going to Wisconsin Alumni Association members. Finally, after all season tickets were assigned, individual tickets were allotted. Here again WAA members got first choice.



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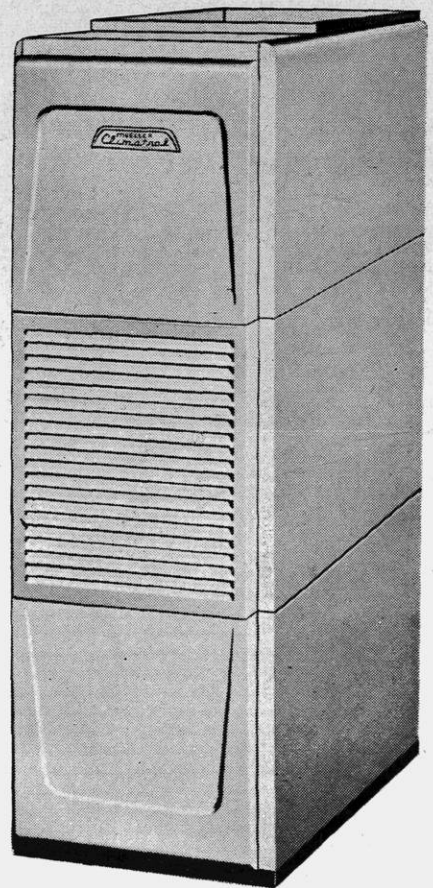
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